

THE KENTUCKY PRESS

Of, By, And For The Kentucky Newspapers

Volume One

AUGUST, 1929

Number Seven

Official Minutes Of The Ashland Mid-summer Meeting Of The KPA

The 60th annual mid-summer meeting of the Kentucky Press Association was held in the Henry Clay Hotel at Ashland, Ky., on June 13, 14, and 15, 1929, when nearly one hundred editors and members of their families from all over the state were in attendance. The editors arrived Thursday afternoon, June 13, most of them motoring to Ashland, and the day was spent in registering the delegates and renewing acquaintances.

Thursday night the K. P. A. party was taken through the plant of the American Rolling Mill Co., Armco, which is one of the largest plants of the kind in the world, and the editors greatly enjoyed seeing how the various pieces of machinery and men worked.

The first business session was held Friday morning, June 14, being called to order by President J. M. Allen, of the Cynthiana Democrat, at 10 o'clock. J. Sherman Porter, of Lexington, offered the invocation.

Forgey Welcomes Editors

Editor B. F. Forgey, of the Ashland Daily Independent, delivered the address of welcome to the editors, saying that the K. P. A. had met in Ashland on two other occasions—in 1880 and in 1916. Mr. Forgey spoke of the rapid growth of Ashland since the editors had last met there. He said Ashland not only boasted of the great "Armco" plant, but between five and six thousand new residences and many business houses had been built in Ashland since 1916. Mr. Forgey also spoke of the great evolution of the newspaper, saying that when the Declaration of Independence was signed there was not a single daily newspaper in the United States, but now there are many all over the country. Mr. Forgey said it was a real pleasure to welcome the editors to Ashland and announced the many entertainments that have been provided.

The response to the address of welcome was made by Editor Keen Johnson, of the Richmond Daily Register. Mr. Johnson is one of the leading young newspapermen of the state and is widely known as a speaker. In a very eloquent manner he expressed the thanks and appreciation of the Kentucky editors in being invited to Ashland. He spoke of the wonderful growth of Ashland and the progress made in other sections of Kentucky, mentioning the fact that sectionalism is rapidly passing away.

Following the address of Mr. Johnson, President Allen appointed R. L.

Elkin, Joe Richardson and J. Sherman Porter on the general resolutions committee. He appointed J. T. Lovett to write resolutions upon the death of W. P. Hogard, and A. S. Thompson resolutions upon the death of C. C. Robbins. Editors Hogard and Robbins, members of the Press Association, died during the past year.

Should Attend N. E. A.

President Allen made a short talk in which he suggested that the Kentucky Press Association send a representative each year to the convention of the National Editorial Association.

Dr. A. M. Stickle, of the Western Kentucky State Teachers College, Bowling Green, Ky., delivered a very interesting address on "The Old and the New Court Parties." Dr. Stickle spoke of conditions of one hundred years ago, his address being one of the best ever heard at a press meeting.

A representative of the Kentucky Children's Home Society, Lyndon, Ky., expressed the thanks of the children's home to the state editors for support given them during the past year.

Editor Joe T. Lovett, of the Murray Ledger and Times, led a round-table discussion on the subject of "The A. B. C. Plan for Country Weekly and Daily Newspapers," first introducing E. W. Chandler, chief auditor of the Audit Bureau of Circulations, Chicago, who delivered an interesting address on the subject. Mr. Chandler's address will be published in the Kentucky Press.

Mr. Lovett read a paper on the A. B. C. report for county newspapers, bringing out many reasons why the country press should adopt the plan. He suggested that the president appoint a committee to investigate the matter and make recommendations at the next annual winter meeting. Many questions were asked by the editors present and they were answered by Mr. Chandler.

Stanley Inspires Audience

Former U. S. Senator A. O. Stanley was present and when called upon for a short talk responded in his usual eloquent manner, saying among other things that the day of the power of the orator is gone and that the radio and press are taking their places, as the radio and press give the addresses of the speakers to the public at the time they are made or shortly after and the people will not come out to hear speakers as they once did. Senator Stanley spoke of the power of the press, saying an editor has no more right to sell opinions, either in editorial

September Opens Many Avenues For Advertising

Style! New Merchandise! Winter Needs!

These new notes in the merchandising for September opens a wide field of activity. The mob buying of new style apparel in September makes this a month of profit. It smaller localities the continuance of hot weather sometimes interferes with an early start in the Fall campaign, but persistent effort should be made to set the ball rolling storeward.

