

The
Kentucky Press

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

November, 1938

Volume Ten Number Five

Newspapers Must Cultivate Local Advertisers Or Take Consequences

This paper by R. B. Howard, publisher, Madison Press, London, O., was presented at the Newspaper Clinic held October 21 at Ohio State University.—Ed.

It would be extremely presumptuous for me to make the statement to this group of newspaper workers that newspaper co-operation with the advertiser pays dividends. There are many here who are just as well grounded in efforts to do a better job with the advertiser as I am, and I am certain that they realize the value of giving advertiser co-operation. There are many here who are doing a better job in this field than I am and it takes no pointing out on my part to make them realize that the flow of advertising revenue is greatly increased by any help we give the advertiser.

Any attempt at originality on this subject might lead me to another statement, although I presume there are at least some who may argue with me on it. It is simply this: all newspapers will eventually be compelled to give a great deal of their time, their resources and their best thought to advertiser co-operation if they are to receive enough advertising return to keep their doors open.

The demand for advertiser co-operation is increasing and it is bound to increase further. Just what will be required of my newspapers 10 years from now is a question yet to be answered. Just how much effort your newspaper must expend during the coming years in building and keeping advertising remains to be seen, but you may be certain that the demands that are now being made upon you will at least not diminish, presuming that you may have reached something of the acme of perfection at the present time.

Bread Cast on Waters

Before I attempt to develop this thought further I should hasten to add that the demands for greater advertiser co-operation should not discourage us or frighten us. I frankly admit that, as I consider the ever-increasing demands placed upon all business for greater tax revenues, I become discouraged and some of my sentiments on the subject are not safe to discuss in non-partisan groups lest I might be considered to be talking politics. It is only by way of

comparison that I mention these increases in demands for new tax monies, only a part of which ever contributes to the increase of our business.

But the increasing demands for advertiser co-operation present a different and brighter picture. This brings me to the mention of the other side of my subject—"the getting of advertiser co-operation." When we give advertiser co-operation we get advertiser co-operation. The work we do in giving advertising co-operation, even though it does cost us money, is bread cast upon the waters and if intelligently handled is certain to bring a cash return.

The greater the advertiser co-operation the greater the prestige of the newspaper. It is no sin for a newspaper to be small, but it is a sin for it not to be good! A poor newspaper never served a community as well as a good newspaper and, after all, as newspaper men and women we should be interested, whether we are in the news department or the advertising department, in the broader responsibilities of the newspaper to its readers and to the community it serves.

Co-operation of newspapers with advertisers that begets co-operation in return from the advertiser not only enhances the value of that newspaper property from a dollars and cents angle, which is mighty important, but also from the standpoint of public service, which cannot always be measured in dollars and cents. We therefore need not apologize for any aggressive selling campaign, keyed to a greater co-operation with the advertiser. In fact, we must actively recognize the need for such co-operation if we are to continue to serve at all.

Time to Check Up

It isn't fair to blame existing conditions or changing conditions or to say that the advertising public is fickle or possessed of a lack of understanding, when we fail to sell advertising. It is time to look at our own newspaper. It is time to check ourselves and the members of our staff for the answer.

Let us accept the statements that are all too often repeated that radio does a better selling job and that radio has taken revenue from our pockets by an intelligent use of advertiser co-opera-

tion. We may disagree upon the relative merits of the media but let's accept the facts as we know them with reference to the inroads radio has made.

Perhaps weekly newspapers have not noticed the decrease in national advertising, due to radio and other forms of advertising competition, as much as dailies. It is true it is only because we did not have as much to lose.

Sometimes I wonder if we are not "kidding" ourselves a great deal when we speak on weekly newspapers—and, of course, there are exceptions — of our "foreign advertising." After all, we do not have a very big helping of what might be truly called "foreign" or "national" advertising.

The greater portion of advertising that comes to weekly newspapers from outside, through an agency or advertising representative, or that which comes to many smaller dailies, for that matter, had its origin right in our own community. It comes to us because there is a dealer in our territory or because some firm is attempting to build its sales in our community to the place where it may have dealers.

