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The Kentucky Press

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



OCTOBER, 1936

Volume Eight

Number Five

Court Of Appeals Interprets Publication Law

TO MEMBERS KENTUCKY PRESS ASSOCIATION:

Attorney Clifford E. Smith, of Frankfort, was asked by a committee of the Kentucky Press Association to give his opinion upon the legality of the State Publicity Law and his opinion was printed and mailed to members of the association on September 12th.

A letter from Mr. Smith, dated October 6th, states that the Court of Appeals has passed upon the question and excerpts from Mr. Smith's letter and the opinion of the Court of Appeals is printed below for the benefit of members of the K. P. A.:

Attorney Smith's Letter

Frankfort, Ky., Oct. 6, 1936. . . . The Court of Appeals has passed upon the question and clearly held that the 1934 County Budget Act did not repeal either Section 1846 or Section 3747a-1, Kentucky Statutes. The Paducah newspapers in its own name and as a resident and taxpayer of McCracken County, Kentucky, filed suit in the McCracken Circuit Court against Brady M. Stewart, County Judge of McCracken County, and R. E. L. Moshell, Adam Tempel, Jr., and L. G. Sears, Commissioners of McCracken County, Kentucky, constituting the Fiscal Court of McCracken County, and Christine Alliston, Treasurer of McCracken County, to compel by mandatory injunction the publication of the financial condition of McCracken County for the fiscal year 1935-36 as required by Section 1846 of the Kentucky Statutes. The McCracken Circuit Court granted the mandatory injunction and the defendants entered a motion in the Court of Appeals to dissolve the injunction on the grounds that Sections 1846 and 3747-1, Kentucky Statutes, were repealed by Chapter 24 of the Acts of the General Assembly of 1934, known as the County Budget Act. Judge William H. Rees handed down an order overruling the motion of the defendants to dissolve said injunction, and all of the Judges of the Court of Appeals sat with Judge Rees on the hearing of that motion and concurred in his ruling.

I enclose herewith a copy of the opinion handed down by Judge Rees and concurred in by all of the other Judges of the Court of Appeals as hereinabove stated. It seems to me that this is just as an effective ruling of the Court of Appeals as could be procured in any other test suit and precludes the necessity of filing any other test suit. This opinion sustains the opinion which I gave to the Association in my letter to you of August 14th, 1936, although it does not go into detail as fully as I did in my opinion.

The case above referred to having been presented to the Court of Appeals on a motion of the defendants to dissolve the mandatory injunction granted by the McCracken Circuit Court, under the rules of the Court of Appeals it was referred to one of the Judges and the opinion handed down is not one that will be published in the official reports. However, since all of the Judges of

the Court of Appeals sat with Judge Rees and concurred in his ruling, it leaves no room for any doubts as to whether or not Sections 1846 and 3747a-1, Kentucky Statutes, are still in full force and effect and have not been repealed or modified by the 1934 County Budget Law.

I suggest that you have Judge Rees' opinion printed and sent to all of the members of your Association to be filed with or attached to the opinion which I gave you in my letter of August 14th. The two opinions should remove any doubts as to whether or not Sections 1846 and 3747a-1 are still in full force and effect, and there should be no further trouble with county, district or municipal officials complying with the provisions of those sections as their duty so to do is clearly established.

Yours very truly,
CLIFFORD E. SMITH.

RULING BY COURT OF APPEALS
McCracken Circuit Court
Paducah newspapers in its own name and as a resident and taxpayer of McCracken County, Kentucky, Plaintiffs

VS.
Brady M. Stewart, County Judge of McCracken County, and R. E. L. Moshell, Adam Tempel, Jr., and L. G. Sears, Commissioners of McCracken County, Kentucky, constituting the Fiscal Court of McCracken County, Kentucky, and Christine Alliston, Treasurer of McCracken County, Kentucky, Defendants

ORDER OVERRULING MOTION TO DISSOLVE INJUNCTION

This case is before me on a motion to dissolve an injunction granted by the McCracken Circuit Court directing the members of the Fiscal Court and the Treasurer of McCracken County to make, prepare, and furnish to the plaintiff for publication an itemized statement showing the financial condition of McCracken County for the fiscal year 1935-36, as required by section 1846 of the Kentucky Statutes.

Defendants seek to have the mandatory injunction set aside on the ground that sections 1846 and 3747a-1 were repealed by Chapter 24 of the Acts of 1934, known as the Budget Act. Section 8 of the act provides that at the end of each three months' period a statement showing actual receipts to date from the various budget sources, and a statement showing the total appropriations to budget funds, the total expenditures to date therefrom, and the balance in the fund shall be posted by the County Judge in a conspicuous place in the courthouse, near the front door, for at least ten consecutive days. It was the purpose of the act to provide for a uniform system for the administration of the fiscal affairs of counties, and to prevent the expenditure of sums in excess of the funds set apart in the budget. Section 8 of the act merely provides for the publication in the manner there provided at the end of each three months of a statement showing the total appropria-

tions to budget funds and the total expenditures to date therefrom. This would enable the public to ascertain whether or not the budget allowance was being exceeded, but would not afford information from which the legality of any particular claim could be determined.

