

THE KENTUCKY PRESS

Of, By, And For The Kentucky Newspapers

Volume One

JANUARY, 1930

Number Twelve

LOUISVILLE MEETING DRAWS MANY EDITORS

J. Curtis Alcock Gives Official Minutes of 1930 Midwinter Meeting

The annual mid-winter meeting of the KPA was held January 17-18, in the Kentucky hotel at Louisville, and was the largest gathering ever at a winter meeting of the state editors. Members of the West Kentucky Press Association were invited to attend and many of them were present.

The first business session was called to order by President J. M. Allen, Cynthiana Democrat, Friday afternoon at 2 o'clock, and the invocation was offered by Dr. Geo. A. Joplin, Sr., of Louisville.

President Allen then delivered the president's annual address in which he called attention to experiences of the past year and making some suggestions for the good of the fraternity. His address is published elsewhere in the Kentucky Press.

Following the address of the president each delegate present introduced himself and gave the name and address of his newspaper or business.

Secretary-Treasurer J. Curtis Alcock, Danville Daily Messenger, read his annual financial report which was approved by a vote of the members present. The report will be found in another column.

James L. Isenberg, of Harrodsburg member of the Kentucky Progress Commission, asked members of the K. P. A. to lend their aid in efforts that are being made to have historic points and places of interest in Kentucky marked. He suggested that a committee of editors work with a committee from the Progress Commission and the question was referred to the executive committee by President Allen.

Dr. Chas. W. Welsh, of Louisville, expressed the thanks of the Kentucky Children's Home Society at Lyndon for support given that institution by the press of the state.

Editor A. Robbins, president of the West Kentucky Press Association, delivered a very interesting address on the subject, "The Relation of the West Kentucky Press Association to the Kentucky Press Association." Mr. Robbins said he believed the W. K. P. A. has been of great benefit to the K. P. A., as when the West Kentucky editors (Please Turn To Page Three)

Among Those Present--

Those who had registered at the recent meeting of the Kentucky Press Association at Louisville, on Saturday morning, were J. Sherman Porter, Lexington; B. B. Cozine, News, Shelbyville; W. A. Beatty, Sun, Winchester; R. A. Rives, Republican, Morgantown; Mrs. Margaret Hogard, Crittenden Press, Marion.

George Covington, Messenger, Mayfield; Robert Kinkaid, News, Middletown; J. L. Crawford, Times-Tribune, Corbin; L. G. Barrett, Ohio County News, Hartford; R. T. Ware, Times-Tribune, Corbin; J. P. Gozder, News Journal, Campbellsville.

Thomas L. Jones, Jeffersonian, Jeffersonstown; Cecil Williams, Journal, Somerset; R. L. Elkins, Central Record, Lancaster; Lawrence Hager, Messenger-Inquirer, Owenboro; Evelyn Harris, Southern Telephone News, Atlanta, Ga.; A. Robbins, Courier, Hickman.

Carter Stamper, Enterprise, Beattyville; Wm. Hefferman, linotype; Keen Johnson, Register, Richmond; Joe T. Lovett, Ledger-Times, Murray; John T. Babbage, Breckinridge News, Cloverport; George S. Lee, News, Carrolltown; Tyler Munford, Advocate, Morganfield.

Wallace Brown, Standard, Bardstons; Warren Fisher, Mercury, Carlisle; E. N. Creal, Herald-News, Hodgenville; D. L. Bell and Keith Hood, Trimble-Democrat, Bedford; Mr. Moore, Leader, Fulton; E. C. Olds, Democrat, Benton.

Bennett Knight, Gleaner, Henderson; J. L. Roth, Sun Democrat, Paducah; A. E. Stein, Gazette, Clinton; D. L. Hughes, Gazette, Leitchfield; J. M. Willis, Herald, Irvington; Russel Dyche, Sentinel Echo, London; Robert Smallwood, Enterprise, Beattyville; Otis C. Thomas, The News, Liberty; C. J. Richardson, Enterprise, Elizabethtown.

George Joslyn, Jr., Commonwealth, Somerset; D. B. Spugur, Falcon, Lebanon; Flem Smith, Times, Georgetown; Perry Meloan, News, Brownsville; J. M. Alverson, Enterprise, Harlan; R. E. Garrison, News, Lawrenceburg; F. S. Brong, Licking Valley Courier, West Liberty.

J. W. Willis, Herald, Irvington; J. M. Allen, Democrat, and Joseph Costello, Democrat, Cythiana.

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

HERNDON J. EVANS HEADS ASSOCIATION

Lovett Is Named Vice-President and James Norris Chairman of Executive Committee

Herndon J. Evans, editor-manager of the Pineville Sun, was elected to guide the destinies of the KPA at the close of the mid-winter meeting, succeeding "Jim Allen" of the Cynthiana Democrat. Other officers named included Joe. T. Lovett, Ledger-Times, Murray, as vice-president, James T. Norris, Ashland Independent, as chairman of the executive committee, and our genial secretary, J. Curtis Alcock, Danville Messenger, was elected to succeed himself as he has done for the past eighteen years.