Here, it seems to me, lies the key to increased advertising in weekly newspapers.

The closer we can link London, Ohio, with the so-called national advertiser the greater will be the opportunity for me to sell advertising for my two newspapers.

Local Advertising Neglected

Fortunately, in such a program built around dealers we cannot make the fatal mistake of overlooking our local field, while we explore the green pastures of national advertising. Too many weekly newspapers did this a few years ago when there was an abundance of advertising copy coming in from agencies. It was too easy to "up the rate" on the outside advertising; demand plates and get them; fill the paper with outside advertising, and then take as much local advertising as the advertiser was willing to bring in.

I don't want to be too severe in my criticism of this era when local advertising was neglected and when advertiser co-operation was more of a meaningless phrase. I lived in this period and I operated about the same as many other publishers did, much to my sorrow later, when I found that I could no longer get big copy from agencies and that only the larger stores in my town had been taught the value of continued ad-

vertising that contemplates a close co-operation on the part of both the publisher and the advertiser. So, I say, the newer trend that we find ourselves in, by which we receive this extra advertising only because of some local condition, is helpful in that it keeps us ever cognizant of the most golden of all fields—the local field.

Automobile and tire accounts? Yes, weekly newspapers carry them because there is a local dealer.

Household equipment accounts? Yes, weekly newspapers often get them direct from the manufacturer because there is a dealer in that territory.

Patent medicine accounts? Yes, we still get patent medicine accounts but only, in most cases, after the local druggist has accepted one of the "deals" offered by the company.

Much of It Comes Home

And so, as we check on down the line, we find that a big percentage of the advertising received through an agency, whether it carries a dealer signature or not, really is dependent upon the community in which the newspaper is published.

Realizing this situation, it behooves us to hunt more of these accounts, based upon local dealership and local sales, where the check comes from the agency or our advertising representative, thus leaving our local dealer's advertising appropriation intact, ready for our suggestion for advertising of his other lines and a fund for his tie-in advertising.

And speaking of tie-in advertising, let me make a special plea for this type of advertising which has a two-fold benefit, bringing additional revenue from the extra advertising itself and also strengthening the advertising of the manufacturer. Nothing should be overlooked that offers tie-in possibilities has looked in this field. After a national account has been received, no effort should be spared to get all the dealers to tie-in, thus increasing the sale of the product and making a good showing in the effectiveness of the newspaper.

I could bring out many specific cases but they are just as familiar to you as they are to me. I am frank in saying that our papers have not done all they can in this respect but they are doing better.

Our newspapers hold a sales meeting every Saturday morning, when each person on our staff, charged with the responsibility of selling any advertising, sits in, offering suggestions. At these sales meetings, tie-in advertising is often

discussed and the results are always good.

Must Survey Needs

Not every newspaper organization can have a Saturday morning sales meeting, I know. Some weeklies have only one salesman and sometimes he is the boss, who edits the paper also. I can only speak from the experience of my own newspapers. However, I think that just about what applies in this connection to a big daily also applies to a smaller daily, and what applies to a daily can be made to fit the weekly, no matter how small the sales personnel may be. It is a matter of surveying the needs of the advertisers and offering them all the co-operation that your newspaper can give. This co-operation must reach something of the maximum that should be expected in that particular newspaper field.

In these sales meetings, we compare our advertising lineage of the week with that week of a year ago and check to see why we made an increase or a decrease. We check the coming week, going over the papers of the same week a year ago, to see if we can beat last year's record and to be sure not to overlook special ads that proved good the year before. Even the credit of the advertiser is often discussed.

