

The Kentucky Press

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Journalism - - Of, by, and for
Kentucky Newspapers



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Editors Return To Home Town Of Kentucky Journalism

Honor First Printer At Lexington Meeting

Kentucky journalism which reaches its 150th birthday anniversary on August 11 came back to the old home town June 24, 25 and 26 to celebrate, to survey its progress, renew friendships, honor the memory of the state's first editor, John Bradford, and to enjoy the work and play that always are a part of the annual mid-summer meetings of the Kentucky Press Association.

Approximately 200 Kentucky newspaper men and women took part in the three-day celebration in which Lexington civic organizations and businesses joined in paying tribute to the state's press which found its beginning in the tiny Kentucke Gazette in Lexington on August 11, 1787. Bradford relics were placed on display in the Lexington Public Library, founded in 1792 by Bradford and others, and his personal files of the Gazette, together with other historical newspaper files, were brought out of their fire-proof vaults for the Kentucky editors to examine, a treat which is not offered to many.

Hear Shop Talk

But the convention wasn't all given over to history. There were addresses and discussions on Kentucky Press Laws, on Job Printing and similar shop topics, while the announcement of the winners in the various KPA contests presented an opportunity for the association members to compare their product with that of other editors.

President Joe Gozder, publisher of the Campbellsville News-Journal, and Secretary Curtis Alcock, publisher of the Danville Messenger, were on hand when the members of the association came rolling into Lexington Thursday afternoon for the preliminaries of the meeting. By evening the celebration was in full swing with Dr. Frank L. McVey, president of the University of Kentucky, and Mrs. McVey entertaining with a reception at their home on the campus, the editors being guests of honor.

Friday morning the members of the association were welcomed to Lexington by Mayor E. Reed Wilson who declared that "Newspapers are still the most influential moulders of public opinion, a happy situation for Kentucky which enjoys a high type of editorial leadership." J. L. Bradley, of Providence, vice president of the KPA responded to the mayor's address of welcome, after which Harry Lee Waterfield of the Hickman County Gazette spoke on "Newspaper Circulation." S. H. Ourbacher, of Ashland, then gave a discussion of the work of the social security board, and Hal V. Brown, manager of the Kentucky Press advertising bureau, explained the work of his agency.

Professor Is Speaker

Prof. E. F. Farquhar, of the Uni-

versity of Kentucky department of English, brought the morning session to a close with an address, "The Newspaper — A Medium to Universalize and Democratize Literature."

"Life keeps its diary in a newspaper and has elected it for its social and business secretary," Professor Farquhar told the editors.

"Just as science is finding the truth in the microscope and flux of things, so the newspaper that reports the instant factors making life, ephemeral as they may seem, is running a record that even history and science no longer consider negligible," he declared. "The newspaper will ultimately prove the necessity of literature in the lives of men and women and confirm it as a progressive interpretation of life and the greatest evolutionary force playing in life," he added.

At noon Friday the Kentucky Utilities Company was host to the editors at a luncheon, and here the editors were joined by Gov. A. B. "Happy" Chandler, Lieutenant Governor Keen Johnson, editor of the Richmond Daily Register, already being on hand. Governor Chandler spoke briefly, setting forth his views on freedom of the press.

"I want to see the newspapers of the state continue to publish the news as they find it, to support whatever political candidate they wish, and to print what they want about anyone, providing it is not libelous," the governor declared.

Winners Named on Radio

During the luncheon the editors received news of the contest awards by means of radio, the results having been made a part of a weekly broadcast entitled "What's News in Kentucky" by Prof. Niel Plummer, assistant professor of journalism at the University. After the program which originated in the Lexington WHAS studios and was broadcast by stations in Louisville, Paducah, Lexington and Ashland, Prof. Enoch Grehan, head of the department of journalism at the University, made the presentation of the contest awards.

To George Joplin, editor and publisher of the Somerset Commonwealth, went the coveted award for the best all-around country newspaper in the association. His paper also won third prize in the contest for the best editorial pages, and honorable mention in the advertising contests.

Second place in the all around contest went to the Hardin County Enterprise, published at Elizabethtown; third prize to the Campbellsville News-Journal, and honorable mention to the Springfield Sun, the Carlisle Mercury and the Carrollton News-Democrat.

Other contest winners were:

Front page—First, Hardin County Enterprise; second, Big Sandy News, Louisa; third, Campbellsville News-Journal; honorable mention, the Somerset Journal, the Shelby News, of Shelbyville, and the Kentucky Standard, of Bardstovon.

Best editorial — First, the Lyon County Herald of Eddyville, Gra-

cean Pedley, editor; second, the News-Herald, of Owenton, H. L. Bourne, editor; third, Shelby News, Wade McCoy editor; honorable mention, the Pineville Sun, the Campbellsville News-Journal and the Carrollton News-Democrat.

Best news story—First, the Carlisle Mercury for a story written by Grimes Caywood; second, the Kentucky Standard, written by Miss Elizabeth Wathen; third, the Pineville Sun, for a story written by Herndon Evans.

Best Editorial page — First, the Hardin County Enterprise; second, the Lyon County Herald; third, the Somerset Commonwealth; honorable mention, the Shelby Sentinel, of Shelbyville, and the Carrollton News-Democrat.

