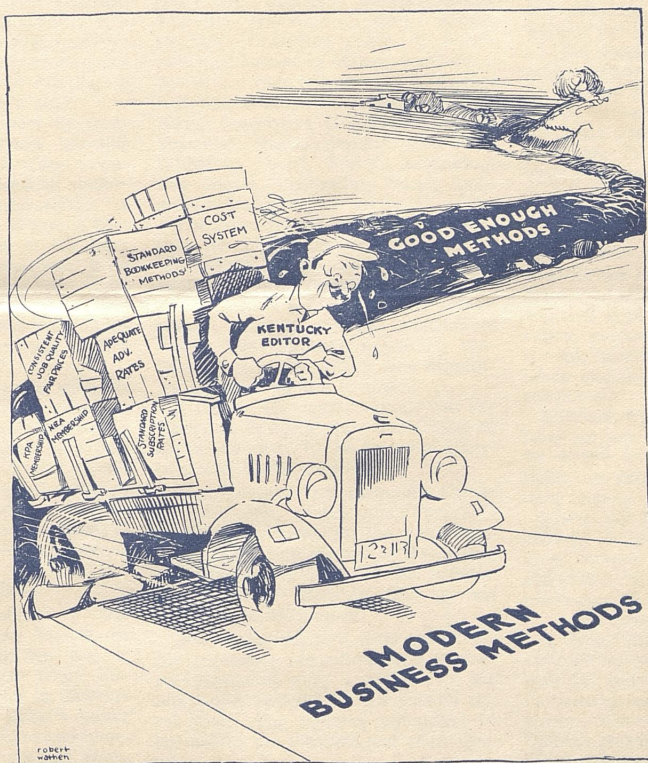


THE KENTUCKY PRESS

Of, By and For the Kentucky Newspapers

OUT OF THE RUT!



Courtesy Engraving Department, Louisville, Courier-Journal.

Volume Two

MARCH, 1930

Number Two

Blank Page(s)

THE KENTUCKY PRESS

Of, By, And For The Kentucky Newspapers

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HEADLINES ADVERTISE AND ATTRACT INTEREST

Their Secondary Purpose Provides Contrast and Balance In The Make-up

The primary aim of the newspaper headline is to advertise its story; its secondary purpose is to give contrast, symmetry, and balance in makeup of a newspaper with special preference to its front page, and to give prominence to the particular story in relation to its importance in the day's news.

Headlines "sell" the news by summarizing it in the fewest possible words, adroitly arranged, and conveying a decided impression of understanding, polish, force, and action. A good headline is a work of art; it does not transcend the bounds of the story it announces and summarizes; it is sympathetic; its economy of words creates a compelling dynamic force. Properly written it adorns and dignifies a story; improperly written, it is a detriment.

The art of headline writing presents a difficult form of literary endeavor, because its composition and bounds are so narrow, rigid, and unchanging, and yet the greatest news stories of all times have been told within the narrow limits of these boundaries, and with the expenditure of as few as from 12 to 20 words, according to George C. Bastian.

Place Easily Fixed

The place of the headline in the newspaper is easily fixed. Picture, in the mind, a solid page of type matter set in six, seven, or eight point, unrelieved by headlines, boxes, or illustrations. Could one read such a paper for any length of time without developing eye strain? The heads add form, symmetry, beauty to the printed page; they organize, grade, and emphasize news. But this is not the whole story of the headline.

Heads, themselves, are entertaining, interesting, and comprise as vital a feature of the newspaper as its text matter or editorials. They can be made interesting, or can be made dull and drab. Whatever their mission, much care, time, and talent go into good headline writing.

Headlines are divided into two main classes with a third class as a happy medium. The first class contemplates

Somerset Will Be Host For Mid-Summer Meeting

Somerset was set as the scene of the summer meeting of the KPA, on the invitation of Cecil Williams, by the executive committee which met at the Capitol hotel, Frankfort, Friday, March 14.

The members present at the luncheon were President Herndon Evans, Pineville; Secretary J. Curtis Alcock, Danville; Chairman James T. Norris, Ashland; Lawrence Hager, Owensboro; Joe Richardson, Glasgow; D. L. Hughes Leitchfield; Keith Hood, Bedford; R. L. Elkin, Lancaster; George Joplin, Jr., Somerset; guests present were Cecil Williams, "Pop" Porter, Lexington; Ben Cozine, Shelbyville; Verner Richardson, Danville, and ye editor.

The dates set for the meeting (mark them on your calendar) were July 17, 18, and 19, at the request of Editor Williams who promised a delightful and entertaining outing for his brother editors, in and around Cumberland Falls. The chairman appointed Williams, Evans, and Alcock as a committee to draw up the program.

A motion of congratulations was extended to Editor Verner Richardson on his appointment to the Board of Charities and Corrections.