A weekly newspaper can not overlook job work and these men sell job work as well as advertising. Special job work assignments are often discussed at these meetings and a big increase in job work sales has resulted. They are trained to look for a job of printing with every advertisement. It is surprising how much co-operation can be given a merchant by suggesting certain kinds of printing with his advertising schedule. And I don't mean the old idea of "dodgers off the ad," although there is nothing wrong in selling handbills off an advertisement if you and the merchant can agree that they are needed. If they are not needed you had better try to keep the merchant's money in his pocket for next week's advertisement in the newspaper or you may sour him on both newspaper and direct mail advertising because of the relation of his sales to the cost of the advertising.

As to 50-50 Deals

On the other hand, a few neatly printed invitations sold to the dry goods store that is advertising a style show, for example, may help him to make sure of the attendance of a select group of persons he wishes especially to invite, and at the same time give your plant two

orders—one for advertising and one for printing, if you do job printing.

There has been much discussion about 50-50 deals and there are newspapers that frown upon 50-50 advertising, where the merchant pays half and the manufacturer pays half. But weekly newspapers in many cases are using these 50-50 deals with a great deal of success.

If you know your merchant and can be sure he will use additional space with you because of the efforts you put out in helping him arrange these 50-50 deals, you are increasing your space. There is no doubt of it. There is the danger, however, of the national advertiser taking advantage of this plan to get the local rate, which means that no agency or advertising representative could exist in time and without such representation we might eventually lose in the end.

How do you handle your 50-50 deals? Do you charge one rate to the local dealer and another to the manufacturer? Do you allow your dealer to pay you for the whole advertisement at a local rate and then collect a higher rate from the manufacturer, thus cutting the amounts he pays even below the local rate? I would like to hear this discussed, for I feel 50-50 deals offer a big opportunity for increased advertising in weeklies, but that they are fraught with danger, unless handled intelligently under some standardized plan.

We might cite one example of how increased space may be obtained by getting dealers for manufacturers. A paint company, known to be advertising in other papers, had no dealer in London. We secured one and received a fine schedule this spring. This is giving advertiser co-operation and getting it.

Watch Trade Journals

By watching the trade journals you can often pick out an agency that is releasing advertising on a likely account and by writing them, not just saying "me, too," but actually offering co-operation, receive a suggestion as to how you can be added to the list. To write to all listed is, of course, foolish as you can readily see that some are sectional schedules and that some are to be launched only in metropolitan centers. Here is a big field in advertiser co-operation with the agencies that can be cultivated.

Install a proper rate structure that will permit your classified section to grow—to show a profit—and still a rate that the public will readily accept. The lowest rate in classified should be slight-

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

Press Association Officers

J. LaMarr Bradley, Pres., Enterprise, Providence
Thomas R. Underwood, V. Pres., Herald, Lexington
J. Curtis Alcock, Sec.-Tres., Messenger, Danville

Executive Committee

Gracean M. Pedley, Herald, Eddyville, Chairman;
Harry Lee Waterfield, Gazette, Clinton;
Munford, Advocate, Morganfield; Vance Armentrout, Courier-Journal, Louisville; Joe Richardson, Times, Glasgow; Dolph Creal, Herald-News, Hodgenville; W. Vernon Richardson, Advocate, Danville; Victor R. Portmann, Kentucky Press, Lexington; T. T. Wilson, Log Cabin, Cynthiana; Henry Arrowood, Herald, Paintsville; James T. Norris, Independent, Ashland; Russell Dyche, Sentinel-Echo, London; Robert L. Elkin, Lancaster, Honorary.

Legislative Committee

Thomas R. Underwood, Herald, Lexington, Chairman; Cecil Williams, Journal, Somerset; Tyler Munford, Advocate, Morganfield; George A. Joplin, Jr., Commonwealth, Somerset; Vance Armentrout, Courier-Journal, Louisville.

Advertising Committee

Shelton M. Saufley, Register, Richmond, Chairman; Jody P. Gozder, News-Journal, Campbellsville; Thomas T. Wilson, Log Cabin, Cynthiana; W. L. Dawson, Oldham Era, La Grange; A. S. Wathen, Kentucky Standard, Bardstow.

