

The
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KPA Mid-summer Meeting Honors Secretary J. Curtis Alcock

The presentation of a handsome, black, fitted Gladstone bag to Secretary J. Curtis Alcock, in appreciation of his twenty-five years of active and loyal service in that capacity, brought a fitting close to the 67th annual meeting of the Kentucky Press association at Danville, June 11, 12, and 13. The meeting itself was held in that historic city in honor of the editor of the Danville Messenger.

When the place of the mid-summer meeting was to be selected, the Danville Chamber of Commerce sent an urgent message that the meeting should be held in Danville, because that representative body of its splendid citizenship, also wanted to do honor to their fellowtownsman. So-o-o! The KPA and all Danville joined in this tribute to the man who, untiringly, has worked for the best interests of journalism and the press of the state, and for the best interests and advancement of his city, county, and state.

The convention opened Thursday evening with the registration of guests at the Hotel Gilcher, followed by an informal reception to the guests and townsmen at the home of Dr. Charles J. Turck, president of historic Centre College.

President John L. Crawford, Corbin Times-Tribune, called the meeting to order Friday morning in the Kentucky Theatre. Invocation was offered by Dr. M. A. Hart, pastor, Danville Christian church. The address of welcome was delivered by P. H. Best, president, Danville Chamber of Commerce, who graciously and sincerely turned over the keys of the city to its welcome guests. The response was given by Jody P. Gozder, Campbellsville News-Journal, vice-president of the KPA, who thanked the hosts for their hospitality, explaining that he had once worked on the Danville Advocate, when it was a tri-weekly, and, forever since, the hospitality of Danville had never lessened or waned.

The awarding of the 1936 newspaper contest prizes was made by the contest chairman, followed by address, "Onward Kentucky Movement," by James L. Isenberg, Harrodsburg, originator of the Home Industry Plan. The speaker described this movement as designed "to industrialize the rural section of Kentucky and thereby reaching and recognizing the true Kentucky ability," and explained that the people of the state were too well satisfied to take advantage of the many opportunities that was theirs. He outlined the history of this far-reaching movement through its various meetings, climaxed in the Onward Kentucky Exposition held at Frankfort during the first week in June.

Charles L. Allen, assistant manager of the National Editorial association, was introduced and explained the motion picture cooking school sponsored by the national office. He explained that a number of Kentucky editors had taken advantage of this splendid opportunity for service, and that the NEA



J. CURTIS ALCOCK

desired to have 1,500 or more newspapers sign in order to make the plan a success. Interested publishers, who had not given the plan their full approbation, discussed the matter at length with Mr. Allen, and some additional fifteen publishers signed agreements.

A cavalcade then sped to Harrodsburg where the guests inspected the historic Fort Harrod and were entertained at a picnic lunch under the trees in Memorial Park by the Harrodsburg Chamber of Commerce, headed by the gracious family of Editor "Mac" Hutton. After the convention picture was taken, the motor procession headed for an inspection of the Dix River dam power project. There the guests were treated in royal Kentucky style by the officials of the Kentucky Utilities Company and given a tram ride down the precipitous slopes to the generating plant under the huge dam. The motorcade then returned to Danville by the Kennedy and Chenault bridges over Herrington lake.

The Danville Chamber of Commerce was host at a banquet, Friday evening, at the Gilcher hotel. Dr. Charles J. Truck presided in his usual witty and entertaining manner, and introduced Keen Johnson, lieutenant governor, and publisher of the Richmond Register, who gave an interesting address on the problems of state government and the methods of solution as being worked out by the administration. Greetings were extended by

Capt. Frank Winch, Crestwood, explorer and traveler, in a short address on "Twenty Years on Both Sides of the Desk." J. Lindsay Nunn, and his son, Gilmore, who recently purchased the Lexington Herald, were introduced and made short talks, voicing their appreciation and extended their cooperation to the KPA. Following the banquet, the guests enjoyed an informal dance at the Country Club.

Round table discussions marked the business session Saturday morning. "The Importance of Editorials" was led by James T. Norris, Ashland Independent. He was assisted in the discussion by Robert Kincaid, Middlesboro Daily News, who discussed the controversial editor, and Warren Fisher Carlisle Mercury, who submitted a paper on the atmosphere or personal type of editorial. "The Business End of a Newspaper" was the topic led by Joe T. Lovett, Murray Times and Ledger. He introduced Jody Gorder who spoke briefly on the subject.

Russell Dyche, London Sentinel-Echo, gave a paper on "The Job Printing Department" but the discussion was cut short by lack of time. These papers will be published in the Press.

A delightful buffet luncheon was tendered the guests at the spacious country club by the Danville Advocate and the Danville Messenger with the families of Editors Richardson and Alcock, and a bevy of pretty girls, as hosts.

The annual handicap golf tournament for the President's cup, presented by President Crawford, followed for the golfers and H. A. Ward, editor of the Allen County News, Scottsville, the KPA's newest member, was declared champion for 1936 by virtue of a net 38 on Danville's sporty nine-hole course.

Contract bridge attracted the bridge "fiends" and attractive prizes were won by Vance Armstrong, Louisville Courier-Journal, and Mrs. E. G. Kimball, Pittsburg, Pa., for high score. R. L. Elkin, Lancaster, and Mrs. J. Sterling Towles, Danville, won second place, while Mrs. Tommy Adkins, Louisville, and Joe T. Lovett were content with the consolation prizes.

As a pleasant and happy interlude, without a dissenting and a rising vote, R. L. "Bob" Elkins, for many years editor of the Central Record, Lancaster and long a member of the KPA executive committee, was made a life member of the association.