September Sale Events

Fall openings; School opens; Showing of new goods and styles in all lines; Stoves and heating appliances; House-furnishings; sales; Kitchen accessories; Summer resort pianos; Pure food shows; Fall fairs; Style displays of new fall waring apparel; Sporting goods.

September Window Suggestions

Style expositions; School opening; Labor Day display; Pure food display; Hunting display; Cool nights display; Fall settings, including rustic effects, fall foliage and harvest; Fall fairs; Fall sports.

Advertising Pointers

A new season; New styles; New merchandise; School opens; Pure foods; Cool night necessities, such as blankets, comforts, etc.; Fall underwear; Hunting season opens; Fall fairs in progress; Dress-up; Prepare for cold weather; Stoves and heating appliances; New furniture and house-furnishings.

Events Affecting Business

Abandonment of outdoor living and resumption of indoor living; Schools and colleges open; Fall hunting season opens; Cooler weather; Social functions begin; Vacations ended; Fall fairs; A general settling down to the fall and winter methods of living; Harvest.

—Compiled by, and printed through the courtesy of The Advertising World, Columbus, Ohio.

or news columns, than an orator has to sell his eloquence, and declared that "We may elect corrupt men to office but the heart of America is virtuous. All that is needed is to turn on the light." The welfare of our country, he said, is in the hands of the press.

Friday Afternoon

At 12:30 o'clock Friday afternoon the editors went to the Capital Theatre as guests of the theatre management and saw the motion picture, "Reporting the World," which was produced by the United Press Association.

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THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

VICTOR R. PORTMANN, Editor-in-Chief

Published by the Department of Journalism, University of Kentucky, Lexington
Printed by The Kernel Press

Application Pending for Entry as Second Class Matter

PRESS ASSOCIATION OFFICERS

J. M. Allen, *Cynthiana Democrat*, President

J. Herndon Evans, *Pineville Sun*, Vice-President

Joe T. Lovett, *Murray Ledger-Times*, Chm. Ex. Committee

J. Curtis Alcock, *Danville-Messenger*, Secretary-Treasurer

BY-LAWS RECEIVED

We congratulate our genial secretary on the neat booklet containing the constitution, by-laws, and history of the KPA which reached our office this month. It is a valuable booklet and should be filed away by every member of the association for future and all-time reference. The booklet was a product of the Danville Messenger job department and is indicative of the work that a modern printing plant can produce.

MID-SUMMER MINUTES

In this issue are found the minutes of the Ashland mid-summer meeting. Read them, and file. We regret that necessity has postponed the printing of the minutes until this issue, but the secretary has been busy, and we only go to press once a month. Future issues will contain the excellent papers as were read at the meeting.

THE FORUM

We are opening a new department in this issue—the Forum. Read the first contribution from our president, Jim Allen. You, and every newspaper man in the state, are invited to contribute to this department on any subject connected with our business—publishing and printing. Remember, the other fellow likes to know how you solved a particular problem, how you have reduced overhead costs, time-saving devices, etc., etc., any comment at all on our work and our ideals. Let us hear from you now and many times in the future.

ANENT RADIO PROGRAMS

Either the editors of the state did not think that the writer should promote a weekly radio program for the benefit of the publishers and their correspondents, or, while they gave their silent approval, the same editors would not take the time, or bother, to write their opinions, of the proposed programs, it remains to be said that only one letter of approval was received in answer to our editorial in the July issue. One out of 190 is a very small percentage, and unless there is more

of a demand than this, the writer will not devote his busy time in preparation of the programs which will require much time and research. What do you think?

THE A. B. C.

Those of us who had the privilege of hearing the discussion on the Audit Bureau of Circulations at the Ashland meeting were impressed with the service it could render to the country press at a low cost. For the benefit of those "not present," we will print Mr. Chandler's paper in our next issue. If any of our readers have already joined the A. B. C. we will appreciate a letter of comments thereon for The Forum.

Resolutions

To the Kentucky Press Association:
We, your committee on resolutions, desire to report the following:

Resolved, that we appreciate the splendid hospitality shown us during our stay in Ashland by the Ashland Independent, the Chamber of Commerce, the County Club, the Henry Clay Hotel and the people of Ashland and the courtesy of officials and employees of the American Rolling Mill Company in showing us through the company's great plant.