The statements required by sections 1846 and 3747a-1 of the Kentucky Statutes are wholly different from the quarterly statements required by the Budget Act, and serve an entirely different purpose. They furnish information from which members of the public can determine the legality or illegality of particular items. They are not in conflict with the Budget Act, and were not repealed by it either expressly or by implication.

All members of the Court sat with me on the hearing of this motion, and all concur in the view that the motion to dissolve the injunction should be overruled.

It is so ordered this October 3, 1936.

Wm. H. REES
Judge of the Court of Appeals of Kentucky.

Edward B. Smith, about 85, who for more than 30 years had been editor of the Richmond Pantagraph, weekly Republican newspaper, died October 28 at his home on Collins street.

A native of New York, Mr. Smith moved in childhood to Ohio and as a youth went on to Rockcastle county, Ky. He founded the Mt. Vernon Signal, published at Mt. Vernon, and also a newspaper at Livingston, Rockcastle county, which is now defunct. He purchased the Pantagraph in 1901 and had been its editor since that time. Following his graduation from Berea College, Mr. Smith studied law in Richmond and for one year was a railway mail clerk before he entered the newspaper field.

His only near survivor is his wife, Mrs. Hattie Doty Smith.

Albert W. Crumbaugh, assistant editor of the Hickman Courier for the last two years, has accepted a position as advertising representative and news writer for the Harlan Daily Enterprise, Harlan, Ky. Crumbaugh is a graduate of Eastern Kentucky State Teachers College, at Richmond. Mr. Crumbaugh is also receiving congratulations on his marriage, on September 26, to Miss Harriette Tyler, Denver, Colo. The ceremony took place at Fulton, Ky.

Announcement was received here that the Three States, a weekly newspaper, published at Middlesboro, has started publication of a daily. As our information stated that the daily was to be continued "until after the election," we cannot state if the new change will be permanent or not.

Ben Franklin, printer, said that the disputing, contradicting, and confuting people are generally unfortunate in their affairs. They get victory sometimes, but they never get good-will.

KPA Mid-Winter Meeting To Be Held At Louisville January 21, 22, and 23

The annual mid-winter meeting of the Kentucky Press association will be held January 21, 22, and 23, 1937, in the Brown Hotel, Louisville, it was decided at a meeting of the executive committee held in Louisville October 23.

President J. L. Crawford, of Corbin, named Vance Armentrout, Courier-Journal, Victor R. Portman, Kentucky Press, J. P. Gozder, Campbellsville News-Journal, and Secretary J. C. Alcock, Danville, to arrange the program. The delegates to the meeting will register on the evening of January 21 and will be asked to pay a registration fee of \$1.00.

The KPA advertising committee, Joe T. Lovett, Murray Ledger and Times, chairman, met with the executive committee on Friday afternoon, October 23, and also met the following morning, those present being Mr. Lovett, Robt. L. Kincaid, Middlesboro Daily News, Wesley Carter, Elizabethtown Enterprise, and J. T. Wilson, Cynthiana Log Cabin. The advertising committee considered plans to employ an advertising representative to procure advertising for the country daily and weekly newspapers from state manufacturers or from other concerns seeking trade in Kentucky. The committee expects to hold another meeting soon and complete plans of organization.

O. J. JENNINGS BUYS MURRAY NEWSPAPER

O. J. Jennings purchased the West Kentuckian, a weekly newspaper, published at Murray, at auction for \$3,500 on September 15. The paper was owned and edited by E. L. McFarland, who died three weeks before.

Mr. Jennings was owner and editor of the Murray Ledger until nine years ago when he sold it to Joe T. Lovett. He was connected with that paper thirty-two years. Mrs. Jennings operated the paper the last year he owned it. She and their two sons and their wives will be connected with the publication. Kirby Jennings, a graduate of University of Michigan and doing graduate work there, has been on the staff of the Detroit Times nine years. His wife is a journalism student from the same school. Mr. and Mrs. Charles Jennings, Memphis, will be the other members of the staff.

After November Mr. Jennings will move the equipment into his building, recently vacated by the Ledger and Times.

Wesley E. Carter, editor, and C. J. Richardson, advertising manager, celebrated the removal of the Elizabethtown Enterprise to their new, sumptuous, and modern building with an "openhouse." The change also marked the beginning of Volume 11 for that growing newspaper which is numbered among the best country weeklies in the state. We join with the people of Hardin County in wishing them prosperity and many more years of service plus.