Newspaper Exhibit Committee

Victor R. Portmann, Kentucky Press, Lexington, Chairman; W. C. Caywood, Jr., Sun, Winchester; Denny B. Spragens, Marion Falcon, Lebanon.



What Is The Ultimate Effect Of Wage Bill?

First let it be understood that no one, not even the administrator, knows exactly what the ultimate effect of the Wage and Hour Bill will be. This bulletin proposes only to pass along such information as is available and such suggestions as would seem to be right. The actual effects of the law will be determined by court interpretations as they are made from time to time.

Q. Are Newspapers Covered by the Act?

A. Yes. Administrator Andrews has ruled that newspapers come under the act. He points out that exemption of some newspapers shows congress intended that newspapers come under the act.

Q. Are Weeklies and Semi-Weeklies Completely Exempted?

A. No. There is no provision for exemption of any paper from the child labor provisions of the act. This prohibits employment of children under 14 years of age. Some lawyers have advised that papers cut off all out-of-state subscribers to exempt themselves from this provision. It is quite possible that cutting off out-of-state subscribers will not prevent papers from being considered in interstate commerce. Purchase of supplies and equipment from other states may put your paper in interstate commerce. This depends on court decisions and courts are taking a broader and broader view of what constitutes interstate commerce. Some associations, however, have advised their papers to cut off papers going out of the state. The Syracuse Post-Standard recently cut off 500 out-of-state subscribers. As a further precaution, the P-S laid off all boys under 14.

Q. Are some Weekly and Semi-weekly Newspapers Exempted?

A. Yes. Section 13-A-8 exempts from the wage and hour provision (but not from child labor provision) "any employee employed in connection with the publication of any weekly or semi-weekly newspaper with a circulation of less than 3,000 the major part of which circulation is within the county where printed and published."

Note: This exemption may be short lived. An effort may be made to amend the law at the next session of congress cutting out this exemption. There is another possibility that his phase of the law will be declared unconstitutional. The Louisiana newspaper tax law was held unconstitutional on the grounds that it was discriminatory. The law did not apply to all newspapers. Papers now apparently exempt should keep these possibilities in mind.

Q. Are Job Shops Operated by Weeklies and Semi-weeklies Exempted Too?

A. Nothing sure about this. The law provides for the exemption of "any employee in connection with the publication of a weekly etc. . . ." This could be interpreted to cover the average weekly newspaper job shop, since most employees also work on the newspaper. This interpretation has not been made as yet, however.

Note: There is also a possibility that job shops doing printing for customers in the state only may not be considered in interstate commerce. On the other hand the fact that the job shop's sup-

plies cross state lines and the fact that the printing they do is often sent across state lines by the customers, may bring the job shop under control of this act.

Q. How Will the Act Be Enforced?

A. The act can be enforced without administrative machinery. Any employee can bring a civil action to collect wages or overtime payments when such employee has been paid less than the minimum provided under the act. When the court decides in favor of the employee, the employee collects the amount due plus an equal amount in liquidated damages. The employer must pay the cost of the suit including a reasonable amount for the employee's attorney.—NYPA Service Bulletin.

The ruling of Administrator Andrews that daily newspapers must comply with the provisions of the Wages and Hour law cleared up some of the uncertainty that existed when the law took effect, but left many other questions unanswered. The door was left ajar for a later rehearing on this important matter and it is difficult to see how this can be avoided. Profiting by the unhappy experiences under N. R. A., the new administration has proceeded cautiously and Mr. Andrews himself has resisted early efforts to stampede him into making premature commitments.

The full effects of the new law will not be felt for some time but some of the results are already apparent. Some small dailies have reduced their days of publication from six to five. A few have reverted to publication on a semi-weekly basis. In some cases, the individual contract has made its appearance as a means of dealing with editorial employees. These and other remedies may serve individual or temporary needs, but the final answer remains to be worked out.