By unanimous vote Secretary Alcock, in recognition of the many years of labor and endeavors for the building up of the KPA, was elected as the official delegate of the KPA to the summer meeting of the National Editorial Association at Milwaukee.

Ben Cozine made a brief report for the legislative committee, and Professor Portmann gave a resume of the newspaper contests for the present fiscal year. The meeting adjourned to the capitol for business and other purposes.

that the head should leave little or nothing to the imagination and that everything should be told in the head. Hence these heads are long, almost covering up to one-third of a column, and every detail told. This class is fast passing and it is well that it should. The second class contemplates short heads; in fact, using heads as advertisements or lures to compel readers to read the articles. This is the so-called "placard" type of head (Please Turn To Page Three)

RULES ARE ANNOUNCED FOR PRIZE CONTESTS

Four Silver Cups and Two Cash Awards Will Be Given the Winners

Final plans and rules for the annual newspaper prize contest were decided upon by the association committee. The following is official and all contestants are asked to observe and follow the simple rules as laid down both as to content and time limit.

Best Newspaper Contest

This contest is new this year and has been added to the others for determining the best newspaper in the state each year. This contest is open to every paper in the state with the exception of papers in cities of 50,000 or more. In judging this contest, the judges will take into consideration whether the paper is a daily or a weekly and also the size of the town in which it is published. Makeup, typography, content, and opportunities for service, expansion, and coverage of territory and possible news service will be considered.

Entrants will send one copy of each issue for the month of January, 1930, for weekly newspapers, and all papers published during the month for the daily papers.

There will be only one prize in this contest, a silver loving cup, which must be won twice, not necessarily in succession, to become the permanent possession of the newspaper.

All-Around Paper Contest

A large silver loving cup will be awarded to the winner of first place with \$15 and \$10 cash prizes ready for the winners of the second and third places. The rules for this contest are: Entrant to select two issues, one published during each of two months, January, 1930, and April, 1930, from which one copy will be selected for the entry.

This contest will be judged on the same points as in last year's contest: Factors for scoring: General appearance, 30%; Local News, 25%; County Correspondence, 50%; Personal Items, 10%; Farm (or chief industry) News, 5%; General News, 5%; and Editorial, 20%.

First Page Contest

Prizes in this contest include a sil-

(Please Turn To Page Seven)

THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

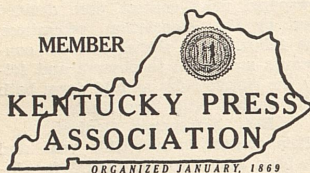
VICTOR R. PORTMANN, Editor-in-Chief
FRANCES L. HOLLIDAY, Assistant

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

Application Pending for Entry as Second Class Matter

PRESS ASSOCIATION OFFICERS

HERNDON J. EVANS, Pineville Sun, President
JOE T. LOVETT, Murray Ledger-Times, Vice-President
JAMES T. NORRIS, Ashland Independent, Chm. Exec. Committee
J. CURTIS ALCOCK, Danville-Messenger, Secretary-Treasurer



Member 1930
NATIONAL EDITORIAL ASSOCIATION

SEND IN THE NEWS

A self-addressed card with a space for one or many news items is enclosed in this issue of the Press. It is just a hint, in concrete form, that the Press, to live up to its slogan, should print news items about the editors and newspapers of the state, depends upon YOU to send in these items. A few minutes of your time and a one-cent stamp will fill the editor's heart with joy and thanksgiving. Make him happy!

ADVERTISING

One by one, new ads are appearing in the Press. Let your business connections know and understand that the Press can serve them in a concrete way by spreading their messages to the editors of the state every month. And the Press is read!

CONGRATULATIONS!

Danville to the front! We extend congratulations to Editor Verner Richardson on his appointment to the important board of State Charities and Corrections. We extend congratulations to our efficient and genial secretary on his appointment as delegate to the National Editorial meeting at Milwaukee. We know that the KPA will be well represented, and, as we know Milwaukee, we envy Curtis on his trip. Hoch!!!

ON TO SOMERSET

Cecil Williams has promised a delightful visit for the editors at Somerset. We live in anticipation—may it be realized. He suggested that an opportunity has been created for all the

editors who have been extolling the virtues of Cumberland Falls in their papers to visit the Falls now in person and learn first hand about which they have been writing.

GRIDIRON BANQUET

The Kentucky Chapter of Sigma Delta Chi, International Journalistic fraternity, will hold a gridiron banquet at Lexington on Friday, April 11. The chairman has informed the editor that a number of prominent newspaper men of the state will receive invitations and we hope to see a large number of their smiling faces around the festive board that evening.

WE ADD OURS

(Trimble Democrat.)