Resolutions were adopted which in part thanked the hospitable citizens for their untiring efforts to make the association at home, and Editors Alcock, Richardson, and Fulton, and their families, for their part as hosts in a delightful and memorial meeting.

If it is news about yourself or your brother editors, the Press wants it.

James S. Porter Jr., has joined the staff of the Maysville Independent under the tutelage of his dad, affectionately known as "Pop" to the craft.

RESOLUTIONS

Whereas the 67th Annual Mid-summer meeting of the Kentucky Press Association was held in Danville, Kentucky, June 11, 12, 13, 1936, as a tribute to J. Curtis Alcock, who has faithfully and efficiently served this association as Secretary-Treasurer for 25 years, and

Whereas the members of the Kentucky Press Association have been extended the most cordial welcome and shown most deeply appreciated courtesies by the citizens of Danville and its institution;

Therefore be it resolved that we especially express our appreciation to Editor W. Vernon Richardson and Mrs. Richardson and Editor J. Curtis Alcock and family for their assiduous attention to preparations for our reception and entertainment and for their warm solicitude for our welfare and enjoyment during our stay in Danville;

Tnat we greatly appreciate the superb hospitality of the people of Danville expressed to us through the entertainment and social contacts provided by the Danville Chamber of Commerce, Dr. and Mrs. Charles J. Turck, and Danville's two excellent newspapers, the Kentucky Advocate and the Danville Daily Messenger;

That we sincerely thank Editor L. M. Hutton, of the Harrodsburg Herald, and his family, and members of the Harrodsburg Chamber of Commerce for the delightful outing and generous and instructive entertainment provided at Fort Harrod;

That we are grateful to the Kentucky Utilities company for its gracious reception arranged for us at Dix Dam, to Warner Brothers for the use of the Kentucky Theatre for our meetings, and to the Danville Country Club for placing at our disposal all of its facilities for our enjoyment;

And be it finally resolved that we acknowledge our obligations to the donors of prizes which make possible our interesting and constructive newspaper contests, which prizes were awarded by the Louisville Courier-Journal and Times, The Lexington Herald, the Lexington Leader, Prof. Enoch Grehan, the Shelby News and the Bush Krebs company and that we thank Prof. Victor R. Portmann and his committee for their painstaking and impartial supervision over the contest.

Linotypes Installed

The Young Printing Co., Paducah, has installed a Blue Streak Model 8; the Carlisle County News, Bardwell, Tom C. Pettit, editor, has installed a Blue Streak Model 14; and Mrs. Ada Wear, Center Advance has purchased a Model 5.

The Kentucky territory, Charles Blanchard, salesman, has installed 19 machines in 1936, which total 3 leading the sales parade.

When you write or buy from our advertisers, say that you read them in the Press.

Official Picture KPA At Harrodsburg Pioneer Memorial Park



—Courtesy Bush Krebs Co., and Ed. C. Weeks

Job Department Is Vital Problem

By RUSSELL DYCHE
(London Sentinel-Echo)

The job printing department in the country weekly shop might well have a place on each year's program of this Association; for with most of us it is an ever-shifting sand just as are many departments in most every industry in these United States. I have lived to see a complete change in the relative importance of the job printing departments, as well as in the type of printing done, in even the smaller of the country weeklies.

The time was when the principal revenue came from the job printing department, and politicians and others courting public favor would give you their small printing jobs in order to keep the "official organ" playing. Thank God that time has passed. Time was when orders of 500 letter heads, or envelopes, or cards, or circulars make up the weekly routine of the country job, and due to the specialization and change in business methods that time is passing. True it is that such jobs still make up a considerable part of the week's work, but mostly it is larger jobs of special forms and circulars and other advertising pieces that bring in the revenue.

But whatever changes, the job department is still absolutely essential to the profitable conduct of a small country weekly shop and we owe it to ourselves to develop it as far as is profitably possible.

While what we commonly call "big business" does at times build a tremendous success on a what seems to us "price" alone, the principle back of this success is organization, with mass production and mass distribution; I believe that no "country" job printing department can be successfully developed on this idea. We must still depend to a great personal good will, upon the desire of our customer to trade with us. And this is mighty hard

sometimes if your newspaper tries to do its FULL duty to its readers.

I have noted with much interest how many local printers have attempted to overcome the loss of revenue caused by competition from specialty mail order houses and by what might call the loss of the "urge" of some of their townspeople to throw job printing their way. Some have reverted to price cutting to meet all competition, and have in return invited similar price attacks from other printers in the same town and adjoining towns. Two summers ago I found in one town, printers were doing candidate card work at such ridiculously low prices, that even if they collected for all their work, at the end of the day they would not have left the wages of a ditch digger. I have seen more than one such printer go from a position of discounting his bills to that of to supply houses refusing to ship except for cash in advance.

(But by this I do not mean to say that I condemn all price cutting, "meeting all competition." Far from it.) Many local printers are overcoming financial difficulties by entering certain "specialties" fields: Special office and work shop forms, special advertising pieces and novelties, handling stock forms that they once printed specially only, and the like.

For myself, I have turned attention to blank forms and county and city record books, which I have found quite profitable. I started this first several years ago and for some time limited my efforts to certain books that I could bind in my own office, such as marriage license books, and smaller execution and bond books which required only tight leather backs and corners, and installed a standing press and the most elementary bindery tools. Now, with the exception of tax receipts and assessment records, I have this work done in trade binderies. Most of the time that special ruling is required, I print the forms and have the binder do the ruling afterward. This saves double postage and paying broken package prices for paper.