Resolved, that we congratulate the people of Ashland on the progress it is making and has made in the past, on its good streets and on its hotel facilities, on its splendid industrial development and on its progressive citizenship.

Resolved, that we continue our efforts for good roads in Kentucky until every part of the state has highways over which the people may freely communicate with those of every other section and over which the products of our farms and mines may be readily hauled to our home markets.

Resolved, that this association go on record as appreciating the long and effective service to the good roads movement in Kentucky rendered by Col. Jim Maret, of Lexington and Mt. Vernon, that we endorse the movement to purchase a little home for him

in recognition of his service to the state, and pledge ourselves to assist in this movement in any way possible.

Resolved, that we extend our sincere thanks to the Louisville Courier-Journal and Times, the Lexington Herald and Lexington Leader and to Prof. Enoch Grehan, head of the Department of Journalism of the University of Kentucky, for the prizes awarded at this meeting, and to Prof. Victor R. Portmann, of the Department of Journalism, for his labor in judging the contests and awarding the prizes.

Resolved, that we especially congratulate our youthful friend and co-worker, Miss Frances Holliday, on winning the prize given for the paper which rendered the best community service the past year, and that we also congratulate the people of Jackson and Breathitt county on having an editor of such ability and devotion to keep them interested in community affairs and community betterment.

Resolved, that we express our appreciation of courtesies shown us by the management of the State Normal School at Morehead on our way to Ashland and congratulate the people of eastern Kentucky on having such a splendid educational institution so conveniently located for the use of their section of the state.

Resolved, that our special thanks are due to Ben F. Forgey and Jim Norris, of the Ashland Independent, for their very complete arrangements for our entertainment and comfort, to the Rotary Club quartette for its excellent music, to Col. Clarence Woods, for his talk on former veterans of the press, to Senator Augustus Owsley Stanley for his eloquent and scholarly comment on freedom of speech and liberty of the press, to Dr. A. M. Stickle, of the State Normal School at Bowling Green, for his splendid address on the "Old and New Courts," to Mr. E. W. Chandler, of Chicago, for his presentation of the advantages of membership in the Audit Bureau of Circulations, to Joe T. Lovett, of Murray, for his comment thereon, to Miss Mary Chenowith, of the Courier-Journal and to any and all who in any way added to the interest of the meeting.

Resolved, that we extend our sympathy to our friend and former co-laborer, Miss M. Annie Poage, in the death of her brother and regret her inability to meet as planned with her former associates in a profession whose best traditions she constantly upheld as a newspaper reporter.

Resolved, that we congratulate Jim Allen on his elevation to the presidency of this Association and that we earnestly recommend to him that, between now and the winter meeting, he take unto himself an helpmate from the lovely womanhood of Kentucky and that, in the event his native shyness interferes with progress on his part in that respect, we offer the services of a committee from this association to aid and assist in such a laudable enterprise.

ROBERT L. ELKIN,
JOE RICHARDSON,
J. SHERMAN PORTER, Com.

Personals

Commemorating the event with the publication of a 24-page special edition, the Corbin Times-Tribune, edited and managed by J. L. Crawford, formally opened the doors of its new modern home on June 22. One week later it changed from a weekly to a semi-weekly publication.

Succeeding the late C. C. Robbins, W. A. Beatty has been appointed editor and manager of the Winchester Daily Sun.

Desha Breckinridge, editor of the Lexington Herald, married Mrs. Mary F. Lebus at the summer home of the bride at Quanata (Mass.) on July 27.

Plans and blue prints of the new fireproof home of the Scottsville Citizen-Times have been placed in the hands of the contractor and work is progressing on the foundations.

The Cumberland Tri-City News, steered by Editor J. P. Freeman, recently made its bow.

Prof. and Mrs. Enoch Grehan returned the first of August from a five months stay in California, both greatly benefited in health, spirits, and good looks. Professor Grehan, life member of the KPA, was on sabbatical leave from the University and will be again on duty as head of the department of journalism on the opening of the fall term of school. In an exclusive interview, granted our star reporter, the professor stated that California is all right in its way, but as far as he was concerned, did not weigh anywhere near enough in comparison with Old Kentucky and the Blue Grass. The "Old Kentucky Home" is always good enough for the Grehans.