Nothing that has occurred in years serves to emphasize as much as this new law the vastly different conditions that effect present day newspaper publishing. The motives underlying the legislation in question are basically sound, but the application of the present yardstick in much the same manner to all businesses and industries subject to it is questionable. The administrator already has some power to correct inequities or to make allowance for special conditions. The specific exemption of three-fifths of the weekly newspapers in drafting the law was sound. It is already plain, however, that this was not enough. If the daily newspapers cannot convince the Wages and Hours administration of the

Tentative Plans Laid For Mid-winter Meeting

The program committee of the KPA, composed of Vance Armentrout, chairman, C. A. Hummel and Wesley Carter, met with President J. L. Bradley, Chairman of the Executive Committee G. M. Pedley and Secretary J. Curtis Alcock, November 27th and arranged a tentative program for the annual winter meeting of the Association, to be held January 26-28, 1939, at the Brown Hotel in Louisville.

Registration of delegates will take place at the Brown Hotel at 6 o'clock Thursday evening, January 26, followed by a buffet supper, compliments of the Brown Hotel. The usual registration fee of \$1.00 per person registering will be charged.

The first business session will be held Friday morning, January 27, when Mayor Joseph Sholtz will extend a welcome to the editors. The response will be made by Mr. Pedley and Mr. Bradley will deliver the president's annual address.

Several men of national prominence will be asked to appear on the program and the entertainment will be up to the high standard of the past, including a banquet dinner by the Louisville Board of Trade and luncheons by the Courier-Journal and Kentucky Utilities Company. Annual election of officers will take place at the business session Saturday morning, January 28.

Justice of their claims for certain modifications, they must look to the courts or to Congress for relief. The sooner these issues are settled the better it will be for all concerned.

Continued From Page Three

ly higher than the highest display. The national rate should be more than the national display rate.

Four rates are sufficient for the average department. A one-time rate, a three-time rate, a seven-time rate and a thirty-time rate. With the proper three-time rate, two-time insertion ads can be practically eliminated. Make your seven-time rate twice the price of a three, and promote seven days for the price of six. Do not say one day free! Do not give free insertions of wantads—classified is too worthy to be given free.

Make a difference in the price of cash and a charge ad, so that payments will

be made promptly. Ninety-seven per cent of the American people are honest; so loosen up on credit. The transient advertiser who does not pay his bill promptly can be easily stopped from inserting future advertising by referring to his unpaid account.

The average small publisher has a vague fear he will hurt his display linage if he starts to develop classified. For this reason, I recommend that no display classified be sold until such time as the publisher is convinced that classified is helping to build his display columns. Use only one size type—six-point preferred.

Here are some of the Do's and Don't's that are important:

Capitalize only the first word or two of an ad. Set the first line flush and indent all other lines one em on the left.

Do not permit abbreviations. They tend to lessen results by discouraging readers.

Suggest different words and phrases, especially where the same phrases are used in similar ads. Your suggestion can help make better descriptive copy, which in turn helps make better results for the advertiser. It also means more lines for you.

Do not use too many classification headings or subheadings. They take up unpaid space and make it difficult to find certain ads.

Make your minimum requirement at least three lines. If your advertiser wants only three words in his ad, have your compositor center each word on a separate line.

Keep ad copy changed frequently. The average small newspaper will have a holdover of sixty per cent each issue. Advertising is news; so see that it is changed often—even if it is only reworded.

Be courteous. The person placing a thirty cent ad today may be spending \$30 an issue with you a year from today.

Hold your deadline open as long as possible. If you fail to take that lost ad today, the article may be found tomorrow.

Avoid errors, especially in telephone numbers and street addresses.

Send bills promptly. Prompt billing means prompt payment. Enclose a coin card with small bills.

No matter what rate you decide to charge, be sure the rate for three and four lines that are run one, two, three, or seven times are such that the advertiser can send payment in even nickels or dimes. If it is possible to make one

of your rates an even dollar, do that and then promote that \$1 ad.