I want a round table discussion on job printing and am going to call on a number who have been doing certain specialty jobs, but before doing this I am going to take up a very few minutes explaining certain changes in ballot printing in which I believe most of you are interested.

The recent legislature passed a number of laws affecting elections, and printed forms needed in the conduct of said elections in Kentucky. You are most familiar with the registration law. All the supplies needed for the initial registration on August 1, are to be supplied by the State and paid for from the State treasury. The counties will furnish certain forms after this, but these we will take up later.

Another law provides that all county ballots must be printed within the county equipped to do this work, and that in any event they must be printed within Kentucky. This law is not as far reaching as it might appear at first, for there are very few counties in Kentucky today where the local printer does not already get the ballot jobs. There is one warning, however, that I would give. No printer should charge exorbitant prices for this county's ballots on account of this law. For only one or two local printers to do this might easily put the entire country press in bad repute, and if there be any printer contemplating gouging his county in this way, I pray that he consider twice. It is certainly to react unfavorably on him, as well as possibly work an injury on the entire press.

I have known, and each of you doubtless can right now call to mind, instances where unwarranted competition has been created by a abortive so-called newspapers springing up to feast on "legal printing." This phase in the ballot printing law might easily aggravate that condition, and this is good neither for you nor for your counties these fly-by-night papers are supposed to serve.

LOCAL AND NATIONAL RATE STRUCTURES

"The thesis that a buyer, living outside a seller's local community, should pay a higher charge for spending his dollars with this seller's institution is a philosophy of price-making that is not generally encountered nor universally in use.

"We see then, in the application of this rate differential, a publisher engaged in selling a given amount of circulation under a rate structure that requires two different buyers to pay different prices for the same measure of consumer influence. It is much as if a manufacturer should classify his buyers and arbitrarily require one group to pay a high price while the other is favored with a lower price.

"I believe sincerely, from the standpoint of broad business policy, that the premises and practices involved in setting up and maintaining the differential principle in newspaper rates have not proven that they contribute any great constructive force to either the development of more advertising linage or to the stability of either finances or policy of the individual newspaper as an institution. Rather, I believe, after more than a quarter of a century of observation, that the basis of expediency in rate-making—whether illustrated by the differential or other phases of newspaper rates—has been a definite hindrance to the breeding of confidence and a positive check upon more satisfactory financial operation."

William C. D'Arcy, President
William C. D'Arcy Advertising Agency.

Dean Eagle joined the news staff of the Corbin Times-Tribune recently.

The Young Printing Co. plant was completely destroyed by fire which swept half a block in Paducah on May 20.

An interesting history of the News and other old Shelbyville newspapers was a feature of the 9th anniversary of the Shelby News printed on June 5.

The Kentucky Press

Official Publication Of The Kentucky Press Association

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

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OUR BIRTHDAY!

With this issue the Press enters into Volume Eight with augmented pages and a substantial increase in advertising. The editor has endeavored, in the past, to give his readers the best information pertaining to the community newspaper field; to uphold and support the Kentucky Press Association; and furnish a medium of expression, open to every editor in the state. Many editors have been kind to us in stating that the Press is a welcome visitor to their sanctums and that it is fulfilling a worthwhile duty to the Fourth Estate in Kentucky. With this in mind and with a renewed sense of obligation to the editors and newspapers, we again pledge ourselves in continued interest and loyalty to them, and to further that which is best in the production of our community newspapers, large or small.

KPA CONTESTS

The 1936 newspaper contests were satisfactory in regard to quality, but rather disappointing in quantity, according to the chairman. The editor of the Press believes that every editor in the state should enter one or more of these annual contests and make a worthwhile display. The Press desires to express appreciation to the donors of the splendid trophies: the Courier-Journal, the Lexington Leader, the Lexington Herald, Prof. Enoch Grehan, President Crawford, and Mrs. B. B. Cozine and her associates on the Shelby News. Especial commendation is due Bush Krebs Inc., and Ed Weeks for the excellent contest and trophies which they inaugurated this year. If these donors are willing and eager to

promote better journalism in the state through the contests, the editors ought to show their appreciation by sending in entries next year. Think this over.

WELCOME TO THE KPA!

Several newspapers have joined the growing ranks of the Kentucky Press Association. The Press extends the glad hand of fellowship and hopes that their association may be profitable both to the newspaper and its editor and to the ranks of their fellow publishers. However, may we remind that they will get out of their association the same that they put into it. We expect them to be loyal members and to respond to every call made upon them for assistance and cooperation. Welcome and congratulations!

A TOAST TO DANVILLE!

The Press extends felicitations and congratulations to Editors Alcock and Richardson, to their families, and to their associates on the Messenger and Advocate, for their untiring efforts in making the mid-summer meeting a lasting success. They worked hard and long to extend the glad hand of hospitality to their visiting editors, and did everything in their power, with highest success, to make their stay profitable and enjoyable. These same thanks are also extended to the good citizens of Danville, to Editor Hutton and his family, the good citizens of Harrodsburg, and the Kentucky Utilities Company for their hospitality and cordiality. The mid-summer meeting of 1936 will long remain a pleasant page in our growing book of memories.

HAPPY BIRTHDAY TO YOU!

Heading our list of birthday guests this month is the Shelby News, which entered Volume 95 on June 5. James and Daniel O'Sullivan are giving Shelbyville a worthwhile newspaper.

Seated next to the News, is the the Hickman Courier, the oldest paper in Western Kentucky, began Volume 79 on June 14. J. T. Howard is editor.