Such a vast variety of things can happen that it is impossible to compile a complete list of possible subjects for news items. To assist you in the discovery of items that might be overlooked, an alphabetically arranged list of some of the more important subjects for news items is printed herewith. You will find a frequent perusal of this list helpful. Bear in mind that the list is incomplete; that there are many other subjects for interesting news items; that some of them, because of their unusualness, may be particularly valuable for that purpose; that every locality offers subjects for news items that are peculiar to that locality and are almost sure to have been overlooked in this list. Pass this on to your correspondents.

Accidents; amateur theatricals; anniversaries—wedding, lodge, etc.; annual meetings; appointment of public officials.

Balls; baptisms—if connected with festivities; baseball, basketball and other games; births; boosting—town, school, etc.; bridges—new, improvements and alterations; buildings—new, improvements and alterations; burglaries; business undertakings, changes, failures, etc.; caucuses; cemeteries—new, improvements, abandonment.

Changes in business; church activities; club doings; commencements—

school, college, etc.; concerts; confirmations; contests; co-operative companies—farmers, labor, etc.; corporations—doings of; crime; crops—unusual things about; curiosities—discoveries; cyclones.

Damage—wind, water, hail, other causes. dams—irrigation, power, flood control; dances; deaths; dedications; directors' and other officers' meetings; ditches—county and township; divorces; early fruits, grain and vegetables; eisteddfods and sangerfests; elections—political, lodge, society, etc.; electric light or power plants—erection or improvement.

LEGISLATION PROPOSED TO LIMIT NEWSPAPER CONTROL

Sensing control of groups of newspapers by political and other sinister interests, several bills will be introduced in Congress next winter to make it necessary to give the facts as to actual newspaper ownership.

One of these bills would make it necessary for the paper to state in every issue that ownership was vested in public utility or power interest, if such was the case, while the second would make it necessary for such propaganda for special interests of any sort with the word "advertisement." The third would prevent any such corporation from deducting in their income tax reports any losses sustained by the purchase or ownership of such newspaper.

It is understood that organized newspaper forces in the country will not attempt to prevent these laws from being enacted, and in many states resolutions favoring their enactment will be passed by association conventions.

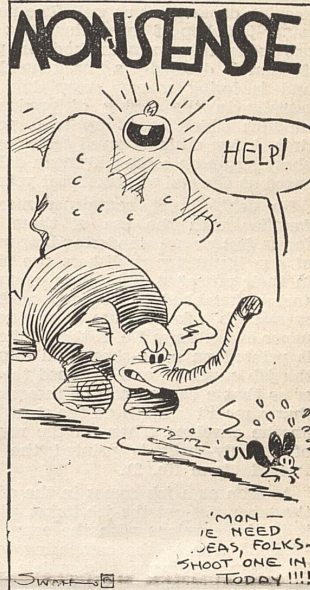
The three proposed measures are as follows:

"Whenever a publication is owned or controlled by a corporation or subsidiary thereof, or an individual engaged in the power business, operation of public utilities, electric light plant, gas plant, chain stores, railroad or transportation company, shall contain any editorial or other reading matter pertaining, relating or referring in any way to the business of the corporation or individual owning or controlling said paper, such editorial or reading matter shall be plainly marked, 'advertisement' and shall be so considered in computing the rates of postage as by law required for all paid advertisements."

"Any publication which is owned or controlled by a corporation or subsidiary thereof owning, controlling or operating any public utility, power, or electric plant, electric light or gas plant, chain stores, railroad or transportation company shall designate such ownership or interest conspicuously on the title page and in the masthead of each publication and in type as large and conspicuous as the name of the publication, and shall at the foot of each page thereof likewise indicate ownership or interest in the type and form designated by the Postmaster General."

"Provided that losses sustained during the taxable year by any corporation operating or engaged in the busi-

ness of a public utility, power, plant, electric or gas plant, chain stores, railroad or transportation company, shall not be deducted when such losses are incurred or caused by the purchase, publication, interest in or control of any publication, newspaper, magazine or other periodical."



—Courtesy C. P. A.

Let's Make the
KENTUCKY PRESS
ASSOCIATION
 a
100%
 Organization

The Kentucky Press Association is for the benefit of every publisher in the State. Why not join NOW and get the get the benefits which it provides. You cannot afford to stay out. Get in the Association now and put your paper on the map.