Our new president is a Kentuckian born and bred in this grand old state. He first saw the light of day at Morehead, Rowan county, on December 22, 1895. (Now you know how old he is). After he was graduated from the Frankfort High school in the spring of 1915, he worked on the Frankfort State Journal for \$1 a week until he matriculated at the University of Kentucky in September. He was a member of the first journalism classes started by Professor Grehan.

He dropped out of the University in the spring of 1915 and went back to the State Journal and worked a year. He returned to the University in the April 12 to enlist in the U. S. Army spring of 1917, but again withdrew on and served until July, 1919, with ten months overseas duty. He again re-entered the University in fall of 1919 and was graduated in 1921 from the College of Arts and Sciences with a Journalism major. He is a member of Alpha Delta Sigma, national advertising fraternity.

Joins Associated Press

Herndon worked with the extension and publicity department of the University during the summer and fall of 1921, then went to the Associated Press at the Frankfort bureau and transferred to the Louisville office after the close of the legislature in 1922. He was state editor of the Louisville Courier-Journal for a while in 1922, then returned again to the Frankfort AP bureau. Resigning in November, 1923, he purchased the interest of P. T. Adkins, editor-manager of the Pine-

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THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

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

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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-Messinger, Secretary-Treasurer

THANK YOU!

This is directed at James Allen, retiring president of the KPA. All we can say is, "thank you" Mr. Allen for the able and efficient manner in which you have conducted the affairs of the Association, and for your dignified and friendly counsel and co-operation in all matters of common interest to the editors of the state. We are grateful to you and hope that your presence at the Association meetings will be a constant reminder to the editors of work well done and an incentive to all for the advancement of community journalism in the state.

WELCOME!

We welcome the new officers of the Association and pledge ourselves and the editors of the state in hearty co-operation and assistance in every way to them in carrying out the policies and ideals of the Association.

MID-WINTER MEETING

The mid-winter meeting has come and gone, and, as was said by all, was one of the most representative meetings that has been held at Louisville for some time past. Good fellowship prevailed and all were pleased to see the familiar faces of their associates and to exchange greetings and ideas with them. The program presented by the speakers was instructive as well as entertaining, and proved to be entirely worth while. The only criticism that the Press would make is the "running in" of non-member speakers in the program, which, as in this instance, hurries the regular program speakers and does not permit them to offer their subject in its entirety. When a speaker has worked hours on his topic, he should be given his own time to present the same as it should,

be presented. Non-speakers, if they wish to be heard, should be told that they could present their propaganda when the regular program is completed. This is a suggestion that we are sure will receive the hearty approbation of all the editors. This criticism, if such it can be called, is not directed against the officers of the KPA, but against those who force their way into the program.

ENTERTAINMENT

The Louisville Paper Company and the Louisville Courier-Journal more than covered themselves with glory and the thanks of all in the excellent entertainment and the excellent "eats" that was provided for the editor's "bill-of-fare" on Friday evening and Saturday noon. Both occasions will long be remembered by those who were fortunate to be in attendance at these banquets, and we voice the sentiments of the editors of the state when we say a hearty "thank you" to these two organizations.

CONVENTION PAPERS

The Press is devoting as much space as possible this month to the publication of the excellent papers presented at the mid-winter meeting. Those not appearing in this particular issue will appear in the February issue.

NEWS AND NAMES

As the Editor mentioned at Louisville, the Press wants to be a paper for the newspaper folk of the state. However, it is difficult to print all the personals of our friends because these interesting items do not reach our desk. We again urge each and every one of you to send in personal items about yourself or your colleagues and help to make the Press newsier and happier. Personal items about yourself or your families, shop news, new

equipment, new methods, special editions, etc., make news of interest to the fraternity. Drop us a government post card—we will do the rest.

KPA LOGOTYPE!

The Executive committee of the KPA approved a drawing of a logotype which will be distributed to each member of the KPA for use in the mast-head of his paper. As soon as these are received, they will be forwarded to each Association member who has paid his 1930 dues. The logotype includes the words, MEMBER, S KENTUCKY PRESS ASSOCIATION, ORGANIZED JANUARY, 1869, all superimposed over an outline of the state with the state seal in one corner. It was drawn by the editor of the Press. Better pay your dues now, for the current year, so as to receive your logotype.

"Papers sell on looks as well as contents," is the verdict given by the judges in announcing prize winners at the newspaper institute of the New Jersey Press Association recently. They add that 99 per cent of the rural and suburban readers want news-pictures. Resolve now to dress up your paper. Make it pleasing to the eye. Pictures used judiciously will aid greatly in accomplishing this end.

Most forecasters are agreed that there will be a slight recession in business in 1930. A decade ago such a situation would have presaged a marked reduction in advertising. But it is not so today. The time has passed when an advertiser slashes his advertising appropriation as the first step in reducing costs. In fact, the progressive business man of today increases his appropriation to insure getting his share of business.