Advertising contest — best full page, the Springfield Sun; best half page, the Lyon County Herald; best quarter page, the Springfield Sun; honorable mention, the Somerset Commonwealth.

Horse Farms Visited

Friday afternoon the editors were conducted on tours of famous horse farms in the Bluegrass region around Lexington, a courtesy of the Lexington Board of Commerce, after which they returned to the Lexington Public Library to inspect the Bradford exhibit of the Bradford Historical Society, members of which were hosts for the occasion.

In the evening the editors were guests of Lexington newspapers at the annual mid-summer banquet at the Lexington Country Club. The speaker was Col. Samuel M. Wilson who chose for his subject, "John Bradford — the Caxton of Kentucky." Among other things, he told the editors that Editor Bradford was really the father of the KPA, having attempted to foster an active press organization 130 years ago, according to accounts found in the Kentucky Gazette.

Speaking of the service that the state's first editor had rendered, Colonel Wilson pointed out that Bradford often served as a magistrate in Fayette county, and at the time of his death, March 21, 1830, was sheriff of the county. He was one of the founders of the Lexington Public Library, an early town trustee, a member of the Transylvania University board of trustees, and was one of the founders of the Fayette hospital, now Eastern State Hospital.

In addition to these activities, Bradford was prominent in the formation of the early state government, Colonel Wilson declared. He was chairman of the reception committee and delivered to the state's first governor the address of welcome, and later published a compilation of the acts of early Kentucky legislatures. These were of vast importance in the new West, Colonel Wilson pointed out.

After the banquet, a dance was held at the Country Club for the editors and their ladies.

Johnson Praised

Saturday morning was given over to a business session. Here Thomas R. Underwood, chairman of the

KPA legislative committee, spoke giving credit to Lieut-Gov. Keen Johnson, editor of the Richmond Daily Register, for the passage of two legislative acts of great importance to newspapers in Kentucky. These enactments provide that newspapermen cannot be made to divulge the source of information used in a news item, and define privileged matter for which the paper cannot be sued for libel. Prior to the enactment of these laws newsmen had been placed in jeopardy for refusal to divulge sources of information, and were in doubt as to what official matter was privileged and what was not.

Resolutions were adopted, among which was one expressing the appreciation of the KPA for the publication by The Lexington Herald of a compilation of the press laws of the state. The booklet was compiled by Prof. Victor R. Portmann of the department of journalism at the University of Kentucky, assisted by Franklin Dryden, a senior journalism student.

The final event of the morning business session was a round-table discussion of "Job Printing" led by Dave Griffith, superintendent of the printing plant of the Kentucky Kernel, University of Kentucky student semi-weekly, and it was announced that the award for the best exhibit of job printing had been won by The Pineville Sun.

Saturday afternoon was then given over to the annual association handicap golf tournament on the course of the Ashland Country Club. Herbert Ward, of Scottsville, won the event, his second successive victory. S. V. Stiles, of Louisville, chief of the Kentucky Associated Press Bureau, was runner-up.

No meeting place for 1938 was chosen, the selection being left to the association's executive committee. Paducah, which was to have been host to this year's meeting, asked that the association come to that city next year. There was no election of officers, this being an event on the program of the winter meeting.

Donors of the contest trophies were: Lexington Herald, all-around contest; Lexington Leader, best front page contest; Prof. Enoch Grehan, best editorial contest; Louisville Courier-Journal, best news story; Wade McCoy, the best editorial page; The Louisville Paper Company, best job exhibit; KPA, cash awards for best advertisements.

MORE CONSUMER CO-OPS SEEN

If state legislatures continue to direct drastic action against chain stores and if Congress "stands pat" on the Robinson-Patman law, America is destined to witness a great growth in consumer co-operatives in the next few years. This prediction was made before a recent convention of the Inland Daily Press association by L. B. Breedlove, engineer-economist, who has made an intensive study of the co-operative movement here and abroad.



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As Kentucky Press Opened Annual Meeting In Lexington



The picture above shows a section of the crowd attending the annual mid-summer meeting of the Kentucky Press Association. Newspapermen and women from all sections of the state were in attendance. The inset pictures are from left to right: Joe D. Gozder of Campbellsville, president; Curtis Alecock of Danville, secretary, and J. L. Bradley of Providence, vice president. —Lexington Leader Photo

RESOLUTIONS MID-SUMMER MEETING KY. PRESS ASSOCIATION

The Resolution Committee wishes to submit the following report:

WHEREAS:

The Kentucky Press Association is now completing one of the most enjoyable sessions in its history, in Lexington, Kentucky, and

WHEREAS: the City of Lexington has more than lived up to its reputation of being the center of the state in which hospitality is the supreme consideration and for which the said city is known throughout the nation.

BE IT RESOLVED, THAT

We extend our thanks and sincere appreciation to the following who have so ably and efficiently assisted and co-operated in making this meeting the success that it has been:

To those who took part on the program, especially Prof. E. F. Farquhar and Judge Samuel Wilson, do we wish to extend our appreciation.