Business Methods In the Back Shop

On this page, and the opposite page, are stereotype forms which are time savers for any job shop, not only in production and efficiency in the mechanical department, but in the book-keeping department as well. The newspaper-job shop of today that does not use modern business methods in production is decidedly a "back number" and is losing money every day, especially in the saving of productive minutes which count up in a year's time. A few minutes saved each day in checking up on a job will mean dollars saved at the end of your fiscal year.

No doubt every newspaper man is familiar with the use of these two forms, but we are wondering how many of our Kentucky publishers use them in their office? A publishing company (name furnished of request) make a special job ticket for use in any newspaper office. Form No. 1, the job ticket, is printed on a fly-sheet and also on the job envelope, and fastened together so that a carbon can be inserted so that a record is made on the sheet and on the envelope. Then on the reverse of the fly-sheet is printed the Job Record (form No. 2).

As soon as a job comes in the office, the taker fills out the job ticket, places it in the envelope with the copy, and turns it over to the composing room. The foreman keeps a complete time record of the job on the record sheet, and when the job is completed, returns the job record to the front office with all information thereon to be filed away in a special file for future reference. The envelope with the copy and one or more copies of the completed job are retained in the back office for future reference—and repeat orders.

However, it is not necessary for the publisher to use this particular method if he wants to substitute one of his own. The publishing company also will sell stereotypes of these two forms for your permanent possession. The Kernel, student newspaper at the University, has purchased the two stereotypes for permanent use. Under direction of this office, they have printed the Job Ticket on large envelopes, and the Record Ticket on two-ply cardboard. The records and envelopes are numbered consecutively and the record slipped into the corresponding envelope. When the job is completed, the envelope and with the record, copy, proofs, etc., is filed in the front office.

Whatever method is used, every job office in Kentucky should use this system. The cost is negligible, and while it takes very little time to fill out the cards, etc., yet it saves labor time and bookkeeping time, and what is far more valuable, makes for efficiency and business methods. It saves guessing on job costs, because every job can be priced on the cost plus (profit) basis. This office will be glad to answer any questions in regard to this money saving system, and to furnish any information desired.

Form No. 1

NOTE:--- Ticket must be made out in full, giving every information necessary for completion of job. Use a carbon paper and detach and file record. Number every job.

Date		No.	
For			
Address			
Quantity	DESCRIPTION		
PROMISED			
STOCK			
COMPOSITION	Like Copy Like Sample as Near as Possible Machine	Heavy Light Fancy Plain Nice Job Cheap Job	Stone Proof to Revise to
PRESS WORK			Color Ink Proof to
BIND			Block in a Pad Perforate No.
Deliver		Delivered	
Delivered by		To Be Called for	
Ship by		To	
Via			
Price	Cost of Stock	Journal	

(Continued From First Page)

At 1:30 Friday afternoon the editors were guests of the Ashland Daily Independent at a most delightful luncheon at the Henry Clay Hotel. Editor J. T. Norris was toastmaster and introduced the Ashland Rotary men's quartet, who sang several songs that pleased the large number present.

Following the luncheon Mr. Norris turned the meeting over to President Allen, who introduced Prof. Victor R. Portmann, judge of the newspaper exhibits. Professor Portmann announced the winners in the various contests, as follows:

Best All Around Newspaper

Leitchfield Gazette, first, silver loving cup, \$40.

Ohio County News, second, \$15.

Somerset Journal, third, \$10.

Best Front Page

Anderson News, first, silver loving cup, \$30.

Leitchfield Gazette, second, \$15.

Bardstown Standard, third, \$10.

Best Editorial

Hickman Courier, first, silver loving cup, \$25.

Ohio County News, second, \$10.

Bardstown Standard, third, \$5.

Best Community Service

Jackson Times, Miss Frances Holliday, editor, silver loving cup, valued at \$40.

Professor Portmann made an interesting talk in awarding the prizes, saying he and his assistants had some difficulty in judging the newspapers, as there were so many good ones in Kentucky. He spoke of the interest being manifested in the annual newspaper exhibits and asked for more entries next year. Professor Portmann said only a few editors entered their papers in the community service contest, but he hoped there would be many more in the future, as this is one of the best features of the exhibit.

Miss Frances Holliday, editor of the Jackson Times and winner of the community service prize, was present and expressed her appreciation at being awarded the prize. She said she loves her town and takes pleasure in working for it.

Professor Portmann extended an invitation to the Kentucky Press Association to hold its next annual 1930 summer meeting at the University of Kentucky in Lexington.