Such a policy is indicated by the announcement of the Kellogg Company that it will spend \$2,250,000 this year advertising its breakfast foods. This is the largest appropriation ever made by that company. Another example is the recent expenditure of \$1,000,000 by the Ford Motor Company to advertise its new models.

Highlights and Shadows sees 1930 as a year of great opportunity for newspapers. Opportunities to add new accounts by making advertisers of merchants who have never advertised before, but are anxious to offset a possible decrease in sales. Opportunities to increase appropriations of present advertisers by showing them the necessity of increasing advertising space in order to maintain last year's record volume of business.

Hard work and some real planning will be necessary to take advantage of these opportunities, but these two things are always necessary to accomplish anything worth while.—Louisville Courier-Journal.

HERNDON J. EVANS HEADS ASSOCIATION

(Continued From First Page)

ville Sun Publishing company, assuming those duties with which he has since been connected. He also purchased an interest in the Corbin Times-Tribune in 1926.

Needing an assistant, he married Miss Mary Elizabeth Downing, of Louisville, March 3, 1923, who attended the University of Kentucky in 1919-21, and then the University of Louisville. They are proud of their one daughter, Mary Wallis Evans, claiming the interesting age of four years.

Executive Committee Named

Members of the executive committee, by districts, will be A. Robbins, Hickman Courier; Lawrence Hager, Owensboro Messenger-Inquirer; Joe Richardson, Glasgow Times; D. L. Hughes, Leitchfield Gazette; Brainard Platt, Louisville Courier-Journal-Times; Keith Hood, Bedford Democrat; Desha Breckinridge, Lexington Herald; Robert L. Elkin, Central Record, Lancaster; J. T. Norris, Ashland Daily Independent; Charles A. Kirk, Paintsville Herald; George A. Joplin, Somerset Commonwealth; Ben B. Cozine, Shelby News, Shelbyville.

Members of the newspaper exhibition committee will be Prof. Victor R. Portmann, department of journalism, University of Kentucky; Keen Johnson, Richmond Register and D. M. Hutton, Harrodsburg Herald.

Motion to elect J. Sherman Porter, former newspaperman but now secretary of the Lexington Automobile Club; Urey Woodson, former editor and proprietor of the Owensboro Messenger; Malcolm Bailey and S. V. Stiles, Associated Press representatives, Louisville, honorary life members of the Kentucky Press Association were made and favored but was referred, as the by-laws require to action of the executive committee to report at the next meeting.

OFFICIAL MINUTES OF MID-WINTER MEETING

(Continued From First Page)

organized two years ago, only a few of them were members of the state organization, while now most of them are members of both organizations. They have learned the value of co-operation, he said, and many of them also belong to the National Editorial Association. Mr. Robbins discussed the problems that confront the country editor and urged getting together to meet the problems that are common to all, declaring there is no need for sectionalism in Kentucky.

B. B. Cozine, of the Shelbyville

News, chairman of the legislative committee, led a round-table discussion on legal advertising, many of the editors taking part and asking questions relative to the laws governing legal advertising. The question of collecting accounts for publishing commissioners' sales came up and Mr. Cozine advised presenting bills for same promptly, which will prevent the commissioner from overlooking the matter when making up the costs in the cases. Mr. Cozine urged every publisher to cooperate with him in his work by answering communications and acting upon his suggestions promptly.

Hoyt Moore, of the Fulton Daily Leader, read a very interesting paper on "Human Interest in the Editorial Column." He told of his experience in writing a column on human interest topics in his community, and at the close received much favorable comment, many saying the paper was one of the best ever heard at a press meeting.

President Allen appointed J. Sherman Porter, Wallace Brown, and J. T. Lovett on the resolutions committee.

Prof. Victor R. Portmann, of the Department of Journalism, University of Kentucky, asked for assistance in publishing the paper, suggesting that editors send him news items from time to time which will help him make the paper more interesting.

At a brief meeting of the executive committee, following the afternoon session of the K. P. A., Professor Portmann suggested a design for an official K. P. A. emblem, which was adopted. The design was made by Prof. Portmann and shows an outline of the state, the state seal and the words "Member of Kentucky Press Association." Cuts of the emblem will be made and sent to all paid-up members of the K. P. A. to be used at the top of the editorial pages of the newspapers.

The Edmonston County News, Perry Meloan, editor, Brownsville, was admitted as a new member of the K. P. A., and the following was elected to associate memberships: Thomas H. Stark, of the Stark Advertising Co., Louisville Paper Co., Louisville; William Heffernan, representative of the Mergenthaler Linotype Co., Louisville; H. B. Gaer, representing the Elliott Addressing Machine Co., Louisville, and S. V. Stiles, correspondent for the Associated Press, Louisville.

Friday evening, at 6:30 o'clock, members of the K. P. A. were guests of the Louisville Paper Company at a delightful banquet dinner and entertainment at the Pendennis Club. Over one hundred were in attendance and the occasion was a very enjoyable one from every standpoint. The dining room was beautifully decorated with flowers and colored balloons and a most delightful menu was served.