"And unto them a son was born." Mention here is made of the arrival of a son born to Mr. and Mrs. Charles Wood at the home of Grandpa and Grandma Albert Wood, in Bedford, Wednesday morning at 5 o'clock. They could have named him Abraham Lincoln, but young Wood is a Democrat and might have protested in case such a decision was made. So he is named for his uncle, Robert Wood, and his co-partner, Keith Hood, of the Trimble Democrat. This fine boy, if he lives long enough, will some day be a man. Congratulations.

PAPER LAUDS ROBBINS

In contrast to the accounts of metropolitan newspaper men who, imbued with a lifetime's dream, burned all their bridges behind them to enter the

weekly publishing field only to be disillusioned there from every angle, is the story of A. (Gus) Robbins, who after several years' big-city experience, bought a broken-down weekly in Kentucky and in three years has made a success of his newspaper venture.

Robbins was recently re-elected president of the West Kentucky Press Association and elected executive committeeman of the Kentucky Press Association, and his paper, the Hickman Courier, has a number of trophies to his credit.

Robbins thinks the progress he has made with his paper is due to his applying metropolitan newspaper standards to a small field. His previous experience had been on large-city papers, and with the United Press in New York, Boston, Philadelphia, Buffalo and New Haven. He is in his early thirties.

He bought the Courier after he had inspected a number of other papers. He moved his family to Hickman and immediately began rehabilitating the shop equipment. He threw advertising off the first page, started an editorial page and a farm page, and lined up a score of correspondents. Then he raised the price of the paper from \$1 to \$1.50 a year, and doubled his subscriptions in six months.

When the first momentum died down, Robbins started a series of community drives. He campaigned successfully for a county agent, a home agent, a community nurse and a county sanitary inspector. He was cited for his relief work during the disastrous Mississippi flood in 1927.

Advertisers were induced to use more attractive layouts, all of which were prepared by Robbins and submitted to them for approval. Classified promotion played a large part in the advertising program.

Two years ago the Courier won honorable mention in the National Editorial Association community service contest for the Editor & Publisher cup, and in the best editorial page contest. Last year the paper won first prize in the editorial page contest of the Kentucky Press Association.

Robbins is active in community affairs, and holds many positions with local business houses and associations. —Editor and Publisher.

W. A. Beatty, editor and general manager of The Winchester Sun, suffered a broken left arm Monday afternoon, March 4, when he fell in front of his home on Lexington avenue. Mr. Beatty was going down the steps in front of his home when he slipped on the ice, falling to the pavement. He was taken to the offices of Dr. I. H. Browne, where an X-ray showed a fracture. Mr. Beatty is "on the mend" and will soon be able to resume his editorial duties.

(Continued from First Page)

and is found in European newspapers.

The "happy medium" type is now universally adopted by our best papers, both metropolitan and community, and comprise a medium length head with a major deck and up to three minor decks, which sums up the news in the story, telling Who? What? When? Why? How? in concise words, stimulating the reader to read minor details in the story.

Forms of Heads

Heads follow four geometrical forms: the drop-line, the inverted pyramid, the indentation, and the centered type. The drop-line is mainly used in major decks of long heads, and as the only deck of minor heads. The inverted pyramid is mainly used in minor decks of long stories, and sometimes as feature heads on certain types of stories. The indentation is used as a minor deck to add variety to the headline schedule. The crossline, a small modification of the crossline, is sometimes used as a minor deck. Examples of each type of head are given at the end of this article. A fifth type of head which is made up of the former types is found in the box head; that is, one of the four types is either enclosed in a box, or the whole head and whole story is enclosed in a box.

Every type of headline, no matter to what use it is put, is used to add variety to the printed page, and to observe principles of contrast, symmetry, and balance.

Basic Principles of Writing

According to Bastian, the basic principles of good headline writing involve four basic points, which also form themselves in numerous combinations for the sake of emphasizing and clarifying their messages. These points are:

ACTION—The action of the story, what has happened, is by far the most important idea to get in the headline, because it tells the drama of human life.

FEATURE—The feature comes next in importance as a distinguishing characteristic. Good headlines always include both action and the feature.

IMPORTANT FACT—When some stories are slow and lack action, in such cases the most graphic and important fact should be played up in the headline.

FOLLOW HEAD—This head is used on "second-day" stories, or the "second chapter" of a story run previously. It must convey the follow-up idea, however, nothing prevents it from having action.

The combinations of these heads include: stories where a single action, and that alone justifies the story; names; oddity in news; a single outstanding phrase; outstanding events; big figures; striking statements of facts; all included in the BIG news of the

day.

Snap and Appeal

So that the average reader can understand the head at a glance, they should be written in simple, yet action-implying words, without a trace of padding. They must not only convey the news, but its quintessence; that is, all the important facts in that news. To be effective, they must shoot fast and straight to the point; to do so the copyreader must pick graphic, dynamic words and phrases. He must not merely pick words to fill the space, but choose such words as contain "punch." He needs picturesque words, a good vocabulary, and a vivid imagination. To sum up this paragraph, the headline writer needs only a comprehensive and workable vocabulary of action nouns and verbs to succeed in putting the "punch" and the news across to his readers.