Charge for funeral notices. If your paper runs an obituary free, all well and good. In the smaller towns all deaths are news. Funerals, however, are commercial propositions in every town; else your funeral directors would not be in business. They make a charge for every small detail except the funeral notice in the newspaper. Do not discourage In Memoriam notices.

You are not going to get sufficient classified linage to pass your national figures in a month—or three months—but after classified becomes a permanent part of your paper, you are going to wonder why you did not develop it years ago.

Postage On Tear Sheets

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

Know the Value of Advertising

The fifth of a series of "Short Talks on Advertising" prepared by the Advertising Federation of America has been distributed to newspapers and periodicals throughout the United States. These talks make excellent house ad copy. If you haven't received them, we wish to advise you that copies are available on request. The only requirement is a credit line to the A. F. of A. Write to Alfred T. Falk, director of the Bureau of Research and Education, Advertising Federation of America, 330 West 42nd street, New York City, if you desire a copy.

The Hardinsburg Independent, published by Jesse M. Howard, Jr., has moved to a new location to make way for a new post office building.

Editor J. P. Freeman of the Cumberland Tri-City News wants to meet the man from Cumberland, who according to "Believe-It-Or-Not" Ripley has not slept for 20 years. It seems that Ripley recently featured the Cumberland citizen on a "Believe-It-Or-Not" radio program, but no one seems to know of the man. Editor Freeman offers a 98-cent reward in "good old unadulterated cash, American money" for information leading to the discovery of this unusual sleepless individual.



Each year the junior class in Journalism at the University of Kentucky take a day off from studies and make a thorough inspection of the complete and modern plant of the Louisville Courier-Journal. Their interest is centered more around the mechanical and engraving departments than the strict news end. The illustration shows the group that made the inspection trip this year in November.

Good Thoughts on Want Ads

Harrison C. MacDonald, classified advertising counselor of Chicago, emphasizes that there are fundamentals in the classified business just as there are in science. Among the points he developed were:

Fortunate is the paper which has a three-line minimum—so much can be said in that third line.

Don't offer a 30-day contract with no change of copy in that time. Classifieds must be "news" if they are to be read.

Offer a special rate for insertions of three or four days—often the weather ruins the results of a one-day insertion.

Don't have too many classifications—readers are much more impressed if they see plenty of ads under each classification.

The blood stream of classifieds comes from the voluntary ads rather than those on contract.

Discounts for cash may be used to eliminate collectors.

The best medium for promotion of classifieds is found in the columns of the paper itself—especially through the testimonials.

The newspaper would help its customers make their ads newsy and timely in the interest of good results.

Some cities are better for classifieds than others, but good classified towns can be made by the publisher's interest.

News photos on the classified page

have been found to be better attention attractors than cartoons.

There's no news like the classifieds. Don't make this page a football and kick it around.

Special Page—Publishers are still filling their coffers by running a special page with the advent of a new building or business. Floyd B. Miner of *The Fairport Herald-Mail, N. Y.*, recently ran a page and a half of ads in conjunction with the modernization of a twenty-nine-year-old drug store.

Editor and Mrs. D. M. Hutton and daughters, Mary Elizabeth and Jane, of the Harrodsburg Herald recently returned from a motor trip in Virginia and West Virginia.

A special 18-page edition of the Boone County Recorder at Burlington was devoted to the opening of a new theatre in that town. Four thousand copies were distributed in Boone and Kenton counties. A. E. Stephens is the editor of the Recorder.

G. B. Jordon of Clinton has recently been employed as advertising manager of the Ballard Yeoman, edited by W. B. Henderson. Mr. Jordon has been engaged in newspaper work for the past fourteen years.

The Duplex press of J. Curtis Alcock's Danville Daily Messenger has recently undergone an overhauling.

Editor Frank Borries of the Carlisle Mercury has procured the aid of the Future Farmers of America organization in soliciting subscriptions. In turn Mr. Borries is helping the organization to obtain funds for its operating expense.