Thomas Floyd Smith, president of the Louisville Paper Company, extended a welcome to the press folk in a very happy and interesting manner, and the response was made by Editor Joe T. Lovett, of the Murray Ledger and Times. John Marshall, vice-president of the Louisville Paper Company, presided at the meeting and introduced those on the program.

A surprise was sprung upon the editors when Mr. Marshall announced that Dr. Pierre Boushon, a French count, was visiting in the city and was the honored guest of the dinner. Dr. Boushon was asked to speak and in a very interesting address spoke of conditions in France and the experiences of Americans in his country. At the close of Dr. Boushon's address, he was placed under arrest by a policeman, and the surprise was that Dr. Boushon was not a French count at all, but none other than Mr. C. N. Mullican, of the Mullican Advertising Agency Louisville. He carried out his act to perfection and completely fooled every one present.

Bruce Smith delighted the editors with his music on the guitar and songs, while Paul A. Plaschke, of the Courier-Journal and Louisville Times, made some character sketches of editors and made an interesting talk during his "Monkey Shine Hour".

Wickliffe B. Moore, cartoonist for the Louisville Herald-Post was introduced as "Thurston's Only Successor," and proved himself quite a magician by giving slight of hand performance, and ending his number by hypnotizing three young men.

The dinner and entertainment was voted one of the most delightful ever attended by the state editors.

Saturday Session

The business session Saturday morning was called to order at 10 o'clock by President Allen and the invocation was offered by J. Sherman Porter.

S. M. Saufley, of the Richmond Register, and also connected with the Inter-Southern Life Insurance Company, introduced C. G. Arnett, president of the company, who made a brief talk in which he spoke of the great work being done by the newspapers in the communities in which they are located and offered his support as the head of a state institution, which is also doing its part to up-build Kentucky.

W. C. Bell, state superintendent of public instruction, Frankfort, delivered an address on educational needs of Kentucky schools. He said the institutions of higher learning are doing good work and being fairly well taken care of financially, but the public elementary schools over the state are not being properly supported and are in need of much more money than is appropriated for their needs. He said the public elementary schools are the

foundation of all education and should receive more attention than is being given them, declaring that these schools have the lowest tax rate. He said there are about 350,000 school children in these schools, and that the teachers are underpaid, making it difficult to secure good teachers. We have raised the educational standards in Kentucky, but have not studied the economical side of the question, he said.

W. A. Robinson, secretary of the Kentucky Probation association, made a talk on the work of his association.

P. H. Callahan, of Louisville, was introduced and called attention of the Chicago Civic Opera, which was coming to Louisville.

Editor E. A. Jonas, of the Louisville Herald-Post, representing Judge Huston Quinn, spoke in the interest of Mammoth Cave as a national park, requesting the support of the editors.

Round-table discussions on "Newspaper Problems" were on the program, but for lack of time, they were cut short. Editor Herndon led the discussion on "Circulation;" Prof. Victor R. Portmann read a paper on "Advertising," and Editor J. P. Gozder, of the Campbellsville News-Journal, read a paper on "The Job Department."

Major Dean, Christian Science Monitor, offered to renew their proposition to send the Monitor to editors in exchange for advertising in their newspapers.

Courier-Journal Luncheon

At 12:30 o'clock members of the K. P. A. enjoyed a luncheon at the Pendennis Club as guests of the Courier-Journal and Louisville Times. This luncheon has become an annual affair of these two newspapers and is always greatly enjoyed and appreciated by the state editors. Malcolm Bayley, member of the editorial staff of the Courier-Journal, was called upon and made a short talk, in which he spoke of the pleasure Judge Robt. W. Bingham, publisher of the Courier-Journal and Times, had in giving the luncheon and the enjoyment everyone had in being present.

Following the luncheon the closing business session of the meeting was held, President Allen presiding. Dr. Henry Mace Payne, consulting engineer of the American Mining Congress, Washington, D. C., delivered an address on industrial development in Kentucky, his theme being "The New Trend of Industry and its Application to Kentucky."

Anthony H. Woodson, who writes a column in the Courier-Journal under the heading "Just Among Home Folks," delivered an address on the same subject and delighted the editors of the plain folks, of whom he writes, with his wit and wisdom. He spoke and everyone present greatly enjoyed hearing him.

The committee on resolutions then made its report and the resolutions were adopted as read.

Editor D. M. Hutton, of the Harrodsburg Herald, nominated J. Sherman Porter, of Lexington, as a life member of the K. P. A., and J. Curtis Alcock, of the Danville Daily Messenger, offered the name of Col. Urey Woodson, of Owensboro, as a life member. Both were referred to the executive committee for action.

The annual election of officers followed, all being elected without opposition. They are announced in another column.

Editor Cecil Williams, of the Somerset Journal, extended an invitation to hold the next summer meeting of the K. P. A. at Somerset, and the question was referred to the executive committee. The meeting then adjourned.

The Providence Enterprise, published each Tuesday and Friday at Providence, Ky., is materially adding to its equipment and is now publishing a 12-em, 8-column paper. Mr. J. L. Bradley has had considerable experience in newspaper work in Alabama and Florida and formerly owned a job printing shop in Mariana, Fla.