To those assisting in arrangements for the meeting, including Ed Wilder, Secretary of the Board of Commerce; to the Kentucky Utilities Company for their delightful luncheon and preliminaries, due to the untiring efforts of Wash Reed, Vice-President, and John Davis, Advertising Representative; to the Greyhound Lines for the use

of their bus on the bluegrass tour; to the School of Journalism of the University of Kentucky for their handling of the trophies; to the donors of the trophies; to the Schine theatres for their courtesy in extending complimentary tickets; to the Lexington Public Library; the United States Public Service Hospital; The Bradford Club and Library and its Board and Staff; to Idle Hour Farm, Faraway Farms, Whitney Farms, Dixiana Farm, for courtesy extended on the tour; to Frank Jones, who so ably presided as toastmaster at the Friday evening banquet; to the Lafayette and Phoenix Hotels for their hospitality and courtesy; and to the Lexington Herald and Lexington Leader for their delightful banquet and many other courtesies extended during the meeting.

FURTHER BE IT RESOLVED

WHEREAS: Judge Samuel Wilson, prominent local member of the Bar and president of the Bradford Historical Society so ably depicted the life and character of John Bradford, now therefore,

Be it resolved that, the Kentucky Press Association obtain in condensed form this address, and that it be mailed in mat form to every newspaper in the state, asking that it be published, as near as possible on the date, in August, of the 150th anniversary celebration of the first newspaper of the state, published in August, 1787, and for which the Lexington Herald and Lexington Leader have graciously

consented to prepare and mail out in mat form.

Respectfully submitted
Committee:

- R. L. ELKIN
WESLEY E. CARTER.
A. S. THOMPSON

WHY NEWSPAPERS LEAD

Newspapers continue as "tops" in advertising media, and here is why, according to Prof. Thomas F. Barnhart of the University of Minnesota:

- 1—Newspaper reading is a universal habit. Newspaper advertising therefore reaches virtually all who read and buy.
- 2 — A newspaper advertisement can always be seen by the reader.
- 3—The newspaper advertisement, as part of the complete paper goes into the home as a welcomed guest.
- 4—The newspaper advertisement can have as much reader interest and news value as the news item.
- 5—The amount of text used in newspaper advertisements is dependent only upon the size of space.
- 6—Newspaper advertising is flexible.
- 7 — Newspaper advertising is quickly controlled.
- 8—Newspaper advertising may be adjusted to different conditions.
- 9—Newspaper advertising enables manufacturers and dealers to state where their products may be bought.

10—Newspaper advertising is inexpensive. Merchants have learned that it covers more families for less money than any other form of advertising.

11—Newspaper advertising results may be checked.

12 — Newspaper circulation is known and is comparatively unaffected by daily change.

13 — Newspaper advertising reduces selling costs because it entails no waste of circulation. This helps reduce costs for the consumer.

"Newspaper advertising," says Professor Barnhart, "builds confidence and good will, attracts new customers, increases sales, and stabilizes merchandise, methods and prices."

NEWSPAPERS HAVE WIDE LEAD

William L. Austin, director of the Bureau of the Census has just issued a report which shows that the newspapers were the nation's greatest advertising medium during 1935. In that year the newspapers handled 37.7 per cent of the total of \$405,838,000 billed to clients by agencies. General magazines, agricultural papers and religious publications handled 26.5 per cent. Radio, including networks, spot broadcasting and talent, accounted for 15.6 per cent.

The Kentucky Press

Official Publication Of The Kentucky Press Association

VICTOR R. PORTMANN.....Editor

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

PRESS ASSOCIATION OFFICERS

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J. LaMarr Bradley	Vice-President	Enterprise, Providence
J. Curtis Alcock	Secretary	Messenger, Danville

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Victor R. Portmann, Kentucky Press, Lexington, Chairman; S. B. Goodman, Central Record, Lancaster; Flem Smith, News, Georgetown.



EDITOR ON VACATION

As I am taking a combination vacation and study trip at the University of Minnesota, I leave this issue of the Press in the capable hands of Prof. Niel Plummer my colleague at the University. It is with regret that summer plans did not permit me to be in attendance at the Lexington meeting. I know the delegates were in good hands and that they carried away with them a happier knowledge of Lexington and the Blue Grass farms. Because of my absence, the Press will not be published during July and August. Will see you in September!

VICTOR R. PORTMANN.

LET'S QUIT USING IT

Free publicity is one of the most active enemies of paid display space. Publishers too often have been content to tear their hair at meetings of newspaper men and then run some attractive mat as soon as they return home. Dozens of New York state weeklies are accepting "free" mat and feature services to the damage of their own revenues and the standing of the state's papers. The volume is increasing. Expositions in

Texas, Cleveland, California, and New York City are crying for your space. Institutes galore dump mats, plates and literature in the mails. Much of their publicity is cleverly concealed, but nevertheless it's there. But, what are YOU going to do about it? There is only one way to stop free publicity. **THE NEWSPAPERS MUST SIMPLY QUIT USING IT.** Writing irritating letters to an institute or publicity man will not get the job done. The remedy is in concerted refusal of your news columns.

Several states have found an effective control for this widespread free advertising. It is called a publicity control bureau. Under this plan, each publisher enters into an individual contract with his state association, whereby he agrees to use no free publicity from outside his home town, unless he has received the approval of the association, which mails the copy direct. The state association bureau reads all publicity copy submitted for the purpose of eliminating any free advertising. It recognizes that some publicity is perfectly legitimate, and welcome. The cost for sending out the legitimate publicity is paid by the publicity agent. In this manner the association finds it much easier to sell advertising to groups and industries who have been securing free space. The establishment of such a plan in New York might bring many new advertisers into the paid columns of New York weeklies. Think it over and if you think it is an effective plan, let us know.