Rules For Headlines

According to Bastian, as newspaper practice has developed throughout the years, various rules of good practice have been formulated and various traditions have arisen that have finally become the "unwritten law" of good headline writing. Every professional copyreader follows these rules and every editor should know and follow them himself.

The first positive rule to follow in writing heads is: Every headline should be a complete sentence or implied sentence in itself, and every line in the headline should be a complete phrase. To follow this rule, these rules should be observed:

1. Never divide a word or a hyphenated name between lines; 2. Avoid beginning a headline with an infinitive; 3. Do not begin a headline with a verb. A verb used in this manner becomes imperative with "you" as the subject understood; 4. Tell the news, as much as you can jam into the space. Be definite, specific, thorough; 5. Write the feature, as well as the news, into the headline if at all possible.

6. Only well-known abbreviations are allowable in headlines, i. e., Y. M. C. A., G. A. R., G. O. P.; 7. Write each line of the head so that it will stand alone and make complete sense; 8. Use active, not passive verbs; use short, vigorous words; use expressions with force and motion; make a "picture;" 9. Avoid awkward verb endings; 10. Be sure to get the one big distinctive feature of the story in the headline.

11. Do not write fanciful heads full of metaphor and allegory; 12. Avoid beginning heads with figures, but use them if they are BIG figures; Avoid double quotes—they destroy the balance; 13. Write feature heads for feature stories; do not put climax in feature heads; 14. Count in every line of the head until you are sure it will fit; make the head neither too fat nor too lean; 15. Avoid the articles A, AN, THE, etc., in heads unless they really add to the

head.

Use Historical Present

17. Never use the past tense in the idea of immediateness; 18. Don't head—use the historical present to give editorialize; opinions of others, if ascribed to the source, may be used; 19. Don't try to be amusing unless the story is amusing; 20. Avoid awkward or involved expressions; 21. Be specific and definite, make your head tell something; 22. Never repeat the same word in the banks—use synonyms; 23. Don't pad with unnecessary words; 24. Avoid the use of "in" as a verb.

25. Write every head in simple, straightforward words so that everybody can understand it; 26. Limit heads to facts in the stories—anything beyond this is misrepresentation; 27. Give your head "life," "motion"—a dull, wooden head has spoiled many stories; 28. A head should be written with an eye to mechanical beauty as well as grammatical and rhetorical expression; 29. Make each unit of the head—each bank—a complete unit in itself.

Names, Numbers, Places

30. Use names, numbers, places, and like elements when they are important news features; 31. Pick the magic words of the story to attract attention in the heads; 32. Avoid "says," "plans," "will," "urges," and like verbs as headline beginnings—they fix no responsibility and are overworked to the extent as to be practically meaningless; 33. Follow the same style of spelling, etc., as the newspaper style sheet uses; 34. NEGATIVE HEADS are bad news heads; 35. Avoid "may" and "might"—don't use probability in your heads.

36. Beware of provincialisms and awkward twists in language; 37. Beware of double meanings and misplaced or unconscious humor; 38. Don't overcrowd the head with so many facts as to make it nearly meaningless; 39. And last, but not least, make the head answer the Who? What? When? How? or Why? questions, as many as can be possibly crowded in the head.

Headline Typography

Following, we give samples of headline typography in many of the popular type families and sizes. This list is by no means complete, but the most popular "styles" are presented. Examples are given both in capitals and upper and lower case. The large majority of papers use all capitals in their major decks, but some use the admirable upper and lower case styles. The feature of this last head is that it gives a larger unit count.

36 Point Heads

Although the following examples of this size head are presented in single column style, they are seldom used in this manner on account of the small unit count per line. It is true some newspapers use this size especially in the condensed Gothics, but as a rule, the largest size used for single column (Please Turn To The Next Page)

(Continued From Third Page)

headlines seldom run over 30 point.

36 Alter Gothic Looks Right In Upper & Lower

This alternate Gothic head, if used in the upper and lower case, will give a workable unit count. It is black and attracts attention.

36 POINT IS LARGE FOR A REGULAR USE

This Franklin Gothic is very black and surely adds contrast to the body type of the paper. The unit count of 10½ lends a difficult problem to the headline writer.

CHELTENHAM 36 PT. FOR BIG HEADS

This Cheltenham is some time used, but like all other heads of this size, lends a difficult unit count.

36 Italics Is Too Large For All Use

This Light Cheltenham is sometimes used in two column feature heads, seldom in one column stories. The Cheltenham Bold Condensed Italics is preferable to the light face.

Thirty-six point is seldom found in any newspaper except in heads of three column stories, or used as a banner line across the page.