The December 20th edition of the Lebanon Enterprise, Lebanon, Ky., contained 24 pages, in three sections equaling in size its largest previous edition issued December 6, 1928.

The size of the paper is made necessary by the large volume of advertising carried for the progressive business houses that used its columns to reach the people of Lebanon and Marion County with their final Christmas messages.

ANNUAL FINANCIAL REPORT J. Curtis Alcock, Sec'y-Treas. KENTUCKY PRESS ASSOCIATION January 17, 1930

RECEIPTS

Balance on hand January 17, 1929	\$ 629.51
From Membership fees and dues	720.00
Subscriptions to Nat. Printer-Journalist	9.00
Total receipts	\$1,358.51

DISBURSEMENTS

Secretary's salary for year 1929	\$100.00
Donated to Charity	25.00
Subs. Nat. Printer-Journalist	4.50
Postage First Two Issues Ky Press	17.80
Expense two meetings executive committee	22.00
Flowers deceased members	4.71
Badges for two meetings	22.20
Printing stationery and supplies	181.40
Stamps	25.38
Telephone and Telegraph	6.10
Total Disbursements	\$409.09

Balance on hand

\$949.42

NEWSPAPER EXHIBIT FUND

Receipts

From Prof. Enoch Grehan	\$ 50.00
From Lexington Herald	50.00
From Lexington Leader	50.00
From Courier-Journal and Lou. Times	100.00

Total Receipts

\$250.00

Disbursements

Loving Cups	\$112.80
Cash prizes to Newspapers	65.00
Expenses Contest Judge	35.00
Engraving Cups	2.80
Express	3.72
Telegraph	3.32

Total Disbursements

\$222.64

Balance on hand

\$27.36

Signed,

J. CURTIS ALCOCK, Sec'y-Treas.
Kentucky Press Association.

PRESIDENT JIM ALLEN GIVES ANNUAL MESSAGE

In conformity to the provisions of our constitutions which require President Hoover, Governor Sampson, and myself to convey to our legislative bodies from time to time a communication dealing with the state of the Union, this communication is conveyed. Your distinguished president prefers following the lead of President Hoover's distinguished and lamented predecessor, Woodrow Wilson, in himself delivering the message rather than entrust it to a professional monotone conveyer who possibly could not convey the idea that there is anything in it.

Fortunately for the Kentucky Press Association the State of our Union during the past year has been quietly peaceful, the legislature not having assembled until the other day. Aside from a few skirmishes between city school boards and indignant publishers there have been no overt acts of violence. Such as there were are referred to our commissioner of Indian Affairs, Ben Cozine.

The summer meeting of the Association at Ashland proved entitled to a place among the most beneficial and delightful. Matters of importance were considered and some legislation enacted that doubtless will be advantageous. I like to think that those who heard the discussion of the audit system for country newspapers were impressed. This audit matter requires time for consideration and presents at least two sides, as do most other matters. In its favor is the desire of advertisers, especially agencies, to have a definite basis on which to calculate coverage. There is a promise, more or less vague perhaps, but nevertheless a promise, of larger volume of national, or foreign advertising, and to an extent this promise has been realized in some of those few States that already have adopted the system.

So far the movement has made comparatively little progress—not enough on which to base sound judgment. Nebraska is the State best organized so far. A report from there in the current California Publisher declares a large percentage of the publishers have received an increase in their advertising rate, though an increase of volume of advertising is not mentioned. Of the rates, one paper with a circulation of 1,700 was receiving 30 cents an inch before an audit, and now is receiving 37 cents an inch. The audited papers figure their rates at 25 cents an inch on the first 500 circulation, and one cent an inch for each additional one hundred. New York is partially organized and is reaching over into Pennsylvania. With spasmodic efforts in a few other States, none that I have heard of in the South, the movement

is about covered.

On the other side of the picture is a fear among some publishers that unfair advantage may be taken where competing papers in a town do not have an audit. It seems difficult, even in this day of better enlightenment, to convince some local advertisers that a newspaper is not a newspaper so far as advertising is concerned, regardless of circulation. And, be it said in anguish of spirit, there are still some first-class circulation liars in our noble profession. This whole matter was referred to our Executive Committee for consideration. So far no report has been made.

We have endeavored to build up and strengthen the membership of our Association. It may be of interest to note that in Kentucky there are approximately 235 newspapers of one kind or another and less than half of them are members of this Association, according to figures at the moment at hand. To be exact, 115. That represents 48.9 per cent. It is worth while to compare these figures with some other States. Ohio, for instance, has 425 newspapers, 281 association members, 66.1 per cent; Indiana, 320 papers, 158 members, 49.3 per cent; West Virginia 134 papers, 106 members, 79 per cent; Virginia 137 papers, 80 members, 58.3 per cent; Tennessee 160 papers, 45 members, 40.6 per cent; Illinois 750 papers, 750 members, 100 per cent.