INCREASE AD RATES TO MEET HIGH COSTS

Moving boldly to meet increased costs and higher tax schedules, newspapers throughout the country are increasing advertising rates. Likewise many publishers are increasing subscription rates in an effort to bolster their revenue. The trend is much more pronounced in the daily than weekly newspaper field.

The Pennsylvania Newspaper Publishers association recently completed a comparative analysis of advertising rate structures of Pennsylvania newspapers. The PNPA commented: "It would seem that in some instances rate revision might well be considered as one avenue to that increased revenue that is to be necessary to meet higher taxes,

SIGNIFICANT TRENDS

A careful study of the newspapers that carried off the prizes in the recent Ayer Cup typography contests will reveal some very definite — and very important — trends in the field of newspaper make-up. While the contest was open to dailies only, it offers some good hints for weekly publishers. Too often weekly newspapermen neglect this phase of their business, content with outmoded forms of make-up. Of course the cost often prohibits all the improvements many would like to make in their papers.

A survey of the winners in the Ayer contest emphasize the trend toward cap and lower case heads, toward more simplified flush heads, and the use of larger body types. Eight of the nine winners use cap and lower case heads, which have been proved more readable than the all-cap head. The winner uses an 8-point type on a 9-point body for its texttype, something unthought of in the daily field a few years back. More and more dailies are adopting large body types. The weeklies never have been the offenders on this count that the dailies have been. Six-point was the popular body type for most dailies a few years ago, used in a desperate effort to conserve news space.

The first place winner, The Los Angeles Times, which popularized the new "streamlined" makeup, uses modern sans-serif heads, set flush in a simplified style with decks reduced to a minimum. The New York Herald-Tribune, a three-time winner which placed second, uses the Bodoni cap and lower case head schedule which is very readable. Incidentally, The Tribune recently adopted a larger body type.

Any newspaper publisher contemplating a change should study the leaders in both daily and weekly fields as well as the trade magazines. A readable, attractive newspaper will more than pay the cost in increased dividends. Many times it can be accomplished without addition of new types.

operating costs and all those other new and increased charges that will enter into newspaper-making in 1937. It is worthy to not that many southern newspapers increased advertising rates during the same period.

"Study of lineage figures in the light of rates serves to contradict the contention that higher rate levels operate to destroy volume. Examination of the report will divulge that frequently those newspapers with rate levels among the highest in their respective groups enjoy lineage equal to and frequently above those selling comparable circulation volume for less money.

"In lower circulation brackets is found greatest variance between local and national rates, a variance which progressively diminishes through the larger circulation groups."

A lead article in recent issue of Editor and Publisher stated:

"Increased revenues from advertising and circulation coupled with sharp control of expenditures is the answer to most newspaper management's to the pressing problem of how to meet the rapidly increasing costs of the industry. Costs have been rising for many months, chiefly in increased wages to mechanical and other employes, but the announcement of the major newsprint companies that they seek a \$30 price for 1938 brought the subject of mounting operation costs forcibly to the attention of publishers and business managers."

A recent issue of California Publishers' association bulletin carried this item: "Costs Go Up—The Pacific Coast Electrotypers and Stereotypers association has sent out the following: 'Our industry is confronted with a substantial increase in wages and this additional manufacturing expense plus rising costs of raw materials, taxes, and the Social Security Act, has created a situation which can only be solved for the members of this industry by an upward revision of prices.' Publishers of newspapers can well afford to give serious consideration to increased production costs."

The Inland Daily Press association conducted a survey on the subject of local advertising rates. Of the publishers answering a questionnaire, 95% reported that they either have or contemplate local ad rate increases. Reasons given for the increased local rates were increased production costs, added taxes, and decline in national lineage. Publishers must never forget that the bulk of newspaper income is derived from local advertising. If they cannot produce local advertising at a profit, they are certain to lose money in the newspaper business.

Edwin S. Friendly of the New York Sun, chairman of the ANPA Bureau of Advertising, presented significant figures to the ANPA convention in New York recently to justify an advertising rate rise:

(Continued on Page 6)

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What is copy?

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Here are considering tising copy

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2. IS IT ring true?

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Some Advertising Considerations for the Editor

Suggested Tests

What is a test for advertising copy?

This question, raised time and time again as a weary ad writer lays down his pencil after sweating over an ad for a main street store, has been answered many times with as many different answers. The advertising salesman, who usually writes the copy on a weekly newspaper, should check every ad, whether a 2 by 5 or a full page layout. It is his job to prepare ads with punch and with "pull" for his clients, or it is likely he won't get another chance.

Here are a few points well worth considering when checking advertising copy:

1. IS THE ADVERTISEMENT INSTITUTIONAL? This means does it appeal strongly to the group at which it is aimed, and does it represent the business and reputation of the advertiser.

2. IS IT NATURAL? Does it ring true? It should sound like a

message from a responsible member of the concern advertising. Is there a statement in it which is not likely to be accepted as the truth by a large number of the group to whom the ad is to appeal? Remember, one exaggeration will undermine many truths.

3. IS IT SPECIFIC? Do not use general terms that would apply equally well to another man's product. Make it breathe the personality of the advertiser. The text should center interest in the article and give good reasons for holding attention.