Following the afternoon meeting some of the editors were taken on a motor tour around the city, while others enjoyed playing golf.

Banquet Friday Evening

Friday evening at 7:30 o'clock a delightful banquet dinner and dance were given the K. P. A. visitors by the Ashland Chamber of Commerce and Ashland Daily Independent at the beautiful Ashland Country Club. Editor B. F. Forgey, of the Independent, was the toastmaster and the Rotary Club quartet sang a number of songs. The Ashland high school orchestra furnished enjoyable music for the occasion.

Mr. Forgey called upon Col. C. E. Woods, former Kentucky newspaperman and a life member of the K. P. A., for a talk, and Colonel Woods respond-

ed in a very delightful manner. He spoke of the days when he was an active member of the Association and mentioned the names of many of the editors of former days. He praised the Ashland people for their wonderful hospitality, saying this meeting had been one of the most enjoyable in the history of the Association. Colonel Woods extended an invitation to the K. P. A. to hold its next summer meeting at Crab Orchard Springs, Ky.

Former Senator A. O. Stanley was called upon and made a brief talk, paying a high tribute to the ladies, who he said were always leaders in every moral movement.

Saturday Morning

The business session Saturday morning was called to order at 10 o'clock by President Allen at the Henry Clay Hotel.

Miss Mary Chenowith, of the Louisville Courier-Journal, made a very interesting talk on "The City Reporter," giving many of her experiences as a reporter on a city newspaper. She said she holds the profession of journalism as a public trust, and paid a tribute to "Skeets" Miller, the Sand Cave hero, who risked his life in an effort to bring relief to Floyd Collins and to perform his duty as a newspaper reporter. Miss Chenowith's address was interesting from start to finish, as she gave many of her actual experiences, some of them dangerous, and said she had interviewed men from the lowest criminal to the greatest statesman and had never broken faith with them.

The committee on resolutions then made its report and the resolutions were adopted and are printed in full herewith.

Miss M. Annie Poage, of Ashland, was on the program to speak on the subject of "Snap Shots," but was called to Chicago on account of the death of her brother, and Editor B. F. Forgey read her paper, in which Miss Poage gave her experience as reporter and advertising manager of the local city newspapers. Miss Poage has been popular among the Kentucky editors for many years and her paper was greatly enjoyed by everyone present.

J. Sherman Porter at this time extended an invitation on behalf of the Lexington Automobile Club to hold the next summer meeting of the K. P. A. at Lexington.

J. T. Norris, of the Ashland Independent, read the resolution adopted at the last annual meeting of the K. P. A., providing for an amendment to the constitution, it being necessary for the resolution to be voted upon favorably at two annual meetings. Mr. Norris moved that the resolution be adopted and it was seconded by S. M. Saufley, of the Richmond Daily Register, and after considerable discussion the motion was carried unanimously. The resolution is as follows:

RESOLVED, That Article II of the constitution be amended by adding the following section:

Section 4.—Associate Memberships: There shall be eligible to associate membership in the Association individuals who are connected with the newspaper business in the state in

the capacity of instructors in journalism, salesmen for newspaper and job supply houses, advertising representatives, or other related capacities. They shall be elected to membership in the same manner as is provided above for newspaper members and shall be entitled to all of the privileges of the Association, except the voting privilege. The dues shall be the same as for active members.

S. M. Saufley, one of the owners of the Richmond Daily Register and connected with the Inter-Southern Life Insurance Co., of Louisville, reported that his company is offering group life insurance at very low rates, and asked that the Kentucky Press Association endorse the proposition, which was done after some discussion and the president and secretary signed an agreement with the insurance company. The motion to accept the proposition was made by J. M. Alverson, of the Harlan Enterprise, and seconded by J. T. Lovett, of the Murray Ledger and Times.

Secretary J. C. Alcock reported the following applications for memberships: Campbellsville News-Journal; Pikeville News; Floyd County Times, Prestonsburg, and the Jackson Times. These newspapers were admitted as new members by a vote of those present.

Upon motion of J. T. Wilson, of the Morehead News, the Kentucky Press, published by Prof. Victor R. Portmann, of the Department of Journalism, University of Kentucky, Lexington, as an official organ of the Kentucky Press Association, was approved and the work of Professor Portmann, as editor, commended.

Mr. Wilson invited members of the Press Association to stop over in Morehead on their way home and visit the the Morehead State Normal School, and many of the editors, we understand, stopped at Morehead and were guests of Mr. Wilson and the Normal School for the night.