Seated in order around the board are the Cloverport News, Mildred D. Babbage, editor, in its 61st year; the Nicholasville News, Clinton Ricketts, editor, 48th year; the Central Record, Lancaster, J. E. Robinson, publisher, and S. B. Goodman, manager, 47th year; Somerset Journal, Cecil Williams, publisher, and J. Frank Adams, editor, 40th year; the Cumberland News, J. P. Freeman and Olon Cook, eight year; and the Neon News, W. P. Nolan and N. M. Webb, in its fifth year. Congratulations to all!

A TOAST TO CURTIS!

To you, Curtis, congratulations and heart felt thanks for your twenty-five years of devotion, loyalty, and hard work in behalf of the Kentucky Press Association. You have given freely of your time and energy, and even money, for the furtherance of the best in journalism in the state and for the promotion of that association that you have served long and well. When you pack that bag, pack into it the good wishes and admiration of your fellow editors for many more years of health, prosperity, and genial, goodfellowship that has been yours.

MOTION PICTURE COOKING SCHOOL

Many editors of the state have shown interest and cooperation in the motion picture cooking school as sponsored by the National Editorial association. Mr. Allen had a gratifying response at Danville, but informs the Press that many newspapers in Kentucky could and should take advantage of this opportunity for community interest and betterment. Secretary Alcock, or the Press, can furnish data concerning this plan, or write direct to the NEA office, 124 La Salle street, Chicago. It is a worthwhile and feasible plan and should bring extra revenue to the editor of newspapers both large and small. The NEA needs 1500 signatures to make the project a reality. Investigate today.

BLUE STREAK LINOTYPES ANNOUNCED

The Mergenthaler Linotype Company announces another achievement for the printing and publishing world—Blue Streak Linotypes in another column.

These new machines incorporate, among other new features, a mechanism that shifts magazines with lightning rapidity. A single easy turn of a handle now brings a magazine into operative position—either main or auxiliary.

"These Blue Streaks," runs the

announcement, "which may be had in all the standard models, are easy on the eyes in more ways than one—easy to operators and easy on production managers. They are as good looking as next year's motor cars, with an optic-aid finish that reduces operating fatigue, facilitates maintenance, and speeds up production."

The Blue Streaks may be had with six molds if desired, in various combinations, and with many other time and money saving features.

The universal self-quadder, which low-quads to the left or right, centers, automatically indents, and produces low blanks, is also available for application to the Blue Streaks.

VALUE OF INTERVIEWS

Interviews with well known local people or prominent visitors provide many newspaper with much news copy. A local banker, pastor, city or county official, doctor, attorney, or head of an industrial plant can discourse at length on his particular field of endeavor, and the material furnished usually can be woven into an interesting article. To the skilled writer every person, be he or she a farmer, fireman, nurse, insurance salesman, undertaker, child or just plain loafer, is the source of a potential news story.

WHAT READERS LIKE

Your readers like to read about the things with which they are familiar, and sometimes a bit about matters with which they are entirely unfamiliar.

The more home news that a weekly paper publisher the better it is liked and the more readers it has. This in spite of the fact that if you ask an inhabitant of one of these towns he will tell you that he knows all the news of that town the day it happens and therefore a weekly doesn't interest him. Watch that same man at the post office the day the weekly paper comes out. His actions will belie his words—or if you want to test it out, fail to send him his paper and see how quickly he will squawk.

Conversely, the rule is equally good. Matters not of local interest should be very sparingly used, and certainly not in an editorial way. The old days when a newspaper was the organ with which the editor lambasted his enemies and praised his friends, are gone and it is equally bad form now for the editor to air his purely personal spite in his editorial columns as it once was the customary thing.

The considerate editor spares his readers his personal animosities and pet peeves, and also his overwhelming ambitions with regard to persons and things in which readers have no common ground to meet him.

Paul Holman, who was graduated in June from Morehead, has been added to the staff of the Glasgow News, T. P. Smith, editor.

Addresses given at the mid-summer meeting in Danville will be printed in this and future issues of the Press.

Norris Leads Symposium On Editorial Problems

B. J. T. NORRIS

Ashland Independent

Whether or not the newspaper editorial is holding its own or waning in importance in American life today, at least I am convinced of one thing. A daily perusal of a good cross section of the Kentucky Press shows that individual journalism is still a potent factor in the life of this state and we have a large number of editors whose personality and expressions wield a considerable influence in moulding public opinion.

This influence does not always use the editorial page as its medium. Many of our editors have chosen to become columnists rather than editors in the strict sense of the term as it was used to apply to Henry Watterson and the other great figures of Kentucky journalism in the past. But if the medium is somewhat altered in form, the result is still the survival of aggressive editorial expression in most of our weeklies and dailies.

Granting this, does the public of Kentucky give to editorial expressions as much as in former days? Does the Kentucky editor wield the influence that once he did? It is hard to generalize in answering these questions and to arrive at any definite conclusion. My own opinion, gleaned from observation in a limited field, is that the public still gives heed to the editor's opinion on public questions provided it is convinced that it is forceful, positive and sincere in his expressions. Every editor owes to his readers and to American journalism the obligation of having and maintaining those qualities in his writing.

At the annual meeting of the members of the Associated Press in New York last April, I heard H. L. Mencken declare that nationwide waning influence and popularity of the editorial page was chargeable to the fact that this important department of the newspaper is, as a rule, typographically the most unattractive part of the paper. He said it has retained the form and make-up of a half century ago, while all newspapers have striven to make every other department more attractive and appealing to readers.

Small type, extremely modest headlines, and a general atmosphere of utmost reticence and self-effacement have driven readers to the many other department of the newspaper, he declared. Then, too, he said, greater prosperity and the gradual ascendancy of the business end of the average newspaper as the primary consideration of its publisher, have combined to substitute a complacent policy for the militant, aggressive attitude of other days.