4. IS IT TIMELY AND PERTINENT? Does it gain interest by tying into topics of the day? Timeliness is very important. Is due regard given the viewpoint of the prospective customer? Does it list benefits purchaser is to obtain?

5. IS IT CONSISTENT? Every ad should be a logical and integral part of an advertising campaign. Nothing should be thought up on the spur of the moment or slipshod. It should contain something distinctive, as a trade-mark or slogan,

used in every ad used by this concern. It should sound as though the advertiser believed in himself and in his product. It should sound sincere—this effect is best obtained through use of straight-forward statements in short, simple sentences. The illustrations should always be accurate as possible. Each product should be fully described. All questions in the minds of prospective buyers should be answered in every well-written advertisement.

10 COMMANDMENTS FOR EDITING AND FOR SELLING ADVERTISING

Advertising

Several years ago Harry Simmons, nationally known advertising man, formulated ten commandments for salesmen. They were published in Printer's Ink, but since have been reprinted many times. Offering sound advice, they are just as applicable today. They follow:

1. Sell the service trinity — the firm, the product, and yourself.
2. Keep your chin up. Talk success. Enthusiasm is contagious.
3. Know your story and stick to it. Make it sparkle with interest.
4. Play the three ty's — loyalty, honesty, activity.
5. Sell merchandising, not merely advertising. Give your customers sales promotion ideas.
6. Keep your territory and your territory will keep you. You only get what you put in.
7. Follow through on your follow-up. Don't be afraid to make repeat calls. The harder it is to sell the prospect, the harder it will be for any other salesman to get him away from you.
8. Keep up the courage of your convictions. It is your business to help your customer's business.
9. Don't be afraid to ask for advertising.
10. Remember your advertising facilities.

CLINTON MAN HEADS PRESS ASSOCIATION

H. L. Waterfield, publisher of the Hickman County Gazette, Clinton, was named president of the West Kentucky Press Association at the semi-annual meeting June 5 at the Irvin Cobb hotel Paducah. He succeeds G. M. Pedley of Eddyville.

Other officers chosen were vice president, Joe Lagore, managing editor of the Paducah Sun-Democrat; secretary-treasurer, Murray K. Rogers, editor of the Paducah Press, and J. L. Bradley, Providence, and Mrs. Ada Ware, La Center, executive committee members.

The September meeting will be held at Clinton.

Classified Promotion

Classified advertisements, or "want ads," in the weekly newspaper are not only looked upon by a growing number of publishers as one of the important sources of revenue, a source that has long been neglected by the majority of country weeklies, but as "the little fellow's market place."

While many publishers a few years ago felt that the revenue from these small accounts was not worth the trouble and cost of bookkeeping, a few developed classified pages. They have found them most profitable. The classified field is not confined to any metropolitan locality, but extends wherever there is a buyer and a seller.

Personal, telephone, and mail solicitation plans can be used to build classified linage, with the first being the most effective method. Mail solicitation, usually by means of a post card, is resorted to when prospective advertiser is out of reach of personal or telephone solicitation. A few hours each week will go a long way to building up your classified sections. Everyone connected with a weekly newspaper should make it his job to solicit classified advertising.

A series of promotional ads, not too large, used over a period of many weeks will aid in building up this linage. However, good will and service are two important essentials in creating and retaining successful patronage.

One of the most effective ways to get the classified promotion material before prospective users is to select an advertisement which has produced exceptional results and use it, together with a brief story of its actual accomplishments for the user, in a small display advertisement on page one or on the classified page.

To overcome of the difficulties of collecting accounts, the bugbear of all classified advertising, many newspapers have increased their rates on advertisements that are not paid for in advance. The cash rate has tended to induce transient advertisers to bring their advertisements to the offices or to mail them with cash, thus minimizing the expense of collecting. It is impossible, of course, to avoid extending credit to many classified advertisers. This should always be held to the irreducible minimum. Monthly statements usually suffice for these.

The Park City News, Bowling Green, Ky., has added a Blue Streak Model 14 Linotype. Included in the matrix equipment are two fonts of 7 point Ionic No. 5 and one font of 10 point Excelsior with Memphis Bold.

620 South Fifth Street

Louisville, Ky.

Your Headquarters and Your Office

If you are a member of
The Kentucky Press Association
Co-operating with the

Kentucky Press Advertising Bureau

APPROVED BY

Louisville Board of Trade
Louisville Retail Merchants Association

For full information write

Kentucky Press Advertising Bureau

Hal V. Brown, Manager,

620 So. 5th St.

Louisville, Ky.

'Best' Contests Explained By U. S. Postal Expert

Lottery laws as they relate to "Best" contests are defined in the following statement by Walter E. Kelly, associate solicitor, United States Post Office department, Washington, D. C., in which he declares certain "best" contests are admitted in the mails.

"For many years it was accepted as almost axiomatic that a so-called 'best' contest could not be operated without infraction of the lottery laws. By 'best' contests is meant those plans which offer to the public prizes for the best name, best slogan, best letter, best essay, etc. It was therefore held that in such contests to qualify as admissible to the mails, no consideration could be expected from the participants.

"With consideration eliminated, there remained, of course, only the two elements of lottery, 'prize' and 'chance'.