A rising vote of thanks was extended to Editors B. F. Forgey and J. T. Norris, of the Ashland Daily Independent, for the many courtesies shown by them to the state editors at the press meeting.

J. CURTIS ALCOCK, Sec'y.

If its news of the Kentucky newspaper fraternity, the Press wants it. Send it in.

GOOD WAY TO USE NEWSPAPER TO BRING JOB WORK

Seely & Seely, The Sayre (Okla.) Headlight, which consistently promotes its job printing department, recently ran an 80-inch advertisement in The Headlight, listing 87 different kinds of jobs that the plant could produce, and asking Mr. Business Man to take stock of his needs and place orders. A large volume of orders resulted. Many local business men found they had need of as many as two and three kinds of jobs.

The Forum

"GO EASY ON SPECIAL PAGES"

Here's good advice for publishers in every state. It appeared in the Confidential Bulletin sent to members of the Minnesota Editorial Association by Sam Haislet, field manager:

"An unusually large number of 'community page' and other schemes of that order are being loaded on Minnesota publishers right now. And where these artists put over their deals they take out a big fat profit for a few hours' work. The majority of these 'schemes' have a real kick-back, and in a majority of cases the regular advertising revenue falls off while the ads sold under this high-pressure are running. The newspapers hold the key to the situation, but they seem to let these high-pressure fellows land them in the net right along. The writer was shown one town where a high-pressure artist took \$180 in commissions in less than a day's work. Why penalize your merchants to this extent, and then expect them to have confidence in you? If every publisher would refuse to do business with these 'easy-money' seekers, they would be doing a worth while service and the high-powered gang would soon disappear."

Endorsing fully what Mr. Haislet says, I should like to impress on country newspapermen of Kentucky the importance of controlling absolutely ALL of their advertising. An experience of 37 years has proved to me there is absolutely nothing in allowing outside solicitors to cover your advertising field, solicit advertising, and collect a commission on the work. Or, rather, there is nothing in it except trouble for the publisher. Whatever contracts of these outside solicitors may contain, it has been my experience that verbal agreements or concessions have been made and advertisers advance them when the crucial moment arrives—the time to pay the newspaper for the advertising. But whether there as verbal agreements or not, the system is bad and confidence in publishers is weakened when advertisers find they have been hoodwinked.

So, it is the policy in my office to allow no one to solicit for advertising in my paper except the regularly employed home solicitor. Nor will I sell a page or portion of a page or any space whatever to any person who expects to fill it with advertisements which he has solicited from my advertising field. Community papers, I think, have been worked too much, whether by home or foreign workers. I do not believe they are of much force or that advertisers get anything like adequate returns from them. They, too, cheapen the newspaper and undermine confidence of advertisers.

Nor do I believe in pictorial inserts for country papers. Photograver sections perhaps are necessary for the larger daily newspapers, but in my opinion have no place in country papers, which are bought for local news principally. For art, high-brow litera-

ture and general frills our readers expect to look elsewhere. Then, the photo sections of course must carry advertising or those who publish them could not afford it. That advertising, whatever its nature, is a dead loss to the newspaper. One may be sure advertising agencies and national advertisers do not fail to note the appearance of such advertising, know the newspaper is getting nothing for it, and their confidence in the newspaper is weakened.

May I not impress again, then, on fellow publishers the desirability of controlling every inch of their advertising space? It brings good feeling if business men know the newspaper is conducted on business principles, that its advertising space is worth buying, and that the publisher will not allow his patrons to be imposed on. The publisher will find he has more money in the bank at the end of the year and will have nothing to explain or apologize.

J. M. ALLEN.

Cynthiana, Ky.

ADVICE TO MERCHANTS

In a recent radio talk, a well known speaker had the following to say to

the merchants of the small towns:

"To any merchant who may be listening in—I have a word of advice. Do not GIVE your local newspaper a dollar. Instead—BUY twice as much advertising as you think you can afford for a period of one year, then watch your business grow.

"The newspaper is an accurate mirror of the town in which it is published. If your town is a live town, one that can meet the intense competition of today, the newspaper will be filled each issue with snappy invitations to trade at the various business places of that town. Your newspaper is your weekly or daily contact with the people of your trade territory. Use it liberally and you will be surprised at the results. The merchants in any town where a real newspaper is published could afford to pay the subscription to the paper for every resident within 30 miles—they would get their money back many times over by increased contacts for their advertising messages.