30 Point Heads

These heads are the largest head that should be used by a community paper. They are the largest heads found in many dailies and give emphasis to stories and contrast and balance to the page. This size will probably gain favor now that the new slug-casting machines offer the use with the new auxiliary magazines.

Bodoni Bold In 30 Point U. & L. Case

Bodoni Bold in upper and lower case makes an attractive head especially if the Bodoni series is used for all heads. However, it has a difficult unit count. The Bodoni series is used by the New York Herald-Tribune, and, in the opinion of the writer, one of the best headline schedules of any newspaper today.

This Type, Alternate Gothic No. 1 Which Saves Much Space

Alternate Gothic No. 1 is a good type to use for a black schedule. It is used in both styles, caps, and upper and lower, and gives a flexible unit count.

THIS FRANKLIN GOTHIC 30 PT. IS EXTRA COND.

Franklin Gothic is very black and seldom used in this size on account of the small unit count.

This Herald Extra Condensed is a very popular headline type as it gives a maximum unit count. It is found in many of the city dailies which use the 30 point head in preference to the 24 point head. If this head is adopted, the minor banks must be run in a condensed Gothic to obtain symmetry and

balance. The Herald series is recommended if you like this style of head.

HERALD EX. COND. IS A UNIQUE TYPE FOR BIG UNIT COUNT

Chelt. Bold 30 Pt. For Big Head

It is not feasible to use this Cheltenham Bold for single column heads. However, it is a good type to use for double and triple column heads for emphasis and contrast. It is preferable to use the two and three column heads instead of a banner or "scare" head in community papers. Seldom is a community paper justified in using a banner head. Use this type instead.

THIS IS CHELT. IN 30 PT. EX. COND.

Cheltenham Bold Extra Condensed is a popular head in this size when used in caps as it lends a workable unit count.

30 Oldstyle Is A Seldom Used Face

Cheltenham Oldstyle is a light-faced type and is not particularly adapted for headlines. It does not give enough contrast to the body type of the paper.

24 Point Heads

A large variety of 24 point heads follow as this size is the most popular for major heads. This size always lends contrast and balance, and, in the majority of cases; allows a large and workable unit count. The majority of (Please Turn To The Next Page)

(Continued From Fourth Page)

newspapers in the United States use this size for their major heads.

FRANKLIN GOTHIC 24 PT. EX. COND.

Franklin Gothic Extra Condensed in a black head and used for emphasis.

This Is Bodoni Bold 24 Pt. For A Good Head

Bodoni Bold is a beautiful head when used in series. Notice the unit count of 13½.

This 24 Point Bold Italic For Feature Heads

This Bold Italic is the most popular head for features, both single and double column and in boxes. It makes an excellent head especially when used in combination with Cheltenham Extra Condensed.

24 Alternate Gothic For Readable Heads

A Gothic type that has received much favor where a Gothic schedule has been adopted.

THIS SIZE TYPE GIVES A LARGE UNIT COUNT

Herald Extra Condensed is a popular face as mentioned above. Notice the large unit count that it allows—18 units. It looks best in a two drop line.

CHELT BOLD 24 PT. HEAD

Cheltenham Bold is not recommended for single column heads. How-

ever, it makes an excellent two-column head when emphasis is desired.

THIS IS CHELTENHAM BOLD EXTRA COND.

This type is the most popular headline type used today. It is found in the majority of newspapers, both daily and community. It is a very flexible type and gives a satisfactory count of 16 units. It is recommended for both handset and auxiliary Linotype magazine equipment.

This Light Face Italics Should Pleases Many

Cheltenham Light Italics makes a presentable feature head but should not be used with a heavy major headline schedule.

Chelt. Oldstyle Is Seldom Used

Cheltenham Oldstyle is a "pretty" type but is seldom used in headline schedules. It is a job and advertising type.

18 Point Heads

The following heads are recommended for minor stories when used in combination with one pyramid or indent minor bank. The use of these minor heads give contrast and emphasis to the printed page and break the monotony between the major stories and the "filler" stories. The well-balanced headline schedule will include a head of this type with an Italics head for feature stories.

THIS HERALD EXTRA COND. 18 PT. FOR MINOR HEADS

This 18 Pt. Italics Is Admirable For A Feature Head

Bodoni Bold In 18 For Minor Heads

Chelt. Oldstyle Is A Very Light Face Cheltenham Italics Light Used With Light Face Type

THIS FRANKLIN GOTHIC IS EXTRA CONDENSED

14 Point Heads

Fourteen point heads should be included on every headline schedule although many papers find a twelve point head is as satisfactory. This size head should be used on the longer one paragraph stories and for boxed stories with or without a pyramid minor bank. They add in giving the admirable contrast and balance to a front page.