Editor R. G. Smith of the Carrollton News-Democrat recently displayed some splendid

Homer C. Clay, editor of the London Weekly News is offering a free subscription to the reader of his paper who submits the best name for a new column he is inaugurating in the News.

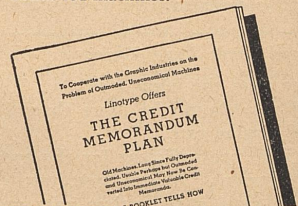
A full-page bank ad with several congratulatory ads from merchants was a feature in the West Kentuckian with the opening of a new bank in Murray. O. J. Jennings is editor of the Kentuckian. Samples of home-grown tobacco in the display windows of his office. The exhibit created much interest among visitors.



Grandpappy might have been good in his day . . . but now he has grown too old to compete.

Composing machines get that way, too. And when they do, it's time to either (1) Trade them for new Blue Streak Linotypes, or (2) Use *Linotype Credit Memorandum Plan*.

Send coupon for booklet explaining Linotype's plan to buy and scrap your outmoded machines.



Mergenthaler Linotype Company
29 Ryerson Street
Brooklyn, New York

Please mail me a copy of the booklet explaining the Credit Memorandum Plan

Name _____

Address _____

Linotype Erbar Bold Condensed and Bookman

It pays to advertise. At least that is what a First Baptist Church minister in a southern town has concluded.

Not being satisfied with his church attendance he ran a classified ad in the town Chronicle as follows:

"Lost or strayed: Undetermined number of Baptists from services of the First Baptist Church. Hope to find them Sunday morning in church."

The minister almost fell over from shock when he stepped into the pulpit the next day to face the largest congregation he had had for months including many who had not been present in months.

It paid to advertise.

Editor A. W. Jones of the Princeton Press, a new publication, announced the debut of his new enterprise editorially in the following unique manner:

"On November 4, 1938, there was born in the city of Princeton, Kentucky, a newspaper which has been named the Princeton Press. The proud parents of this new publication are Cowboy and Mrs. A. W. Jones."

The Crittenden Press, now in its sixtieth year, is a consolidation of five papers, the Press, Marion Reporter, Marion Record, Record-Press, and the Marion News. Mr. and Mrs. John Hargan, Jr., are the publishers of the Crittenden Press that maintains it is first in circulation, news, and advertising.

Despite the fact that B. A. Evans, publisher of the Russellville News-Democrat, is in ill health he continues to be active in carrying on with his paper.

E. W. Wear, who has been in the printing and publishing business for the last 50 years, has retired from active business. The Ballard Yeoman, which he has published since 1937, has been leased to William B. Henderson. Mr. Henderson comes to the weekly newspaper field from considerable experience with dailies in Memphis, Paducah, Louisville, and Little Rock.

E. K. Huddleston, co-partner with S. H. Wilson in the ownership of the Bellevue-Dayton News, has purchased Mr. Wilson's interests in the paper.

The forty-third anniversary of the Columbia News, edited by Edward Hamlett, was observed November 9.

Editor T. I. Davis of the Mt. Sterling Signal with his wife and son are spending the winter in Mobile, Ala. Homer C. Clay is publisher of the Signal.

Mr. and Mrs. Webb and son recently visited with relatives in Washington, D. C. Mr. Webb is the associate editor of the Whitesburg Mountain Eagle.

Editor and Mrs. J. M. Willis entertained at their home the correspondents of the Brandenburg Messenger, November 19.

E. D. Sargent of Dayton is preparing a special historical edition of Boone County to appear in the Walton Advertiser soon.

With the issue of October 27 the Clay Tribune, edited by Ted Stanton, Jr., began its fourth year.

A Lexington newspaper man, Fred B. Wachs, general manager of the Herald-Leader, was recently elected as a member of the Centre College board of trustees.