"However, some years ago the conclusion was reached that such a 'best' contest need not necessarily involve the 'change' element, and since that time the Department has been accepting as mailable, matter relating to 'best' contests even though a consideration be paid, where there appears reasonable certainty that the awards could be made solely on the basis of merit without bringing 'chance' into the consideration of the winners.

"The adoption of the more liberal view by the Department has been adhered to in recent years despite much grief, misunderstanding, the issuance of fraud orders, and court litigation.

"This has been particularly true during the current year when rulings of the Department accepting advertisements of 'best' contests used by manufacturers and dealers in the sale of articles of commerce have been taken by promoters as a basis for the distribution of money prizes in which nothing of consequence except tickets were given in exchange for the entrance fee.

"It is apparent to everyone that whether a so-called 'best' contest may be a fraud can not be absolutely determined before its actual operation. The operator of such a contest may be very meticulous in the examination of the responses of entrants and no fraud may then be imputed. On the other hand, it is conceivable that all the answers in a contest may be glanced at superficially by clerks and a more or less arbitrary award of prizes made. Such a result is not only fraudulent, but demonstrates that the lottery element of 'chance' was inherent in the proposition from its inception.

"Thus it is that the office of the solicitor in examining a plan to be advertised through the mails must

assume, in the absence of indications to the contrary, that the representations as to how winners are to be selected will be lived up to.

"Sometimes they are not, and the postal service has been made an innocent assistant to a violation of the laws. Aside, however, from the honesty of purpose in determining prize winners, frequently the proposed method of determination itself necessarily involves chance.

"At this point it becomes impracticable to discuss the feature further in general terms. Specific methods of award must be explained carefully in detail and each plan passed upon individually on its own merits."

INCREASE AD RATES

(Continued from Page 4)

"Between 1933 and 1936 daily English language newspaper circulation in the United States rose 14.5%. During the same period rate increases of only 10.1% were put into effect.

In 1936 advertising linage was only 71% of 1929, while the 1936 average wage for printers, mailers, stereotypers was 3% above 1929. In 1936 the cost of living was only 82.8% of 1929.

In 1929 industrial production topped linage by 12 points, in 1933 by 14 points, in 1936 by 29 points. At present industrial production is 38 points above 1932 while the advertising gain is only nine points."

Discussing the possibility of advancing newsstand prices, Mr. Friendly said that old theories must be thrown overboard, and the reader should not object to paying a slightly higher price for something which is sold at one-fifth the actual cost of production.

"Judging by the number of newspapers which are advancing rates, there seems to be a strongly-backed trend in favor of this solution. We need not remind ourselves that newspaper rates are low—far lower than the rates of competing media, and lower still when comparative services and values are considered."

Opportunities for greater advertising revenues for newspapers exist in urging business leaders to tell the story of American industry and the part it plays in our social and economic lives, using the newspaper as the advertising medium, Mr. Friendly said. He termed such a campaign, "a story that must be told and constantly retold if a proper understanding is to be developed between employer and employee and if the American system is to survive."

Mr. Friendly named rise in pay-rolls as one of the factors contributing to the necessity for rate in-

creases, and said, "The newspaper business has no new machinery replacing men and so faces no economies in improvement of per-man productivity. But the nature of its public service it must maintain an astonishing continuity of employment, even in adversity. It faces a prospect of linage never returning to former total volumes, and realizes there is no possibility of expanding advertising prices to bear higher operating costs. With such prospects, and already affording skilled and semi-skilled workers hourly earnings 59% higher than earnings of workers in all manufacturing industries, a vast amount of 'leveling upward' is necessary to justify further increases of newspaper wage rates."

In this connection the schedule of weekly newspaper advertising rates recommended by the National Editorial association is reprinted here:

For 500 or less	25c
For 1000 or less	30c
For 1500 or less	35c
For 2000 or less	40c
For 2500 or less	45c
For 3000 or less	48c
For 3500 or less	51c

MAGAZINE CLUBS

The Southern Newspaper Publishers' Association recently quizzed members on magazine clubs and their pulling power. In reply to the question: "Have you ever used magazine clubbing offers?," 58 per cent of the SNPA members replied "no," while nearly 42 per cent said "yes." Nearly 25 per cent had used such offers, but have discontinued them as against 16.8 per cent who still use such offers.

The SNPA commented: "From the above figures, we learn that more than half of these who have thought well of magazines as newspaper circulation builders have changed their minds and that considerably less than half of them continue to think well of the idea. . . . Among those who have never used magazine clubbing offers, there seems to be almost unanimous agreement that it is bad business practice to use them for two reasons: First, it is folly to help build circulation for competing advertising mediums; second, newspapers should be sold on merit alone. These comments cannot be taken lightly for they appear on nearly 60 per cent of the replies."