Generally speaking, I believe Mr. Mencken is right. Certainly his words apply to the large metropolitan dailies with only a few exceptions. Even the smaller dailies and weeklies are often guilty of allowing their editorial pages to become stale in form and sometimes in

content. Few of us here could not brighten up and improve his editorial page make-up with the result of greater attractiveness to his readers. Some few could devote more attention to editorial comment upon questions which vitally concern readers of their communities.

In the beginning, I said this was less true in Kentucky newspapers than in others which I have had an opportunity to observe. Yet perhaps we all may benefit, in a meeting of this kind, by considering the importance of our editorial pages and whether or not we can make them more vital in content and more attractive in appearance.

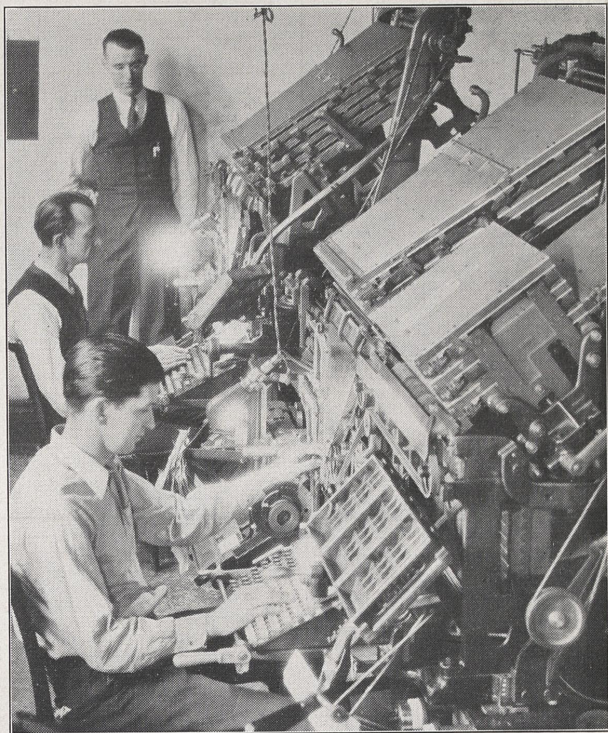
Journalism text books divide editorials into three general classes; of course this division is arbitrary and there are many editorials which represent combinations and mingling of the types. Yet for purpose of discussion, let us follow the text books and separate them into controversial editorials, interpretive editorials, and the literary or "atmosphere" editorial.

Of the first type, the controversial, it has been said it will build circulation and reader interest, whether the editorial sentiment is right or wrong. Some may not agree with that.

(Editors Note: Mr. Norris then turned the program over to Bob Kincaid who forcefully discussed the controversial type. As his remarks were extemporaneous, and no stenographer was present, the Press cannot give an account of his discussion. Mr. Fisher then presented a paper, read by Mr. Norris, on the literary editorial which follows.

By Warren Fisher
Carlisle Mercury

Some 12 years ago, growing deadly tired of writing of politics, bond issues, good roads, better streets, lower taxes, home trade, community spirit, and what have you—growing weary so to speak of the "interpretive" editorial that apparently to no purpose and the "controversial" editorial that gave its author a satisfaction of sorts, but left my good friends of the opposing party or faction of the same opinion still, I sat down and violated the code of the old-timers and began to write as I darned pleased—of shoes and ships and sealing wax, and cabbages and kings. Borrowing a bit from the style of Sam Pepys (as who doesn't or hasn't) and using a box head entitled, "This That and T'other—A Page from the Diary of a Country Editor," I sprinkled a couple of editorial page columns so shamelessly with the first person singular that I have no doubt that the boys who dipped their quills in the newspaper days of Eugene Field and George Ade would have "crowned" me with a mallet or a shooting stick, if they could have gotten at me, or had I attempted such flagrant violation of the code of a good newspaper man in their day.



Through the courtesy of the Linotype News we are running this half-tone of the Linotype battery in the Hardin County Enterprise, Wesley E. Carter, editor. Charles Blanchard recently installed a new model 14 which is depicted with a model 8. Foreman Lewis shown at the keyboard of the 8 with Vernon Mockbee at the new machine. Blanchard is gracefully draped against the wall in the background. The new machine is equipped with 30 point Caslon No. 3 italic, 36 point Gothic No. 13 and Erbar Bold Condensed for headlines.

But times change and despite the fact that the capital I's stuck up like a sore thumb, the stuff "went over." For some years I had been, often laboriously, seldom with any great pleasure, but always faithfully filling some two or three columns of The Mercury each week with editorials. No one read 'em, it seemed, save when the chapter of politicians rose like the crackle of thorns under a pot and this writer succumbed to the universal falling of Kentuckians (who all like their politics as they do their biscuits—hot) and got all hot and bothered over an election, echoing the roars from the raging stump in 8-point leaded.

But in this rambling writing, I was getting returns more gratifying. A surprising number of people had detoured in the usual jump from front page to the "Personals" and country correspondence. Here a letter from a college professor, there a toil-garled old farmer saying he liked it. The women (bless 'em) fell for it. (By the way, 24 years experience has convinced me that were it not for the women, rural weeklies would soon be gathered to that bourne where the woodbine twineth, the whangdoodle whineeth, and the cockadoodle mourneth the loss of its first-born-

wherever that may be.