Building A Prize-winning Weekly Newspaper

By ORRIN R. TAYLOR
Archbold (Ohio) Buckeye

For years, we literally "slapped" the paper together, to get it in the mails on time. Then by a study of such trade journals as the Inland Printer and the American Printer, in which leading typographers, such as J. L. Frazier of the Inland Printer, in special departments discussed and criticized newspapers, front pages, and layouts, press work, symmetry of makeup, type styles, correct and incorrect setting of advertisements, new ideas were absorbed.

By reading and following such comments, we began to see how much room for improvement there was in our publication. We started on the front page, using an all-cap head letter, set the subheads by hand and gradually worked up a style of symmetrical make-up. We pushed all advertising from the front page, permanently, regardless of consequences, and resolved to improve our publication.

The natural result was that in order to make a good looking front page, we had to improve our copy. More stories were needed. This meant better reporting, editing, study of our field and improvement in news coverage. The payment for this effort was in a growing pride in achievement, in greater reader interest, more subscribers, and lastly, state and national recognition.

With our front page improved, we became aware of the fact that other pages were poorly made up. News was not adequate, nor properly distributed. Advertisements were unattractive and we had too many type styles.

Being successful in retaining patronage after refusing to grant front page positions for advertising, we took the next step and refused to give any advertiser special position. The desirable result was that this change gave us a chance to divide advertising more proportionately on each side of the eight pages. By a study, as before, of critics, such as Frazier, the plan of pyramiding advertisements was adopted, with the surprising results in improved appearance, few complaints from advertisers, and a more readable publication.

An equal distribution of advertising on various pages made study of news development necessary. More features were added with the intention of trying to distribute reader interest on all pages. Again the results were pleasing, for advertisers, readily appreciating the improvement in make-up and appearance, forgot about special or corner positions, page locations or special requests.

Selections of Type Faces
The improved appearance of any newspaper can be attained by the careful selection of type and borders. For the first page, we found a cap and lower case head letter most desirable—one giving a good letter-count per line. For advertising composition it is better to have large fonts of type, bought in "fam-

ily" groups, of harmonious styles. For better appearing newspapers, choice of type faces leans more to light, instead of heavy black-face letters. Bold, black type, seldom used, becomes more effective when necessary in advertising composition. Advertisements look better in a simple border style, carefully displayed and with plenty of white space. The selection of a typeface best adapted to a certain advertisement, produces most pleasing results.

These ideas gradually resolve into better typographical workmanship—well-set advertisements; carefully made-up pages; neatly set heads; mats that are backed up; cuts carefully made type-high; particular spacing of all composition. Then rightfully follows the arrangement of advertisements as mentioned previously, followed by the equal distribution of news, since we wish to better serve readers—our real customers—by making it easy for them to find what they want.

Illustrations, preferably local, and if not obtainable because of cost, syndicate illustrations, add much to the beauty and attractiveness of both front and inside pages. An ideal weekly newspaper would have several such local illustrations, every issue, to dress up the front page and make it more interesting.

Press Work and Paper
We realize, however, that attention to the aforementioned details of appearance would be fruitless, if the presswork should be faulty. The presses most of us have in our shops will respond to care. Liberal use of oil to lubricate all working parts is essential. Careful adjustment of impression and a particular made-up tympan with the use of hard packing, several sheets of

print and regular tympan paper, will aid in materially improving press work. New rollers, free from lint, and the use of a good grade of ink should improve the appearance of any newspaper.

News print of various grades can be obtained, but the slight difference in cost of a high-grade print over the regular run of news, pays for itself; if the publisher is really interested in typographical appearance. Supposing we buy a better grade of print paper, costing a cent a pound more than the regular grades, it will mean but a few cents added cost per subscriber per year. A new head letter will mean an expenditure of a small sum of money and will last for a number of years. Careful folding and mailing also add to the appearance of the newspaper.

Careful Workmanship
It is not necessary to have a large force of workmen to have a better looking and typographically pleasing newspaper. A few employees, deeply interested in the work and conscientiously imbued with the idea of good work, can accomplish much. Results will be accomplished if a "do it now" slogan is adopted. Just a little thought in the setting of an advertisement; a little more care in spacing lines; just a few moments added time in using the type-high gauge on every cut and illustration, or backing up a mat; trimming a cut; routing out a high spot; a little more care in writing, spacing and setting a head, just a little forethought in the spotting of an advertisement and dozens of other small details will add greatly to an improved newspaper.

A good newspaper is successful if it has one editor, whose decisions are followed—right or wrong. The old adage of too many cooks spoiling the broth is applicable in newspaper typography. If it is a good policy to have one editor, then it should be desirable to have one make up man. Assign to him the duty of improving the appearance of your newspaper. Tell the rest of the force they must cooperate with him. Let him make a study of typography and then try out his ideas, and the results will be surprising.