PRINTERS' BUSINESS DIRECTORY

Louisville Paper Company

"A PAPER FOR EVERY NEED"

- | | |
|------------------------|----------------------------|
| Permanized Bond Papers | Howard Bond |
| Maxwell Bond | Cherokee News (Blue-white) |

Imperial Type Metal

Howard L. Felix, District Representative

SEND YOUR ORDERS TO

- | | |
|---|--|
| The Dickson Company
119 North Fourth St.
Louisville | The McHugh Express Company
812 Freeman Avenue
Cincinnati |
|---|--|

Whitaker Paper Company

Nation's Finest Printing Papers

Inquire of Our Salesmen

- | | |
|-----------------------------------|------------------------|
| G. C. Perrone, Lexington | Frank Pund, Cincinnati |
| Ed Ballinger, Evansville, Indiana | |

Southeastern Paper Company

Louisville, Kentucky

Hammermill Products In Fine Papers

Guy B. Roush, Representative
125 Hillcrest, Louisville

REPRO ENGRAVING COMPANY

HALFTONES · ETCHINGS · ELECTROTYPES ·
COLOR PLATES FOR ALL TYPES OF PUBLICATIONS ·
PROMPT SERVICE · REASONABLE PRICES ·
505 ELM STREET · CINCINNATI, OHIO

Covention Sidelights

FROM THE LEXINGTON HERALD

Gus T. Robbins former president of the Kentucky Press Association, now of Hopewell, Va., was present as the official representative of the Virginia Press Association and also renewing friendships of many years when he published the Hickman Courier.

While others looked for writings of John Bradford and historic events, Warren Fisher, of Carlisle, statistician of the workmen's compensation board, looked in the files of some (you guess how many!) years back to read about a news item in which he figured while a student at Pennsylvania College.

All who spoke to the editors "claimed kin" as Judge Samuel M. Wilson once edited the Kentucky Law Journal and Prof. Edward Franklin Farquhar has a brother who is an editor in Bethlehem, Pa.

The Kentucky Press Association, as toastmaster Frank B. Jones pointed out at the dinner at the country club, numbers one mayor in Ratliffe Lance of Mt. Sterling; one fire chief in Russell Dyche of London; one lieutenant governor in Keen Johnson, of Richmond, and quite a few postmasters, notably Dalph Creel, of Hodgenville; Lawrence Hager, of Owensboro; Jim Purdon, of Maysville, and the president of the KPA, Joe P. Gozder, of Campbellsville.

F. Tyler Munford of Morganfield, by the way, is a member of the Kentucky legislature and won the title of the biggest little man there.

Robert Barker, of Pineville, present with Mrs. Barker and Mr. and Mrs. Herndon Evans, is the man who made the Mountain Laurel Festival at Pineville the great event that it is.

Bob Elkin, of Lancaster, watched the stepping of the fine saddle horses at Dixiana with keenest interest as he formerly was a judge at the Kentucky State Fair and is a recognized authority on the subject.

Vance Armentrout, editorial writer of the Courier-Journal, once went to jail for "the freedom of the press." He refused to tell a legislative committee who wrote "The Psalm of Life."

Joe T. Lovett, of Benton, former student of the University of Kentucky and son-in-law of Murray's Judge Rainey T. Wells, is one of the leaders in the American Legion of Kentucky.

Director G. T. Cleveland, new manager of the Kentucky State Fair, was present at the sessions of the press association and was received with open arms by editors who are very much interested in the new policies of the fair, including its advertising program.

Lamar Bradley, of Providence, has been called "the perfect vice president." He delivered a gracious address of acceptance in response to Mayor E. Reed Wilson's welcome.

SMALL STATIONS GO AFTER WEEKLIES' ADS

All weekly newspaper publishers should be interested in the following story which was printed in the Feb. 23 issue of the Radio Daily. It was the lead story in that issue and was headed: "NIB in Rural Ad Drive" "Independent Broadcasters Going After \$2,500,000 Advertising Spent in Country Weeklies."

"Despite the seemingly dormant state of the National Independent Broadcasters, Inc., group of 98 so-called 100-watters organized nearly two years ago, Radio Daily learns from reliable sources that the NIB has been quietly working on the goal of acquiring the \$2,500,000 spent annually by national advertisers in the several thousand country weeklies throughout the nation.

"Several big deals now pending may be announced within 10 days. Fact that these have been held up is taken as an indication that the accounts in question are of an automotive nature. Leading national advertisers consistently using the country weeklies are such accounts as Ford, General Motors, Standard Oil and large proprietary medicine concerns. It is the belief of NIB sales heads and advertising agencies that the low watters have a definite market in their respective localities and that these can be used to advantage, one outlet doing the work of probably several weeklies, with the added asset of radio flavor.

"Understood that the one big drawback in so far as the advertiser is concerned is the local and national rate situation. Advertisers state they cannot be blamed for trying to get the lowest rate when here is a differential of a possible 50 per cent. One solid rate for all advertisers would clear the horizon in one fell swoop, according to opinion among the potential time buyers. In fact, they point out it is their job to buy as low as possible.

"Average low watt station, as compared to the average country weekly, finds the station getting the break as to better management, more up-to-date, plus the obvious advantages of entertainment. This is expected to find the trend toward the local station, away from the weekly. On the other hand, it is considered likely that the keelies will eventually pick up additional advertising as a result of their advertisers using radio.

"Rate structure of the NIB has been a problem since its inception since the wattage of stations differ,

also their markets and coverage. Idea to supply a nation-wide network, available in all types of packages, with no wire charges and either local talent used in each spot or same series of electrical transcriptions."

To Publishers In Kentucky

Announcement has been made in Louisville that the 1937 Kentucky State Fair will be advertised and publicized through the Kentucky Press Advertising Bureau.