THIS FRANKLIN GOTHIC USED IN MINOR HEADS

This Bodoni Bold In 14 For Good Minor Heads

This Fourteen Pt. Italic Is Used For Minor Heads

This Is Century 14 Point Machine Set

Minor Decks

The following minor decks in ten point are examples of the best types that are used today. Some papers use twelve point instead of ten in their minor banks. Both are admirable and it is just a matter of choice. The specimens presented are: Inverted pyramid, Indent, and Crossline. Note the crossline is used in caps and either in one or two-line styles. The writer prefers, however, an inverted pyramid to either type of crossline, because said crosslines are difficult to write and often violate the rules of good headline writing.

Four Silver Cups and Cash Awards Will Be Given the Winners

Dean Funkhouser Speaks to Meeting of Professional Groups on Archaeological Deposits of Kentucky

FORMALS WILL PREVAIL

FALSE BELIEFS ARE CITED BY PROFESSOR

(Please Turn To The Next Page)

(Continued From Fifth Page)

The Kernel Schedule

We are giving the schedule of the Kentucky Kernel, University newspaper, which is now used. Notice the two major heads, the minor heads, the filler heads, and the feature heads. Good front page balance and contrast can always be secured with a versatile and flexible schedule as this selection.

Major Heads.

**LAW STUDENTS
ADDRESSED BY
EDWIN F. TRABUE**

Prominent Kentucky Lawyer Stresses the Necessity of Higher Education

**LEGAL REFORMS ARE
STRONGLY ADVOCATED**

Other Attorneys Will Speak to Law Students on Legal Matters

**BOTTONLEY, REID
TO FEATURE MEET**

Landscape School, Sponsored by College of Agriculture, Will be Held on Seventh of March

Minor Heads.

Y. M. C. A. Selects Staff for "K" Book

Rooks and Jones to Publish Annual "Frosh Bible" for Next Year

U. K. Pawn Shop For Campus Is Advocated

**WILDCATS STOP
GENERALS IN
LAST GAME**

**BOOKS MAY BE
REPAIRED IN
EASY MANNER**

**Sleepy-Eyed Students Fail
To Heed University Rules**

**Russian Student Tells of Life's
Events Before Coming Here**

**Criticisms of Kat Are Presented
To Cover Ravages of Late Edition**

**Kentucky Battles Maryland
On Atlanta Floor Tonight**

**Pettigrew Placed
In Hall of Fame**

**Scabbard and
Blade Pledges
17 at Dance**

**Tropical Reptile
Will be Exhibited
By Dr. Funkhouser**

Feature Heads.

**"Peer Gynt" Is
Title of Next
Guignol Play**

**Director Frank Fowler Will
Play Title Role in
Production**

NOTICE TO STUDENTS

The giving of cold checks to the Business Office, the Commons and the Campus Book Store will be followed by the dropping of the student from the University. In the case of University payments the student can be re-entered upon the payment of the amount in cash and the the delayed registration fee of five dollars. The regulation will be vigorously enforced.

FRANK L. McVEY,
President.

Filler Heads.

MUSICAL FEATURES VESPERS

**Wildcats are Picked to Win
From Old Liners in Their
Initial Tilt**

**MARYLAND HAS GOOD
CONFERENCE RECORD**

**Alabama, Washington and
Lee, and Duke Also Favor-
ed to Win**

(Continued From First Page)

ver loving cup for winner of first place with cash awards of \$15 and \$10 for second and third place winners. Factors to be judged in this contest include headlines, news story content, typography, balance, make-up, name-plate, press work, and pertinent material that should appear on a community weekly's front page.

The rules governing this contest are: Entrant to select four issues, two from publications from each of the two months of February, 1929, and March, 1930, from which the best front page will be selected for the entry.

Best Editorial Page Contest

The winner of first place in this contest will carry home a silver loving cup, the "President's Cup," with cash prizes to the second and third place winners of \$10 and \$5, respectively. Entrant to select one editorial page published in any issue of his paper between the dates of May 20, 1929, and May 20, 1930.

All the competing copies of papers submitted in any of the above contests must be wrapped in a bundle preferably flat, securely tied, plainly marked as to the contest entry, and mailed to Victor R. Portmann, chairman contest committee, University of Kentucky, Lexington, on or before May 20, 1930.

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(Continued From Sixth Page)

Only members in good standing of the Kentucky Press Association are eligible to enter any of the above contests.

Community Service Contest

The Kentucky Press Association has for its object the further development of Kentucky along economic and social lines, and realizing that a state-wide development is impossible without the cooperation of the local communities, the newspapers have been asked to lead the way and the Kentucky newspaper that serves best in this respect is to be handsomely rewarded.