But every newspaper in Illinois is considered and enrolled a member of the press association without action on the part of the publisher. How many pay dues or take active interest at present cannot be ascertained. I am wondering if, or how, that plan would work in Kentucky—and whether or not newspapers would decline to pay on the ground that membership themselves in a class with delinquent had not been ordered, thus putting subscribers with whom they sometimes have to deal, unless using cash in advance system, which all newspapers should use.

I do not think it necessary to go into the value of a large membership for the Association. All who stop to think realize it, and as a matter of fact every newspaper publisher in the State, whether he knows it or not, whether he is an Association member or not, benefits by the Association. As the Colorado Editor put it, he cannot operate his business without making use of results obtained by State and National press associations. He may think he can do without them because he is not an enrolled member, but he is getting the benefits whether he wants to or not.

He profits most who serves best, Rotarians say, which certainly is true with regard to our Association. When a newspaperman finally realizes that he should give too as well as take from

the profession, he is in position to reap the fullest benefits of his own efforts. What the weight of organization means was demonstrated again recently by the American Publishers Association when it blocked the attempt of Canadian mills to increase the price of newsprint \$5.00 a ton. Individual newspapers would have been helpless.

Then to must be considered the value of newspapermen becoming acquainted. Association and acquaintance remove many false impressions and draw closer the ties of fellowship and understanding. Kentucky's motto is in order always, "United," etc. Members of the Executive Committee were urged to make special efforts to get the newspapers of their respective districts into the Association, and some results were noticeable at the Ashland meeting.

Improvement in Kentucky newspapers within a comparatively short time has been marked. Our press compares quite favorably with that of other States, superior to many, inferior to few. They may pride themselves justly on their general appearance and many are ably conducted. All seem to be on a better business basis. Of course each newspaperman has his favorite among his exchanges, and perhaps closer inquiry would show him preferring those exchanges with whose editors and publishers he is personally acquainted. It would be idle to declare any of our newspapers are flawless. As I have said on other occasions the newspaperman does not exist who ever was completely satisfied with any particular issue. There is always the desire for something better, a constant effort to climb to a pinnacle never to be reached, but healthful in the effort.

Need I dwell again on the need of a live editorial page—the editor's study and playground as well? Make it worth while. Give it an individuality. Get the reader in the habit of looking for it. Then tell it to him straight, and in spite of himself after a while he will, consciously or unconsciously, find himself following you. There's the power of the press. For entertainment also, I like original special features—your own, good, bad or indifferent. Do the best you can. Impress yourself on your sheet, so that when the reader thinks of the paper he thinks of you. What he thinks doesn't make a great deal of difference—none in the long run.

In editorial work I should suggest getting away from politics as often as possible. Nothing tires the old reliable "constant reader" so much as continual praise of your own political party, which you know is as corrupt as the other one, and continual harping on the faults of the opposition, which everybody with any sense at all knows is as pure as the one you happen to be affiliated with for the moment. The general run of people are not nearly

so much interested in politics as you may think. I found that out long ago by quiet trips among friends of my paper in the rural districts.

On the business end, Kentucky newspapers are getting better and better. They should strive to get away from some old time practices, however, that went out of vogue when an apron-full of type, a Washington hand press, a sooty devil and a tired and harassed editor, publisher, business manager, printer and press feeder (all in one) constituted the outfit of the establishment. The business manager didn't have time to attend to business because he was too busy as the editor; the editor didn't have time to edit because he was too busy as the printer and press feeder; the devil didn't have time for anything because he was the devil; and thus it worked out—nobody had time to do anything and nothing was done.

That's a reason, when it came to press night, a lot—sometimes almost a full page—of "dead" advertisements were slapped in "to fill up." Perhaps you will be surprised to know that the practice of running dead matter has not yet been entirely eliminated by Kentucky newspapers. A conspicuous example was called to my attention not long ago by an advertising agent who declared the practice made his work difficult, gave advertisers a poor impression of the Kentucky press as a whole and was hurtful to every publication of the State to a greater or less extent. Subscribers do not fail to notice the fault and it has its effect on that end of the business, too. Instances of gross negligence and lack of business perspicuity called to my attention included running patent medicine ads, some of them long after the manufacturing firm had gone out of business and none of the goods were on druggists's shelves. Ads for hides in the middle of summer. Full columns of Kentucky State Fair descriptive matter a year after the fair was over, and such miserable practices as that. Can you imagine it? Absurd. The practice is not only a millstone around the neck of the paper exercising it but a wrong to every newspaper in the State. The whole business is discredited.