Daily newspapers and magazines sell more readily if they are well printed, carefully made-up and illustrated. Weekly newspapers likewise will meet the same public reception and appreciation, tho it may only be local, if a careful study is made of newspaper typography.

As publishers, we are great believers in the necessity of advertising. We work years trying to convince business men of the value of advertising, yet we are sadly lacking in using our own medicine. Better looking newspapers, typographically pleasing advertising and careful workmanship are the newspaperman's best advertisement and will pay big dividends.

HELP THEM PREPARE COPY

EDITORIAL INFLUENCE

It has always been, and still is, the belief of The Ohio Newspaper that the highest function of the press is its help in the making of public opinion. It is apparent, however, that for various reasons many newspaper have been diverted from that service, to the mutual loss of the newspapers and the public they address. The reasons are not hard to find. They vary from lack of time to fear of making enemies, from doubt of editorial ability to a misconception of the editorial. All these are merely excuses.

Colonel Frank Knox, publisher of the Chicago News, has just expressed the conviction that never were the people in such need of wise editorial guidance as now, and that the newspapers which do not meet that need are not going to fall by the wayside. The newspapers of 1936 must be better than those of 1935, and the only way to make them better is to make them more responsive to the needs of the community in which they are published. No newspaper is too small to play a significant part in the affairs in which its readers are interested, and every newspaper that so serves is going to grow.

In his annual report, President Nicholar Murray Butler, of Columbia University, said a heartening word on this very point. He wrote: "Newspapers have played a part in the making of public opinion which is quite unequalled by any other agency or instrumentality. What every conductor of a newspaper has to bear in mind is that the repeated daily blows of his influence may easily prove stronger and more determining in the building of mind and character than those of home, or school, or church, or all of them combined. He has a heavy educational responsibility to bear."

And that responsibility lies, not only in what the editor may say or may not say in his editorial column, but also in his display of the news, the news treatment of events and the selection and arrangement of matter on the printed page.—The Ohio Newspaper.

MARLEN E. PEW DIES

Marlen E. Pew, former editor of Editor and Publisher and one of the most widely-known newspaper men, died October 15 in New York. The entire newspaper world mourns his passing as he did much in promoting the highest standards of ethics and principles in the profession that he loved so well and fought for in his many years of active work.

Due to the failure of the power equipment, Editor G. E. McKinney and staff were compelled to get out the issue of October 1 entirely by hand, a novel experience, harkening back to the "good old days" that most of us would not care to go through with again.

Blue Streak Model 14 Linotype equipped with 8 point Linotype Paragon with Bold has been installed by the Rowan County News, Morehead, Ky.

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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Jody P. Gozder Vice President News-Journal, Campbellsville
J. Curtis Alcock Secretary-Treasurer Messenger, Danville

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NEWSPAPER EXHIBIT COMMITTEE

Victor R. Portmann, University of Kentucky, Chairman; Albert Schumacher, Citizen, Berea; Denny Spragens, Marion Falcon, Lebanon.



YOU AND YOUR JOB

If you can't get enthusiastic about work, it's time to get alarmed. Something is wrong.

Compete with yourself; set your teeth and dive into the job of breaking your own record.

No man keeps up enthusiasm automatically.

Enthusiasm must be nourished with new actions, new aspirations, new efforts, new vision.

It is a man's own fault if his enthusiasm is gone; he has failed to feed it.

And right here is the big reason why thousands of men hit high-water marks at thirty-five and then recede.

They can "do their work with their eyes shut," and that is the way they do it.

They have lost the driving power of enthusiasm.

They sleep at the switch. All they see in life is the face of the time clock. All they hear is the quitting whistle.

If you want to turn hours into minutes, renew your enthusiasm.—Papyrus.

MERCHANTS' ERR IN USE OF FREE SHEETS

An entirely new angle on the free-distribution paper and its effect on the paid-subscription news-

paper was given in a talk recently by Morris D. Townsend, president of the Advertising Club of Denver, Colorado.

Mr. Townsend stated that some of the larger chains had declared against the free distribution media. This is not especially because they have a great deal of brotherly love for the newspaper, but because they want and need a good strong newspaper in every community in which they are doing business and in which they have an investment; simply because they want these communities to prosper and grow in order that their investments may grow in value and their store activities expand. They realize that the patronizing of the free medium weakens the newspaper and restricts its influence for community development and betterment.

"One of the worst and most dangerous developments," said Mr. Townsend, "is the fact that the merchants who weaken their newspapers become the prey of neighboring communities, usually larger cities which have stronger newspapers.