Encouragement was all I needed and readers of The Mercury have only themselves to blame, if they don't like the truck and feel as one frank critic said: "Hunh! They are not editorials, they are essays." Oh well, so long as they are read So some 12 years ago I began to write about the winter birds that came to our suet lump, to envision the gold of forsythia and the cascading blossoms of spirea across the sepulchred fields of winter; to write of the branch that meandered icily through grey meadows, of the plaintive call of a robin from bare branches, of the first faint murmur of the advancing Tides of Spring.

Spring burgeoned and I wrote of bees in the honeysuckle, blackberry cobbler, the rustle of young corn blades, fat cattle in ash woodlands, cots afrolic in the paddocks, the whistle of a red bird from the pines, fields of the lovelist region God ever made, clean swept and golden where the strippers had garnished their harvest of the em-purpled seed pods. I wrote of the evening song of the catbird, of the quavering croon of the little brown owl, of my baby daughter, of memories of boyhood, of the little fid-

(Continued on Page Six)

Shelby Sentinel Adjudget Best All-Around Paper

The Shelby Sentinel, Shelbyville, Daniel and James O'Sullivan, editors and publishers, was adjudged the Best-All Around Newspaper in the annual contest and received the Lexington Leader trophy for its excellence and enterprise. Certificates of merit for second and third places were awarded the Carlisle Mercury, Warren Fisher, editor, and the Hardin County Enterprise, Wesley E. Carter, editor, respectively. Honorable mention was given the Union County Advocate, Falmouth Outlook, and a three-way tie to the Shelby News, the Lyon County Herald, and the Kentucky Standard, Bardstown.

Best Editorial: Gracean Pedley, editor of the Lyon County Herald, Eddyville, was awarded the Professor Enoch Grehan silver trophy for first place for his editorial, "Reason for Rejoicing." Second place certificate was awarded Editor Warren Fisher, Carlisle Mercury, for his editorial, "Kentucky's Shame." Third place certificates were awarded (tie) Wesley E. Carter, editor of the Hardin County Enterprise on "Shootings in Hardin," and Nate R. White, editor, Falmouth Outlook, for the editorial, "Winter." Honorable mention was accorded the Kentucky Standard, Bardstown, and the Shelby Sentinel, Shelbyville.

Best News Story: The Lexington Herald silver trophy was awarded Wesley E. Carter, Hardin County Enterprise, for his story on "The General Assembly." Second place, certificate of merit, was awarded news editor Grimes Caywood, Carlisle Mercury, for his story, "Forest Retreat." Third place, certificate of merit, was awarded Gracean M. Pedley, Lyon County Herald, on the story, "Hillman 41,000 Acres Accepted." Honorable mention was given The Providence Enterprise and the Falmouth Outlook.

Best Editorial Page: At the last mid-summer meeting, 1935, Mrs. Ben B. Cozine, Shelby News, Shelbyville, and her associates, Messrs. McCoy and Shannon, offered a silver trophy in honor of the late beloved Ben B. Cozine, for the best editorial page with the condition that the cup must be won three times for permanent possession. The Carlisle Mercury, Warren Fisher, editor, was awarded the first "leg" on the trophy in the 1935 contest. First place in this year's contest was again awarded by the judges to Editor Fisher which gives him two "legs" and possession for another year. Second place certificate was awarded the Somerset Commonwealth, George A. Joplin, Jr., editor, and third place certificate to the Lyon County Herald, Gracean Pedley, editor. Honorable mention was extended the Union County Advocate, The Shelby Sentinel, and the Hardin County Enterprise.

Best Front Page: The Shelby News, Shelbyville, Wade McCoy, editor, was awarded the Louisville

Courier-Journal trophy for first place in this contest. Certificates for second and third places, respectively, were awarded the Carlisle Mercury, Warren Fisher, editor, and the semi-weekly Providence Enterprise, J. L. Bradley, editor. Honorable mention was accorded the Lyon County Herald, the Hardin County Enterprise, and the Union County Advocate.

Best Advertising Contests: Full page—\$5 was awarded the Lyon County Herald. Runners-up, the Union County Advocate, the Providence Enterprise, and the Kentucky Standard, Bardstown. Half page—\$5 cash was captured by the Union County Advocate. Others to place included the Lyon County Herald, the Falmouth Outlook, the Somerset Commonwealth, and the Kentucky Standard. Quarter page—\$5 in cash was awarded the Sandy Valley Enquirer, Oscar Haight, editor, closely followed by the Union County Advocate, the Hardin County Enterprise, and the Lyon County Herald.

Job Printing Contest: Awards presented by Ed. C. Weeks for the Bush Krebs Co., Louisville: One-color letterhead, Trimble Democrat; two-color letterhead, Hardin County Enterprise; Business card, Danville Messenger; Ruled job and Booklet, Harrodsburg Herald.

Max Lancaster, who was graduated in June from the U. of K., has joined the news and advertising staff of the Danville Messenger.

Mr. and Mrs. Norman Henry, Smithland Independent, are welcoming a daughter, born June 4.

Raymond Combs recently joined the news staff of the Burlington Record, A. E. Stephens, editor.

Frank Bell, Trimble Democrat, Bedford, has installed a new job press.

(Continued from Page Five)

clers of field and tree that begin their valiant piping against the coming of the frost, as Summer wanes.

Stuff and nonsense you may say. This is not moulding public championing any great cause. Quite, I am no reformer, teacher or champion of great causes, I fear. But lots of folks in my county are feeding the winter birds, have built them martin boxes, have learned to distinguish many of our feathered friends; have, I hope, felt with me the love of this plateau of Kentucky, learned to love and protect natural beauty, to dream a bit perhaps, to look perchance through Nature up to Nature's God.