There are so many credits on our country newspapers' accounts, however, that it would be useless and tiresome to attempt enumeration, and then the President would not make his address more tiresome than absolutely necessary, either. But I want to say I am inclined to think the matter of country newspapers' cooperation with national advertisers is necessary and a good thing if given to a reasonable extent. My experience shows a growing tendency of national concerns, including some advertising agencies, to push cooperation too far and try to "work" the newspapers for services the

agencies or advertisers should perform for themselves. This "survey" business is pushed to an extreme. Some advertisers want the newspapers to furnish not only the names and address of every handler of, say, molasses, within a radius of thirty miles, but to keep tab on his sales and report from time to time how much of this brand he sells, how much he has on his shelves and what the prospect is for buckwheat this winter. Not only that, an agent will have a "prospective" client, name not hinted at, who would greatly appreciate a few statistics about this, that and the other business line in your territory—all the dealers and possible consumers, what they think of this brand. Also will you kindly see your local dealers and help them arrange their show windows and counter displays? Somehow or other, I never was especially skilled at dressing windows, except my own bay, and really I don't think 30 cents an inch is enough for service of that kind.

I am inclined to think, too, that the matter of conferences and lectures is a bit overdone these days. Somebody, either at the business men's club, or luncheon club, or wherever I can be cornered, is busy telling me how much better my business could be run if I would listen to him, and how the community could be so wonderfully improved if I would do so and so. I hear so much of this I'm getting tired. Maybe it's age, maybe I think I know it all—but at any rate I'm not giving so much attention to the efficiency expert as I once thought necessary, and if there are others here similarly bored, I invite them into my boat.

In conclusion I want to express my appreciation of the honor the Association conferred on me in choosing me to head its affairs during the past year, and I am equally as appreciative of the fine spirit of good will and co-operation manifested by members. I like to think the future is bright with promise for our friends of the press, and if coming years are foreshadowed by the recent past, I have no doubt, greater and better things are in store. I thank you.

Questionnaires have been sent out by the National Editorial Association to weekly newspapers for the purpose of making a nation-wide survey of the weekly field. The questionnaire asks intimate details on circulation, operating costs, income and other management and employment data, in addition to general information concerning the paper's field. Names of the newspapers giving information are kept confidential. The survey is being made under supervision of Herman Roe, field director, and W. Clement Moore, industrial engineer and business analyst of Wolf & Co., official accountants of N. E. A.

Resolutions

We, the committee on resolutions, report as follows:

RESOLVED, that the Kentucky Press Association appreciates the splendid hospitality shown its members by the people of Louisville, the hotels and newspapers, in our mid-winter meeting.

RESOLVED, that we are especially grateful to the Louisville Paper Company for the dinner and entertainment at which we were guests Friday night and to the Courier-Journal and Times for the luncheon to which all of us look forward with pleasure each year we meet in Louisville.

RESOLVED, that we renew at this term one recommendation to the distinguished and beloved, but lovely President of this Association that he take unto himself an helpmate from among the lovely womanhood of Kentucky. "It is not good that man should live alone" is as true now as when the apostle wrote it.

RESOLVED, that, inasmuch as we have both congress and the legislature on our hands, we sidestep all controversial questions, in accordance with the constitution and by-laws of this association.

RESOLVED, that we congratulate the Western Kentucky Press Association on the live organization it has formed and welcome the editors of that section of our State to our association and to active participation in its affairs, even though "the tail should wag the dog," so to speak.

RESOLVED, that the Kentucky Press Association mourns the untimely death of W. P. Hogard, of the Crittenden Press and of Carl C. Robbins, of the Winchester Sun, whose call to rest came in the prime of their usefulness and we extend to the bereaved families of our lamented members the sincere sympathy of their co-workers who know them best and loved them most.

RESOLVED, that, as it has been given by the endorsement of three presidents of the United States, from Warren G. Harding to Herbert Hoover, and the approval of leaders of the other dominant party, as well as of forward-looking men and women of all parties and independents of no political affiliation, the Kentucky Press Association hereby goes on record as favoring the World Court—the Permanent Court of International Justice—and urges the senators from Kentucky to vote for adhesion of the United States to the protocol when it shall come before the United States Senate for action.

Signed,
J. SHERMAN PORTER
WALLACE BROWN
JOE T. LOVETT
Committee.

"The judges feel that this annual exhibit will have failed in its purpose if it fails to bring home to publishers of the weeklies and smaller dailies in particular the undeniable fact that their newspaper is judged by its readers as much by its appearance as by its contents," declared Frank A. Robertson, ex-owner of the Washington (N. J.) Star, and William B. Bryant, former publisher of the Paterson Press-Guardian, in announcing the newspaper prize winners at the eighth annual newspaper institute of the New Jersey Press Association, at Rutgers University, according to a recent article in The Linotype News.

"It costs little more to publish a newspaper that is dressed up. Too many publishers are more interested in their own personal appearance than in the appearance of their newspaper. Yet they overlook the fact that one is synonymous with the other. In the average small town or city the newspaper is the man and the man is the newspaper. One is judged by the other, and the publisher should have pride enough in good impression to see that it makes a good impression. Its appearance has a great deal to do with selling its news and advertising.

"A newsy, well-dressed-up newspaper is half sold to the advertiser. If it looks the part, the advertiser will picture to himself that he likes to be seen in it. If it is printed from out of date type, poorly arranged, poorly printed, the advertiser will feel that he doesn't want to be seen in it, for he will conclude that it can't possibly have appeal to readers of intelligence and discrimination.