The rules governing the contest are very few. In fact, about all a Kentucky newspaper has to do to participate in the contest is to lay aside the issues containing information regarding a community enterprise that has been helped across by the support of the paper through its news columns and see that these copies are transmitted in a well wrapped package. Some newspapers, on account of their smaller fields, do not have the same opportunity for community service that some of the newspapers in larger fields have, and this fact will be taken into consideration by the judges.

The general rules of the contest follow and are all self-explanatory:

Contestants must be members of the Kentucky Press Association in good standing.

Contest will cover the twelve months ending May 20, 1930. All copies of the newspaper to be judged must be forwarded immediately after the final publication in 1930.

All entries must be the general run of the paper and upon the same stock ordinarily used for regular editions, or in case of a special edition, as paper was sent to subscribers.

Publishers of contesting newspapers are to submit such copies as they deem necessary to set forth the facts on which their entry in the contest is based.

No Score Cards

It is not considered practical to prepare a score card for this contest as the factor on which papers are to be judged is a matter of pertinent facts relating to the service of the contesting newspapers. Letters of recommendation and nomination should accompany all entries, however, and the judges will be asked to submit a written report analyzing all entries and giving reasons for the award, based on the "letters of recommendation."

By "letter of recommendation" is meant a statement of the publisher regarding his field. The more information the letter of recommendation contains, the better able the judges will be to properly rate the paper in respect to the opportunities to perform community service.

CHEROKEE NEWS
STANDARD NEWS PRINT
UNIFORM THICKNESS TRIMMED FOUR SIDES
CAREFULLY WRAPPED

Sheets and Rolls carried in stock for prompt shipment

WRITE FOR SPECIAL CONTRACT PRICES

LOUISVILLE PAPER CO.
Incorporated
Louisville, Kentucky

Get Your
IMPERIAL
Metal Direct From
Cincinnati, Louisville, or Nashville Warehouses

The Imperial Type Metal Company manufactures nothing but type metals. This specialization has resulted in quality and uniformity, hitherto unknown in type metal mixtures. This paper that you are reading, the Louisville Courier-Journal, the Lexington Herald and the Lexington Leader, as well as a majority of other papers in the state, are consistent users of Imperial Metals and the Plus Plan. The next time you need metal, get Imperial and compare the results.

<p>CINCINNATI McHugh Exp. Co. 220 W. 3rd St. Main 1150</p>	<p>NASHVILLE Robert Chadwell Trans. & Storage Co. 101 B'dway Tel. 6-8572</p>	<p>LOUISVILLE Dickinson Co. 119 N. 4th St. City 7951</p>
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Imperial Type Metal Co.

Philadelphia New York Chicago Los Angeles

Type, Printing Machinery

Complete outfits for large and small plants

Boston Stitchers Kelly Presses

LEE B. DAVISON
Traveling Representative
526 Union Street Nashville, Tenn.

SEND IN YOUR ENTRIES

The following extract from a letter from Herman Roe, director, National Editorial Association, is both appreciated by the editor and recommended for action to the editors of the state. Kentucky's fine newspapers should be represented in this contest, and we hope that many more entries will be forwarded at once. See last month's issue for rules and procedure:

"I appreciate very much the publicity that you gave this article in your Kentucky Press. You should put me on the mailing list to receive this publication regularly as I am anxious to keep in touch with what you are doing in Kentucky. For the fine cooperation and publicity you are giving the N. E. A., as indicated by the February issue, I send you a sincere vote of thanks.

"I hope we will have some response to the publicity you gave the N. E. A. Better Newspaper Contests. We have received four entries from Kentucky. If more do not show up, I may send you some copies of the contest rules, plus a list of Kentucky papers already entered and ask that you mail a copy of this circular to about ten of the outstanding papers and nominate them for some particular contest. I find that this personal appeal prods the publisher into action."

Keynote of April Retailing

Style appeals will continue until after Easter, when the "value" appeal will be added, followed after by the "price" appeal. Approaching Summer has a big effect on kind of goods bought after Easter.

April Sales Events

Easter; Summer Mdse., Exhibitions; Summer Cottage and Porch Furniture; Clean-Up and Paint-Up; Outdoor Appeal; Garden Seeds and Implements; Wash Goods; Kodaks; Piano and Musical Goods; After Easter Sales; Children's Wearing Apparel.

April Window Suggestions

Easter; Advance Summer Merchandise; Spring Garden; April Fool Window; Patriotic Displays; Memorial Windows in Southern States; An Inviting Porch; Style Displays; U. S. Mint Window; North Pole Window; Paul Revere's Ride; Outdoor Displays.

Advertising Pointers

Easter; Vacations; Outdoors Baseball; Sports; Spring Clean-Up and Paint-Up; Beautify the Lawns; Grow More Flowers; Comfort on the Porch; Restful Homes.

Events Affecting Business

Easter; Out-door appeal; Early summer styles; Arbor Days in several states; Memorial Days in Southern states; Dress-Up campaigns; Clean-Up and Paint-Up campaigns.