Do editorial writers wield any influence after all? I don't know. Perhaps it is a hold-over idea from the days of Greeley and Waterson and Pulitzer. I like to think that they do and I like to think that it is worth while to leave the interpretive and the controversial in our editorial columns with some stuff one writes because he likes to write it, because it comes trippingly from the typewriter, so to speak. The chances are, that in writing from your heart you may achieve that touch of nature which makes the whole world kin. Which, in my estimation is an editorial page consummation devotedly to be wished.

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NEWSPAPER PROBLEMS

A mistaken idea with some people is that the newspaper is an individual proposition. If they don't like the editor, they feel they must knock the paper and stand in the way of its success, whenever possible. They do not realize that the paper is just as much a part of the community as the schools, churches or anything else. The newspaper is different from any other business; it is a community affair. It is for service to the people and not for any individual.

You may not like the editor and the editor may not like you any too well—but the paper he is responsible for does just as much for you as the service rendered others. There is nothing personal with it; it is here for a purpose and that purpose is to do what good it can in every way it can and the greater the support of those it undertakes to serve the better service it can render. It takes the people to make a good newspaper and without the help of the people no one can run a successful newspaper. It requires money to operate any kind of business, even the churches and the papers are no exception, and for this reason they must have the financial support of the business interests as well as the good will.

Few newspaper publishers make more than a comfortable living, and scarcely one is reported wealthy from money made in newspaper business. They deserve to be trusted and to be understood by the people—it is the editor and not the plant that makes a newspaper useful in a community, though a liberal patronage is necessary if the paper is to be a credit to the town.

—Newbern (N. C.) Journal.

A weekly newspaper, the Bourbon Courier, edited by Paul M. Runyon, formerly of Ewing, and published by A. F. Hoffman, publisher of the Ewing Inquirer, is to be launched in Millersburg. The new publication will make its first appearance Thursday, June 25. Mr. Runyon has for the last four years been a science teacher in various high schools of the state, having been at Sharpsburg for the past year. He was granted a B. S. degree from the University of Kentucky in 1930 and returned there in 1934-35 to study law.

Mr. Hoffman, who will publish the new paper in the plant of the Ewing Inquirer, is well known among Kentucky newspapermen and printers, having been engaged in the business for over 15 years.

William C. Caywood, Jr., was named editor of the Winchester Sun, succeeding the late W. A. Beatty on May 29. Announcement of the appointment was made following a meeting of the newspaper company's board of directors.

The new editor has been with the paper seven years, having joined the staff shortly after the death of Carl C. Robbins, publisher. He attended the public schools at Winchester and is a graduate of Centre College where he was an assistant instructor in the journalism department.

No other changes in personnel

were announced. Policies of the 57-year-old daily publication will continue unchanged.

Members of the board are George E. Tomlinson, Joe T. Brown and Mrs. Pearl M. Robbins, Winchester, and Mr. and Mrs. Neville C. Fisher, Paris.

Some editors have misunderstood the meaning of the "one rate plan" for charging for advertising as against the differential plan. The one rate plan does not necessarily mean a single rate irrespective of the amount used but rather that all buyers of space shall have the same privileges. Many editors recognize the sliding scale rate plan as being practical and ethical. The one rate plan, whether it means a single rate or sliding scale rate means that all people shall the privilege of the single rate or the sliding scale rate. Under the rate differential plan certain national advertisers are charged a higher rate for the same space used than advertisers and find that is where the trouble lies. It is in the discrimination.

Since our last issue J. L. Bradley has changed the Providence Enterprise from a semi-weekly to a daily and is giving his subscribers a fine newspaper, well-printed and full of news. Congratulations.

The Daily Bulletin, one of Maysville's oldest newspapers, was put on the auction block, June 16, but was withdrawn from sale when only one bid of \$500 was made. We do not know what will now be done. William Stockton Downtain, 66 years old, former owner of the Huntington, W. Va., Advertiser, and one time owner of newspapers at Fayetteville, W. Va., and Warsaw, Ky., died June 11 at Gallipolis, Ohio.

Lewie Traugott, linotype operator for the Richmond Register, sustained a broken collar bone, several broken ribs, and a punctured lung when a portion of the bleachers at Madison High athletic field collapsed, May 22, and he fell some twenty feet to the ground. He is improving rapidly and will soon be back on the job.

The Kentucky Kernel, U. of K. has purchased a new flat-bed press to be installed in the fall. A new Kelly automatic will also be added in the near future to take care of the increasing book and pamphlet work.

The Sturgis News, the Salversville Independent, and the Danville Messenger issued creditable graduation editions at the close of school.

The Pineville Sun, Herndon Evans, editor-manager, issued a special 20-page Mountain Laurel Festival edition in honor of that occasion. The paper was well-filled with news, pictures, and ads and was a credit to the editor and staff.

With his appointment as postmaster at Augusta, Editor J. A. Thompson, Augusta Chronicle, placed active control of the Chronicle in the hands of his daughter, Mrs. Catherine Carlisle. Mrs. Carlisle edited the Ripley, Ohio, Bee for some time before returning to Augusta.

Two hundred and seventy-seven newspapers entered the various

contests of the National Editorial association this year. Kentucky newspapers entered in competition include The Campbellsville News-Journal, the Hardin County Enterprise, the Shelby Sentinel, the Somerset Commonwealth, and the Somerset Journal in the General Excellence, Weekly, circulation over 1000 contest; and the Hardin County Enterprise in the Newspaper Production weekly, contest.

Eugene Boyd and Robert Rowland have joined the staff of the Murray Times and Ledger in the news and advertising departments.