Boost for your newspaper—it is always boosting the community—and the boost you give will pay big dividends."

What mistake did YOU learn by? Tell it to The Forum.

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Mr. Editor: Your customer, a paper user, reads about certain nationally advertised brands of paper in every magazine. Do you take advantage of this advertising? Do you supply your customers with this paper on their orders? It costs you no more than the other trade marks. Why not stock the advertised bonds and secure them from—

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They said this man was RECKLESS



WALT NEIBARGER
says:

*DOLLARS leak away
from the newspaper
man because he clings
to old ideas*

EVERY DAY, in every phase of industry and business, men are doing things "that couldn't be done" . . . showing and proving that common sense business principles and intelligent application work just as well in smaller centers as they do in big cities.

The newspaper business is no exception. Take Walt Neibarger's experience as a typical instance. Mr. Neibarger bought *The Tonganoxie Mirror* in September, 1926. Tonganoxie, Kansas, is a town of 1100, not a county seat, surrounded by large cities.

Though many neighboring newspaper men thought him reckless, Mr. Neibarger ordered a Model 14 Linotype when he took over the *Mirror*. Skeptics sneered, but Mr. Neibarger's reply was characteristic: "You can't act like 1880 and get away with it nowadays"—even in Tonganoxie.

In April of 1929, less than thirty months later, the Model 14 was paid for in full—and, to a major extent, from the profits the machine earned every day on the job. In sending his check for final payment Mr. Neibarger wrote: "Herewith is my check for the remaining indebtedness on our Model 14. During the two years since we purchased this machine our monthly profit on practically the same business has increased an average of approximately \$85 monthly, with less working time. The difference, of course, is largely attributed to the Linotype. Some of our neighboring newspaper men thought us a little reckless, but possibly they do not realize the machine paid for itself."

"They thought him a little reckless, but they didn't realize" . . . there's a sermon of business progress in those words.

Some time earlier Mr. Neibarger remarked that "the simple fact that he had a Linotype in his office was going to make \$1500 to \$2000 a year

difference in his business." Again skeptics scoffed. It couldn't be done in Tonganoxie, they reasoned.

But it was done, and, as Mr. Neibarger wrote at some length, in a perfectly sound business-like way:

"When I bought the *Mirror*, in September of 1926, it was earning about \$500 monthly gross. By putting a little pep into it, and using modern methods, I increased the advertising revenue in the first six months, fifty-two per cent. We put our subscription list on a cash basis, and gained nineteen per cent, in spite of that. The business is now averaging between \$900 and \$1200 monthly, or probably about \$12,000 a year. . . . This should prove to almost any one, even some of the fellows sticking to city jobs, that modern methods and common sense will work advantageously in the country towns . . .

"Formerly the newspaper field here was not considered anything wonderful. Now a number of newspapers in Kansas have nominated the *Mirror* as the best paper in a town of its size in the state. The new Linotype has been an important factor in this, because it dresses it up typographically, and gives the editor extra time to do other things that help make a paper good.

"I have wondered why none of my predecessors put in a new ma-

chine and took advantage of the extra business that could easily be developed. As far as I know, it was this: The amount of money spent for a new machine seemed large. It looked reckless from a conservative angle. It seems hard to see that the machine itself pays for itself in what it saves. I saw this some years ago, and know it works. It is working here now, and I know most newspaper men must realize the same thing after they have tried it out.

"Dollars leak away from the newspaper man because he clings to old ideas or old methods. Newspaper men seem to be anxious to help every worthy community cause except their own print-shops.

"The sum and substance of the whole thing is to use 'hoss sense' in conducting a newspaper. You can't act like 1880 and get away with it in 1929. I like the Linotype because, like autos, I tried 'em all out and picked the one best suited to my purpose—that's the Linotype . . ."

MR. NEIBARGER'S experience with a Linotype and the application of sound business methods to a small city newspaper are not new. It has been duplicated many times, in many cities, in every section of the country. Perhaps you would like to know what others have done in your territory. The nearest agency will be glad to have a representative call and show you facts and figures—without any obligation, of course.



MERGENTHALER LINOTYPE COMPANY, Brooklyn, New York. San Francisco, Chicago, New Orleans. Canadian Linotype, Limited, Toronto 2. Representatives in the Principal Cities of the World.