Symbols Have Sentiment

Natal Stone, Diamond; Talismanic Gem, Topaz; Guardian Angel, Ashmolei; Special Apostle, Philip; Zodiacal

Sign, Taurus, Flower, Daisy; Astral color, Red.

Innocence, repentance — sun and shower—
The diamond or the sapphire is her dower.

TRY THESE DECORATIONS

Easter—Easter is both a popular holiday and an ecclesiastical festival.

The ecclesiastical symbols embrace ornamentalizations symbolizing the Christian religion and the places of worship, church architecture and furniture, including the Gothic arch, stained glass windows, pulpits, pews, altars, cross, crucifix, rosaries, Bibles, etc.

The popular symbols are the chick, Easter Egg, Easter lily, rabbit, dove, etc.

April Fool—Foolscap, clown, a hat party hiding a brick, a string leading to a purse or pocketbook, etc.

April Showers—Scenes of rain storms, falling rain, umbrellas and rubbers, etc.

Baseball—Baseballs and bats, masks and catchers' gloves, pads, etc. Pictures of games and portraits of reigning stars are always a good attraction. A schedule of games is also good, but a report of scores, game by game will draw larger crowds than anything else.

Fishing—Scenes of fishermen doing their darndest, tackle, bait, etc.

Courtesy Sale

When putting on a sale which is to be generally advertised, send out to every customer of the store a form letter extending an invitation to come and inspect of the sale—with privilege of buying if desired. This creates the impression that it is an opportunity to get in a little ahead of the general public. It will produce a nice sale of the goods ahead of the advertised opening of the sale, and it will give people an appreciation of the value of being rated by you as a regular customer of the store, a fact which will have its effect in keeping people coming, and

bringing others.

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

Have you junked your old, obsolete, wornout type, and traded it for new? Have you sold all that old stereotype metal? Make the idle dollars pay dividends!

Have you followed your new year resolution by raising your subscription and advertising rates to the standard rates?

The Press will welcome anything that you contribute towards its news or forum columns.

NOTHING ELSE LEFT.

"Is your store completely modernized?" asked the efficiency expert.

"Yes," replied hardware man Spinke "Now that my school girl cashier has taken up smoking and my old maid bookkeeper has had her hair bobbed—it is!"—Hardware Age.

NEWSPAPER FILE SERVICE

You put us on your mailing list. We check and file your paper each day and when the binding date comes we bind and return them at the following prices:

Daily, Three Months..... \$5.00

Daily, Six Months..... 7.50

Weekly, Twelve Months... 5.00

We are serving publishers in all parts of the United States. Write us for further particulars.

MONMOUTH BLANK BOOK CO.
O. J. Forman, Prop. Monmouth, Ill.

MILO BENNETT

Conducts a wonderful Linotype-Inter-type school and can develop slow operators into fast operators or one of the men or women in your office into a fine operator. Correspondence course, with keyboard, for home study, \$28; six to ten weeks at the practical school, \$60 to \$100. Write for free school literature. Also pleased to give you name of prominent Kentucky newspaper publisher who knows what this school is capable of doing for you. Address Milo Bennett's School, Toledo, Ohio.

ANNOUNCEMENTS

We have recently added to our present line of "Eagle A" an entire new line of High Grade Announcements and Fancy Papers, the first ever shown in this territory, and will be pleased to show you this line at any time : : :

CECIL W. BUSH

Lexington Representative
WHITAKER PAPER COMPANY

C. A. WALSH
Western Kentucky

FRANK FUND
Eastern Kentucky

Blank Page(s)

FROM ONE PUBLISHER TO ANOTHER

Recently Mr. A. B. Hobbs, Editor and Publisher of the Edgewood (Texas) Enterprise, wrote to another Texas editor and publisher, Mr. W. M. Covey of the Mabank Banner, asking for his experience with the Linotype. Mr. Covey wrote this reply:

“MY ONLY REGRET is that I put off buying a Linotype as long as I did. We do not run ours on an average of more than four days a week, but we find that the saving of labor amply pays for the idle periods.

“We find that there are so many jobs that we can handle economically that we could not consider if we had to set them by hand—and our Linotype is as useful in setting jobs as it is in newspaper composition.

“I also want to say to you that if you buy a Linotype you will find the Mergenthaler people among the most pleasant to do business with that you have ever come in contact with. . . . I don't believe you will make a mistake putting in a machine at Edgewood.”

**W. M. COVEY, Editor and Publisher
MABANK (Texas) BANNER**

**MERGENTHALER LINOTYPE
COMPANY** • 

**BROOKLYN, N. Y., SAN FRANCISCO, CHICAGO, NEW
ORLEANS. CANADIAN LINOTYPE LIMITED, TORONTO 2,
CANADA. Representatives in the Principal Cities of the World**