The Somerset Commonwealth, George A. Joplin Jr., editor printed a special edition with many cuts and stories in connection with the state meeting of the Kentucky Federation of Business and Professional Women's Clubs on May 27.

Announcement was made of the purchase of the Carrollton News-Democrat by R. G. Smith from N. A. Perry. Keith Hood will continue in the capacity of editor-manager.

A \$5 prize was offered to the subscriber whose paper was read by the most people by Joe T. Lovett, Murray Times and Ledger. The winner proved that his copy was read by 66 people. Second and third prizes were given for 55 and 54 names.

PUBLIC ENTITLED TO KNOW

It has been said that newspapers are the windows through which the public views public affairs. The simile is good. But no one can see anything if a window is darkened, or the blinds are down.

Too many public officials make it their business to see that the blinds are down, or prevent light from shining through to illuminate their doings. When the papers attempt to turn on the light, or raise the blinds, they are accused of being grafters, trouble makers, snoopers.

One class of public officials spends more money than any other, in many localities more than all others combined, yet this class is notoriously determined to prevent having the light turned on, or the blinds raised.

In response to this statement that the public is entitled to know what is going on, the answer is that anyone who is interested can examine the records. The fact is that many instances no intelligible records are kept. This leads to the justifiable suspicion that one of the reasons for opposition is to cover up neglect. But, suppose records are properly kept, how many have the time to do so?

Another class of officials, that spends a substantial amount of money, is required by law to publish reports of proceedings, and periodical financial statement. Yet numerous individual bodies of this class persistently defy the law. "Economy is the reason given, but is it economy to deprive the people of information to which they are justly entitled?"

When public officials fail to do their duty the papers should "treat them rough."

Have you checked your subscription list to date?

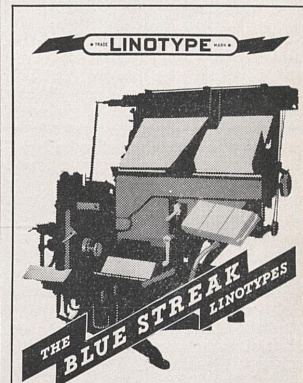
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Optic-Aid Front

Designed to increase operating efficiency by eliminating distracting motion and reflections in front of the operator's eyes.

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One easy turn of the handle shifts magazines. The weight is counter-balanced by large, flat, spiral springs. Friction reduced to a minimum by ball- and roller-bearings.

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Same handle shifts both main and auxiliary magazines.

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THE RIGHT LENGTH

From 150 to 300 words is the ideal length for a newspaper article—and if condensed into space, it will be better printed and more widely read.

The narrative of the creation of the world is set down in the first 18 verses of the Book of Genesis, containing only 411 words.

If only required 234 additional words to narrate the Bible story of the formation of the animal and vegetable kingdoms and making of man, in the succeeding nine paragraphs of that same chapter.

The account of the crucifixion of Jesus Christ required only 13 verses, containing 253 words. (Luke, chapter 23, verses 34 to 46.)

Since no newspaper writer is ever assigned to cover an assignment comparable to these occurrences, it is safe to say that all normal articles for publication can be condensed within the 300-word limit.

The 300-word range can not always include interviews, quoted statements or speeches—but it is a good rule that news stories be held within 300 words, or else submitted in two forms, one complete, the other condensed down to or below the dead-line.

As an illustration of length of stories, this article contains exactly 200 words!—Jewell Mayes in the Richmond (Mo.) Missourian.

One of the principal purposes of editorial association meetings is to exchange ideas. A. D. Gibson, publisher of the Nephi (Utah) Times-News, attended the national meeting this past summer and heard a California publisher tell of a news-gathering procedure, namely, having a young woman in his office call practically every telephone subscriber in the town once a week for the purpose of getting local items. The Utah publisher put the plan into effect and reports that he is getting most excellent results from it, being able to fill his paper with live local news every week.

Now that Jody Gozder joined the ranks of editor-postmasters in the state, he announced that Delmar Adams and Dave Newberry will manage the Campbellsville News-Journal.

President John L. Crawford will represent the KPA at the annual convention of the National Editorial association in Maine, June 22

Roy R. Pitchford, Jr., son of R. R. Pitchford, publisher of The Scottsville Citizen Times, a weekly paper, and general manager of his father's paper, announced June 13, the beginning of publication of a daily paper. It is named The Daily

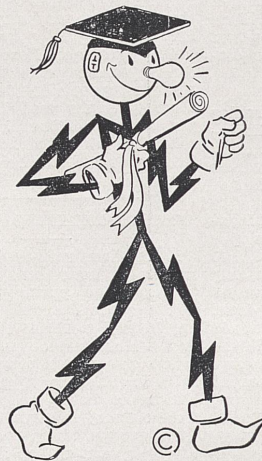
Times. Young Pitchford said that there will be no publication on Thursdays for that is the day his father's paper is published, or on Sundays.

The paper will be published in the same office as The Citizen

Times, which has been in Allen County forty-six years. Miss Eliza Read Crow has been selected as society editor of the new daily.

If its news of the Kentucky Press fraternity, we want it. Send it to The Kentucky Press.

Would There Be Any Sense



in squeezing the life out of the electric power industry

?

In good times and bad—steady improvements in the methods of producing, transmitting and distributing electricity, plus an enormous increase in use of current, have enabled the power industry to cut electric service prices an average of 75 per cent in the last thirty years.

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The industry expects to continue this economic sharing with customers unless the life is squeezed out of it . . . which would make a story somewhat like the one about The Goose That Laid the Golden Eggs. Remember it?

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