"The metropolitan daily newspaper," he said, "has lost considerable ground in the past few years to good local newspapers which give the salient telegraphic news and complete local news. It is obvious that a weakened newspaper loses the interest of the subscribers in its community and equally obvious that the stronger newspaper will acquire circulation which strengthens the merchants in the other towns against those in the community so affected. It is inconceivable that any merchandising organization or individual who makes a real study of all the angles in this situation can continue to use the so-called free sheets. They are usually published with a min-

imum of investment and personnel and there can be no possible advantage accrue to those who patronize them which can balance the real danger to healthy business in any community.—Pacific Printer and Publisher.

SPREADING SCANDAL

How easily thoughts and tongues turn to gossip, gossip that is very often of a character that does great harm to those of whom it is spoken. Here is a striking warning against this sin.

A story is told of a woman who freely used her tongue to the scandal of others and made confession to her priest of what she had done. He gave her a ripe thistle-top, and he told her to go out in various directions, and scatter the seeds one by one. Wondering at the penance, she obeyed, and when the task was completed, she returned to her confessor. To her amazement he bade her go back and gather up again the seeds she had scattered. And when she objected that this would be impossible, he replied that it would be even more difficult to call back again and destroy all the gossip and scandal she had circulated about others. Any thoughtless, careless child can scatter a handful of thistle seed before the wind, but the strongest and wisest cannot gather them again.

A confirmed gossip, either man or woman, is the most dangerous creature extant. The possibilities of evil in such people are boundless. They start runs on banks. They murder reputations. They poison all cups of life. They constitute life's supreme pest and nuisance. They scatter firebrands and death. They are the children of their father the devil.—Speakers' Magazine.

We heard of a merchant the other day who complained that he couldn't see that the local newspaper was bringing any business to town. Upon investigation it was discovered that he was not advertising in that paper. That merchant is not unlike the editor who doesn't see what good it will do him to join his state press association. Maybe he, too, needs to put something into the association if he would really learn what can be gotten out of it.

The time is not far distant when editors will become institutional analysts. This will be necessary for self protection. When this time comes these editors will not accept all local advertising unless that advertising changes somewhat. These editors will refuse copy that cannot be backed up one hundred per cent. When a merchant says he gives better service than any other, or that he has better goods than any other, or that he carries a complete line, or that there is no better, and so on through many such styles, he is going to have to prove to the editor that he can qualify under such statements or copy will be refused. While newspaper advertising is still the most powerful and most economical form of business promotion yet these modern times demands that it be purged of the tag ends of misrepresentation.

ORIGIN OF "NEWS"

Ingenious is the theory that "news" derives from an old newspaper practice of printing the compass points

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to advertise their universality. Actually, of course, the word derived from the French "nouvelles" and is now construed as singular. It is used to be a plural. Queen Victoria, for example, wrote: "The news from Austria are very sad. . . ."—Time Magazine.

News items about newspaper changes or editorial and business office shifts or other personal mention are welcomed by the Press. Communications on matters of journalistic interest are solicited. You can help to make this publication generally interesting.

Buy a first class passage on the membership of the KPA and sea for yourself.

And-when we are talking about the freedom of the press let us remember that the freedom was given to us to use, not abuse.

After all, if the public is to retain an interest in what public officials do with public money, the newspapers must keep the readers reminded of the importance of legal publications.

Your newspaper is just as good as you think it is. Why not tell your readers about it—something every week, be it a news story, an editorial, or an advertisement? Do you believe in advertising?

Place the Kentucky Press on your exchange list. We want your paper every week. Please, and thank you. Some Kentucky editors, and a mighty few, yet withhold their membership from the KPA. Come on in, brothers, you'll find the members are fine fellows, enthused with their great work of service to their communities, and you will enjoy working with them for the good of the Fourth Estate in Kentucky. Drop "Sec" J. Curtis Alcock a line.

Do you watch the national advertising in the magazines and newspapers and suggest to your merchants that their advertising should be a "tie-up" with those mediums? Have you explained to them that they will get results from national advertising at no cost to themselves? It is simple; let their customers know, through the local newspaper, that the local merchants also sell and recommend these goods. In those localities where the progressive editors have made such "tie-ups," must profitable, and, in many instances, additional advertising, as well as good will, has been the rewards of a little extra "digging."

KPA President John L. Crawford, editor and manager of the Corbin Times - Tribune, celebrated his eighth anniversary as head of that paper on October 1. The Press extends congratulations and best wishes and simply adds, "Well done, John!"

SHOULD HANDBILLS BE TOLERATED?

By JOHN H. CASEY

There are those who contend handbills to be a public nuisance. Sometimes handbills are left behind front door screens. When stuffed into automobiles parked in the business district of a town they are equally bothersome. The wind blows them out and about the streets, or they are whisked out onto the pavements by occupants of the car, becoming so much trash under foot.