"Publishers must realize that the people have become educated to better looking homes inside and out, to more stylish clothing, to better looking automobiles, and so on. Likewise, their tastes are accustomed to better looking newspapers. Publishers should remember that their front page, for instance, is their own window. Merchants spend thousands of dollars for attractive show windows, but so many publishers appear to overlook this vital fact, and they continue to put out newspapers that look little better than they did twenty years ago.

"Many publishers have seen the light, and they are publishing newspapers that are attractive in appearance as well as interesting in contents.

"There is no question as to the success of the smaller city dailies which use news pictures. Ninety-nine per cent suburban and rural readers want news pictures.

"While it may be true that every body, so to speak, may take that particular newspaper in its community, it will not be one for which they have any great respect. This is not theory. We know from experience that this is an actual fact."

NATIONALLY ADVERTISED
PAPER

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

CECIL W. BUSH
Lexington Representative
WHITAKER PAPER COMPANY

C. A. WALSH
Western Kentucky

FRANK FUND
Eastern 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.

CINCINNATI
McHugh Exp. Co.
220 W. 3rd St.
Main 1150

NASHVILLE
Robert Chadwell
Trans. & Storage Co.
101 B'dway Tel. 6-8572

LOUISVILLE
Dickinson Co.
119 N. 4th St.
City 7951

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

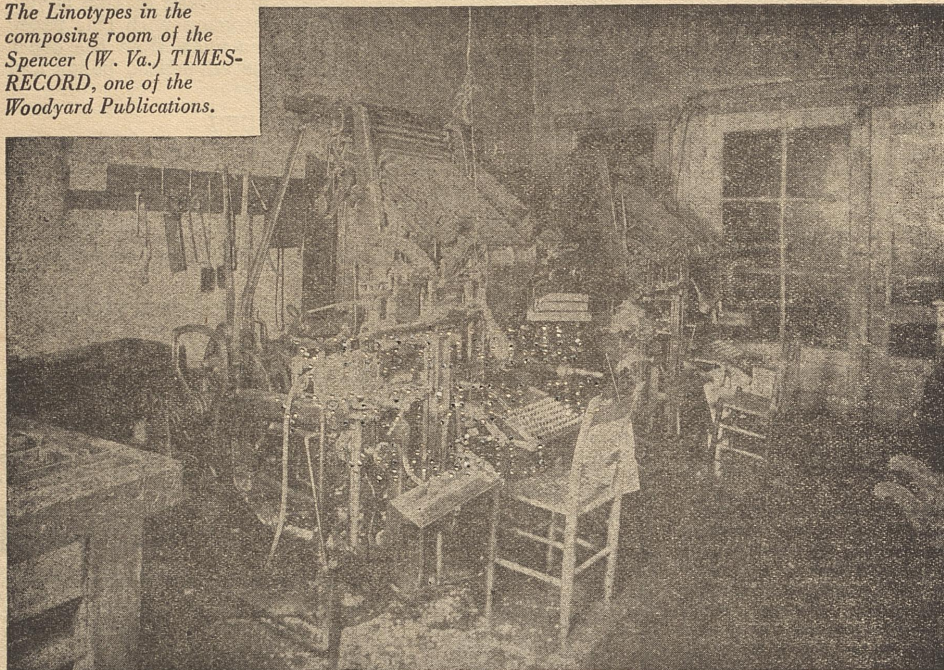
526 Union Street

Nashville, Tenn.

"LINOtypes exclusively" . . .

*in the largest chain of county newspapers
in the United States*

*The Linotypes in the
composing room of the
Spencer (W. Va.) TIMES-
RECORD, one of the
Woodyard Publications.*



*. . . because Linotype "most satisfactorily meets the needs of
the smallest and the largest newspapers in the country."*

The Woodyard Publications, Inc., operate, throughout West Virginia, a chain of weekly papers which they believe to be the largest chain of county newspapers in the country. And in spite of widely varying conditions, Linotypes serve them all equally well. Mr. Edward D. Woodyard, president of the chain, writes:

"Some of our papers are published in 'one man' shops, but no weekly paper and job printing plant is too small to support a Linotype. Two or three of our publications average twelve and sixteen pages a week. The small plants could not be handled by one man, nor would the mass of production of the larger papers be possible without the Linotypes."

And again: "Business relations with your company have been most pleasant and most profit-

able; . . . your business policy has been above reproach."

And in still another place: "The Linotype is the only piece of equipment that is standard in all of our plants. We have bought a plant or two that had no machine, and we installed a Linotype and soon paid for it in time saved."

Perhaps Mr. Woodyard is unusually enthusiastic about Linotypes because he has had experience with so many of them. Yet the tone of his letter is identical with scores that come to us—"no paper too small nor none too large for a Linotype"—"paid for itself in the time it saved"—"we couldn't get along without it." And you, too, will join the happy crowd of boosters when you see what a Linotype can do for you. Ask the nearest Linotype agency to send full particulars.

TRADE **LINOTYPE** MARKS

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

LINOTYPE BODONI SERIES

810.30.1-AC