Among the Kentucky newspapers to observe birthdays during November were: The Fleming Gazette, published by Ransom Todd and Charles E. Rankin, fifty-eight years old, November 3; the Horse Cave Herald, edited by Harry H. Hansbrough, twenty-eight years, November 3; Henry R. Chandler's Barbourville Advocate, thirty-six years, November 4; and the Mt. Sterling Advocate, edited by J. E. Hedden, Sr., and managed by his son, J. E. Hedden, Jr., forty-nine years November 3. The Advocate was established by John H. Mason, now deceased, and Dr. C. W. Harris, in 1890.

An order for 32,000 6x9 handbills was recently completed by the printing plant at Salyersville Independent where Albert K. Moore is the editor. According to Mr. Moore the job was the largest single printing order ever handled by the Independent. If the bills were placed end to end Mr. Moore figured they would reach more than four and one-half miles.

Editor Carter D. Stamper of the Beattyville Enterprise was recently presented a copy of the Three Forks Enterprise, published in Beattyville, December 26, 1883. It was a forerunner of the present Beattyville Enterprise.

The fifty-third birthday of the Shelbyville News, published by Mrs. B. B. Cozine, was observed with the October 27 issue.

Beginning the forty-eighth year of publication, William B. Henderson, new editor of the Ballard Yeoman, Wickliffe, presented his readers an editorial setting out the aims and policies of the Yeoman.

The Walton Advertiser observed its twenty-fourth birthday with the issue of October 27. Formerly owned by Roy Stamler and James Wallace, the paper was purchased by James H. Stump, when the former owners died. Bob Darling is editor and business manager of the Advertiser.

Vaughan Spencer, editor and publisher of the Kentucky Farmers Home Journal, Louisville, was elected secretary of the American Agricultural Editors' Association at a recent meeting of the organization in Chicago.

James W. Fugate of Wheatcroft, who has been in training at the Clay Tribune, managed by Ted Stanton, Jr., continues his work in a linotype-equipped shop at Eddyville.

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. Washington, Cincinnati Ohio

Immediate Shipments From

THE DICKSON COMPANY
234 W. Main St. Louisville
THE McHUGH EXPRESS COMPANY
346 W. Fourth St. Cincinnati

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

What A Yardstick!!!!

The Tennessee Valley Authority has issued a pamphlet entitled "To Keep the Water in the Rivers and the Soil on the Land." A copy will be sent to anyone, on request, without charge. It comes in a regular government manila envelope carrying the return address: Tennessee Valley Authority, Washington, D. C., Official Business." It is franked through the mails, as sealed, first-class matter, and the envelope bears the usual warning to the effect that penalty for private use to avoid payment of postage is \$300.

The pamphlet itself is attractively printed and illustrated, and contains 61 pages of text extolling the various activities of the TVA. The title page carries the inscription: "United States Government Printing Office—1938."

The private utilities of the nation, with which the TVA and other federal projects are now in competition, will be only human if they sigh wistfully when they see this pamphlet and dream of the pleasure of carrying on a business where the government pays for printing and mailing advertising literature. This is only one of the subsidies that a paternalistic government confers on its pet projects. The TVA, for instance, uses government-licensed

trucks, and pays no tax on gasoline. It gets various expensive services gratis from the public treasury and accounting offices. Whenever it buys a piece of property, whether it is a machine or some acreage, this property immediately comes off the state, county and municipal tax rolls. If it runs out of money or goes over its ample budget, it has only to appeal to congress for a new appropriation.

And all this, of course, is in addition to TVA's major advantages of virtual tax-freedom in all its operations, plus tax subsidies running into the hundreds of millions.

There is the great TVA yardstick—which was seriously proposed as a true measure of rates charged by heavily-taxed private utilities which pay for, and pay taxes on, everything they get, whether it's a generator or a booster pamphlet. There isn't a person in this country who isn't directly or indirectly contributing, through taxation, to the upkeep of the TVA. Even the coal miners are helping to pay for a project which when completed, means less coal to be mined and less job for men now engaged in the mining of coal, the TVA striking at Kentucky miners a heavy blow.

—Central City Messenger

Kentucky Utilities Company
Incorporated
and Associated Companies