But when deposited under the windshield wiper of a parked motor car, that is an offense provocative to the point of profanity. No advertiser ever gets his money's worth out of that kind of advertising. Attention, yes. But it antagonizes the public. The handbill under your windshield wiper is usually not discovered until you are comfortably seated in the driver's place. You then must scuffle out of your car to remove what otherwise might prove a real driving hazard, some misguided advertiser's printed dodger.

Do you read it? Instead, you curse it aloud, if you are a profane man, and you curse the advertiser whose name appears on the bill, and who perpetrated this inconvenience upon you. If not a profane man, you merely whisper those "cuss" words. If a devout man, you merely think them.

To be further irritated on arrival at your own front door by an avalanche of other handbills of all descriptions is too disconcerting altogether.

Chances are that half of that accumulation of handbill "literature" was printed out of town. A closer inspection, if there is ever time for it, would reveal that several of those handbills were the advertisements of chain stores, handbills printed many miles from the home printery at some central point, by the tens of thousands, and oh, so cheap.

A few days ago I received this communication from the advertising manager of an Oklahoma newspaper, a weekly. It read:

"I have hit a stump on an advertising account and would like a little advice as to just how to handle him. The manager of (a well known chain store) here is doing a nice business each week and is showing a gain over last year. He uses some bills once a month that all the associated stores of that particular chain buy from some central place. He does not think that advertising in the local newspaper gets results comparable to the effectiveness of those out-of-town handbills.

"He is a farmer boy who has worked up in the store to the position of manager and is pretty competent, I think, except for his attitude toward advertising. He handles a cheap line of goods, and people are buying them at present due to lack of funds to buy better.

"I would appreciate any suggestions which you could make as to some means of handling him and convincing him

that he should advertise more. He is somewhat of the 'know it all' type and is very radical in some of his beliefs.

In true Dorothy Dix manner, then, let us glibly but sweetly advise that this particular newspaper might benefit by an anti-handbill ordinance. The publisher probably has enough influence with the city council to get such an ordinance passed—on the grounds that handbills have become a public nuisance in the town. If so, then that same newspaper has enough influence to have the ordinance enforced after it is on the books.

But what about precedent? Has it been done before? Is it being done in other Oklahoma towns?

It certainly is. For example, in Cushing and Oklahoma City, also in Perry and Wewoka, if my information is correct, Holdenville and Shawnee have very mild ordinances covering the subject. Undoubtedly there are other towns of the state where handbills are prohibited or where the nuisance is regulated. Cushing's ordinance specifically prohibits the depositing of printed handbills "within any auto or upon any windshield without first having obtained the consent of the owner," but permits distribution of handbills by local merchants and other local enterprises, but not "in such manner that the same will be blown about the streets," according to the Revised Ordinances, City of Cushing, 1930.

Oklahoma City's ordinance is more severe. It reads:

"It shall be unlawful, in this city, for any person to distribute and handbills, circulars, cards, papers printed in imitation of newspapers, or newspapers not admitted to the United States mails, or any samples of any patent medicine, or any advertising device of any kind, by giving or handing any such article, herein mentioned, to any person passing along any sidewalk, or other thoroughfare of said city; or by throwing any of such articles upon the sidewalks, gutters, streets, thoroughfares, or public parks, or by placing or leaving any such articles upon any public or private ground, or in any yard or enclosure, or in any hall-way, area-way, or stair-way, or in any box or receptacle kept for the receipt of delivery of the United States mail, or in any automobile, carriage, wagon or other vehicle, or in any store room or place occupied as a residence, unless consent therefor shall be obtained so to do, or delivery thereof shall be made to the person in charge of such premises."—From the Oklahoma City General Ordinances, 1928.

Obviously, there are two approaches to this matter of ridding our towns of the handbill nuisance: (1) regulations, and (2) prohibition.

Where the newspaper publisher owns and operates a commercial printing plant in connection with his newspaper, he may wish to continue to print handbills for local merchants, and others, on a combination rate in connection with newspaper advertisements from the same set-up of type. Regulation

and control of the handbill nuisance might be all that he would want.

In other towns, many a newspaper publisher would be glad to see handbills wiped out of existence as cheap competitors of newspaper advertising.

In either event, the local newspaperman ought to be influential enough and wide-awake enough to get the job done, also influential and wide-awake enough to obtain satisfactory wording of the ordinance when written.

SUN'S SOCIETY EDITOR WEDS AT FRANKFORT

The marriage of Mrs. Pearl Moore Robinson, Winchester, and Orman Wesley Harding, Knoxville, Tenn., was solemnized October 24 at the home of Mr. and Mrs. Jay E. Evans, Frankfort. The ring ceremony was read by Rev. Hampton Adams, pastor of the First Christian church, Frankfort.

Mrs. Harding is society editor of the Winchester Sun, in which newspaper she formerly owned a half interest. Mr. Harding, a native of Tennessee, is general manager of the Railway Express Agency offices at Knoxville.