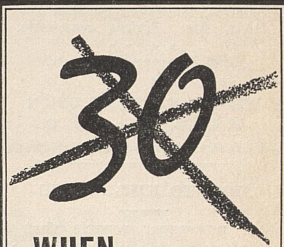
Publishers, generally, and especially those who are members of the Kentucky Press Association, will welcome this information despite the fact the State Fair officials have reduced the amount of advertising costs to the extent of \$3,000 from what it was in 1936.

At the mid-summer meeting of the Kentucky Press Association, held recently in Lexington, it was unanimously decided that the K. P. A.'s own Bureau in Louisville should handle this account, primarily for the purpose of getting a better distribution of funds allocated to advertising and also to have real, live news matter relative to the fair sent them instead of the large quantities of waste basket material heretofore received.

The Bureau in Louisville is preparing schedules for the advertising and the manager of the Bureau has asked The Kentucky Press to urge each and every publisher to mail at once to the Kentucky Press Advertising Bureau, 620 South Fifth Street, Louisville, display rates they expect to receive for Fair advertising. The Bureau has something like 79 rate cards in file now, but all newspapers which have not sent their rates to the Bureau should do so at once. The Bureau also will welcome any suggestions from any member of the Kentucky Press Association.

A two-in-one Blue Streak Model 30 with a self-quadder has been added by the Louisville Courier-Journal.

A Model 8 Linotype and a font of 9 point Linotype Excelsior with Bold Face No. 2 have been added by the Wayne County Outlook, Monticello, Ky.



WHEN the paper is on press there's no "signing up 30" for the

BLUE STREAK

LINOTYPE

Its ability for quick composition of a wide range of faces and sizes up to condensed 60 pt., transfers it to the job department.

There it turns out good-looking work quickly and economically, living up to its fine reputation "on the paper."

No time off for the Blue Streak. With the paper to bed, it's just starting the day.

See Blue Streak Linotypes at the nearest Linotype agency

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, N. Y.

New York City, San Francisco
Chicago, New Orleans
Canadian Linotype, Limited,
Toronto, Canada. Representatives in the Principal Cities of the World

LINOTYPE BOOKMAN, GOTHIC NO. 13 AND FRANKLIN GOTHIC EXTRA CONDENSED

BUSH-KREBS CO.

INCORPORATED

ARTISTS, ENGRAVERS
PRINTERS SUPPLIES, ELECTROTYPE
LOUISVILLE, KENTUCKY
ED WEEKS, MGR. SUPPLY DEPT.

MR. PUBLISHER

Send us your orders for strip Column Rules, Borders, Leads, Slugs, and Monotype spacing material. We also have many desirable type faces. Monotype or Linotype composition for your Catalogs, School Annuals, Association Minutes, Law Briefs, Etc. Prices reasonable.

“ “ ”
Send for specimen sheets.
“ “ ”

WESTERN NEWSPAPER UNION
22 E. 12th St. Cincinnati, O.

HOW TO KILL STATIC

One newspaper reports that it has cured the “static” bugaboo by wiping the tyman with a rag well dampened with water, getting fine results and no bad effects. This wiping process is necessary only two or three times to a thousand impressions.

Writing

The late Marlen Pew in one of his last contributions to Editor and Publisher printed the following list of “Ten Don'ts” which an ambitious reporter, who hopes one day to edit his own paper, said he would in that event enforce:

“Don't—

Let any writer play Smart Alec in news writing.

Hesitate to print realistic writing, but try not to shock sensitive readers unnecessarily.

Ever print the name and address of a child in a news situation which connotes criminal tendencies or will hold the child up to shame, the reason being children are not responsible persons, and may be injured by such publication.

Permit any writer, whether he signs his stuff or not, to vent his personal spite on any individual—all writing must be based on high and impersonal principles.

Print mere personal gossip, remembering that the back-stairs blackguard is a piker compared to the newspaper editor or columnist who wholesales unpleasant, disrespectful, peek-hole personalities.

Stop at merely printing “two sides” of an important controversy—print as many sides as there are, if you can get them.

Ride the rail in politics—be for good men and for good measures, regardless of parties.

Be snooty—especially on the society page.

Forget that newspapers are made for young and old, morons as well as sages, men and women, black and white, so then be simple direct, and comprehensive.

Ever doubt that intellectual honesty in public writing is the finest single quality that may enter any paper.

Two Excellent Pointers Toward Success — The Kentucky Press and National Editorial Association

POWER FALLACIES

Nearly Everyone Knows So Many Things About the Electrical Industry Which Are Not True

YOU hear that the electric light and power industry is controlled by a few men in New York, sometimes called the “Power Trust.”

Call that statement hokum and you will be tagging it correctly. Actually there are more than 2,000 separately owned and operated power companies in the United States.

The biggest, Electric Bond & Share, sells only 10.4% of the electricity produced. Next biggest, Commonwealth & Southern, sells only 7.2% of it. Niagara Hudson, third largest, sells only 6.9%. Associated Gas & Electric sells only 3.9%. And Cities Service but 1.9%.

The rest of the business is scattered like chicken feed, and it isn't controlled by a few big-shot power barons.

This country had much wider use of electricity, more modern equipment, much cheaper service, than any other major nation long before the New Deal turned the heat on—and today it's cheaper than ever.

REDDY KILOWATT

Your Electrical Servant

**KENTUCKY UTILITIES
COMPANY**

INCORPORATED

AND ASSOCIATED COMPANIES