For the present, Mrs. Harding will continue her association with the newspaper. Later, the couple will make their home in Knoxville.

Miss Bessie A. Smith announced purchase on October 22, of the Greenup News, weekly newspaper, from Jack Kinner, who is retiring because of ill health. Miss Smith, who has been a newspaper reporter for 20 years, assumed charge October 26.

Editor Portmann has been reappointed on the editorial board, representing Kentucky and Tennessee, for the selection of the best news stories and features articles written by staff members of the newspapers in these two states. The editorial staff, under direction of Prof. Frank L. Mott, Iowa State University, editor-in-chief, gathers such stories from newspapers over the nation and selected stories will be published in a volume entitled, "Best News Stories of 1935-1936." Similar volumes were published in 1933 and 1934. The Press editor solicits your cooperation and invites you to send in the best samples of news and feature writing from your paper.

A Blue Streak Model 8 Linotype has been installed by the Morning Gleaner and Evening Journal of Henderson, Ky. Included in the matrix equipment are fonts of 6 and 8 point Excelsior No. 2 with Bold Face No. 2.

Joe Richardson issued a special county fair edition of the Glasgow Times on September 12 of twelve pages, the first four being printed on pink news print.



HAVE YOU SEEN

THE BLUE STREAK LINTYPES

WITH THE 74 FEATURES

... that give new operating efficiency ... faster magazine shifts ... improved appearance. See them at the nearest Linotype agency.

MERGENTHALER LINTYPE CO.

BROOKLYN, NEW YORK
New York City, Chicago, San Francisco, New Orleans, Canadian Linotype, Limited, Toronto
Representatives in Principal Cities of World

LINTYPE MEMPHIS FAMILY

BUSH-KREBS CO.
INCORPORATED
ARTISTS, ENGRAVERS,
PRINTERS, SUPPLIES, ELECTROTYPER
LOUISVILLE, KENTUCKY
ED WEEKS, MGR. SUPPLY DEPT

CONSIDER THE HAMMER

It keeps its head. It doesn't fly off the handle. It keeps pounding away. It finds the point, then drives it home. It looks at the other side, too; and thus often clinches the matter. It makes mistakes, but when it does, it starts all over. It is the only knocker in the world that does any good.

The Frankfort State Journal is to be congratulated on its sesqui-centennial edition of 48 pages during its recent celebration.

The Carrollton News-Democrat, R. G. Smith, publisher, and Keith H. Hood, editor, has changed from a 13-em, 6 column, to the standard 12-em 7 column newspaper. Many congratulations on the improved make-up.

On its birthday on October 13, the Scottsville News, H. A. Ward, editor and publisher, was host to its sponsors, front and back shop, to a full-sized fish dinner. Golf-champ Ward was toastmaster and announced the even would be celebrated annually.

The first snow reminds us that Christmas and special Christmas advertising is approaching. Plan that big edition now!

Russell Dyche and family will soon move into their new home-stead in South London purchased weekly. Russell told the editor of the Press that he intended to spend the winter in the South.

The rural news writers for the Corbin Times-Tribune were guests of Editor Crawford at the annual meeting, October 31. More than sixty guests were registered for the educational program, luncheon, and theatre party. The columns of the Times-Tribune reflect the cooperation that is furthered by such educational programs and the esprit d'cordiale that exists on that newspaper.

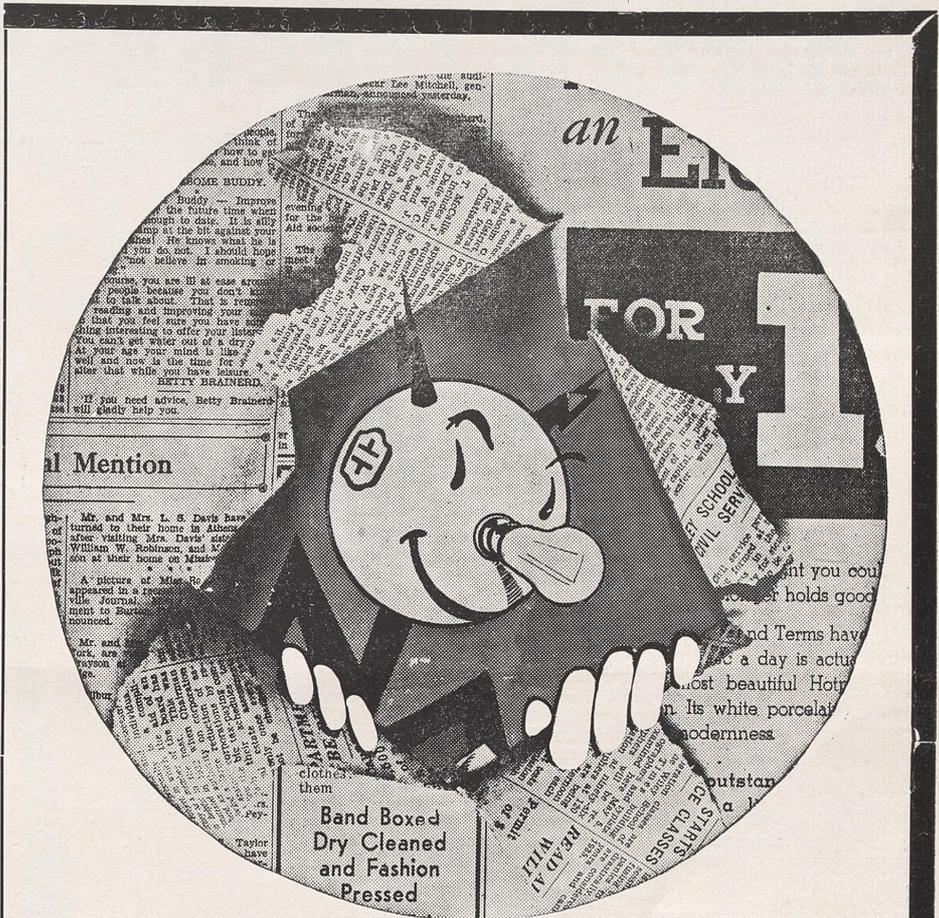
The Jefferson Boosters, a social organization of the rural correspondents for the Jeffersonian, Jeffersonstown, C. A. Hummel, editor, met Saturday, October 24, for their annual fall get-together. This is one way in which the editor can boost his country correspondence.

New members on the Berea Citizen staff, announced by Editor Albert Schumacher include Misses Gorman and Virgie Powell on the editorial side and the appointment of reporter Carl Auvil in the advertising department.

Advertising, to get across, should have some element of news in it, and the newsier the ads the better chance for results. The editor could use his "nose for news" to good advantage and dig out news matter

for the advertisements of those local merchants who are inclined on running colorless, anemic, and uninteresting ads. Mention the Press when you contact the advertisers.

Mrs. Joe R. Killinger has joined the staff of the Corbin Time-Tribune as society editor, and S. A. Sattergeld, Cullman, Ala., is the new member in the mechanical department.



It Isn't True . . .

. . . that the number of municipal electric plants is increasing in the United States. In 1922 there were 1,874 such plants operated throughout the nation. By 1934 the number had gone down to 934. Reasons for closing: politics, excessive operating costs, high service rates.

REDDY KILOWATT Your Electrical Servant

KENTUCKY UTILITIES COMPANY

INCORPORATED AND ASSOCIATED COMPANIES

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.

Interest Incentive

The Second Function Of Advertising

Closely connected with the first function of good advertising, Attention, is the second function—that of arousing interest in the adv. so that it will be read. You can attract attention to the adv. but lose your aim if the adv. does not hold the interest of the reader. . . . Interest is easily achieved by four main elements, Novelty, Illustrations, Color, Arrangements.

Novelty

Is achieved by intelligent use of typographical materials, type, decorations (border, etc.), and contrast (white space).

1. **Type**—Today at your command with so many new and useful type faces, as well as novelty headings, etc., included by adv. syndicate services.
2. **Decorations**—Border combinations and with white space and type, as well as small decorations for use inside the border.
3. **White space**—to emphasize the first two in combination.

Illustrations

are the easiest to procure and use, the most versatile, and the largest in mass to hold that interest.

1. Many advertisers furnish illustrations either in half-tones or in line drawings.
2. Every progressive publisher should have an advertising service. There is a service to fit every pocketbook—Autocaster, WNU, Mayer—Both, Tribune, and others.
3. By offering your advertisers the use of an efficient and all-embracing "pix" service, you increase their interest in good advertising, and, in many instances, increase the sale of adv. inches.
4. Illustrations always are the best interest incentives.

Color

the best incentive in magazine adv. but impossible to achieve in black-and-white newspaper printing. Newspaper editors must depend on illustrations to offset color.

Arrangement

is the one incentive that is often neglected. Too many advs. are "thrown together" either by orders of the advertisers or by the printer in stress of time or inexperience. A study of these important factors, that should govern the makeup of every adv., will reveal the cause:

1. **Headlines, groups, etc., should never contain more than five or six elements that can be read at a single glance.**
2. **Lines, gaze, and movement should direct eye inside of adv. with some boundary of line, form, or white space to keep eye gaze within.**
3. **Adv. should always be of pleasing shape and in good proportion. The Greeks "had a name for it," the Golden Law of Proportion, in that the size should be in ratio of 8 to 5, or 5 to 8, preference, in newspaper advertising, given to the greater length running perpendicular in the column.**



By these four interest incentives you can make your advertising attractive and keep the readers' interest to the end. Try them out for more dollars and sense.