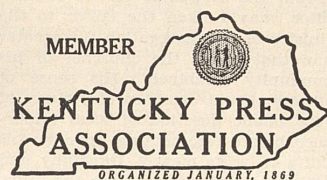


THE _____ KENTUCKY _____ PRESS

Code Authority Number



**Volume Six
Number Two
July, 1934**



Editorial Policies That Win By Walter Crim

To be thoroughly able to discuss such a purely academic subject as this, the speaker should have the sagacity of Benjamin Franklin, the nerve and self-assurance of Huey Long, the editorial grasp and wide experience of Sherwood Anderson and the massive brain power of Prof. Rexford Tugwell, the latter being able, we are reliably informed, to solve all and any problems of ethics or finance, in any field of endeavor.

With such qualifications essential to a proper discussion of this topic, it is almost a travesty on the part of a country editor from the hills of Indiana to attempt to enlighten you to any extent. Perhaps a few homely observations gleaned from a number of years of close contact with folks in various walks of life, and not the erudite opinion of a seasoned journalist, (or do you call them newspapermen as we do in the Hoosier state?) may arouse in some of you a note of approval or, perhaps, a storm of protest!

Editorial policies! What are they and they measured? It all depends upon your own community, upon the reflex that comes from handling situations both local and state and even nationwide.

There are several angles to be considered.

Primarily, the editor who shapes the policy of his paper so as to please everyone, in order to insure the ringing of his cash register, succeeds in playing exactly no one, and is usually doomed to certain failure. If he measures the quality of his news stories and editorial comment by the wishes and feelings of his advertising clientele, his paper will be about as colorless as a last year's bird nest. If he fawns upon his public, and refers to every advertiser as "one of our leading citizens," his prestige is gone—he has sold out for a mess of advertising pottage. If he evades telling the truth in matters of public interest in order to shield some offender who may temporarily bring gain, he is selling the self-respect of his paper, and at what a cost!

Again there is the editor who is politically biased. We have them in Indiana—I assume you are free from this type in your great commonwealth. So if I refer to them only casually, you will understand I am talking about my own people. We have the fearless type who would rather write than be president. They write on all and every political subject, with great sophistication; they illuminate their front pages with their political views, while news is relegated to other pages; they air their political narrowness, and make unknown enemies of their readers.

Do not misunderstand me. No editor is worth his place in the sun unless he has some political opinions. He is en-

titled as a good citizen under our party system of government to take his stand on public questions. It matters little whether he is a Democrat or a Republican, providing he is a GOOD one. An honest opinion courageously expressed in his editorial columns, even if wrong from his neighbor's viewpoint, will gain respect, provided he does not resort to back-biting, vilification, insinuation, abuse, vituperation, lurid personalities, and the seven other sins of political editorial writing.

There is moderation in all things. Heaven speed the day when moderation may have its place in editorial comment, and may also the day soon arrive when editorial comment is confined to the editorial page. How many of us transgress, by injecting our editorial views in the news of the day!

From the viewpoint of the country editor, may I liken the editor to the minister of a congregation far greater than that of all the churches of his community combined. His sense of fairness should cause careful study of every public question of local importance before commenting upon it; his ability to write clearly, forcefully and with conviction will measure the influence of his editorial column. He should digest thoroughly the question in hand and laying aside personal prejudice, attack the problem with the sole idea of what is best for his community.

"But," you ask me, "what has all this to do with the sweet sound of the cash register's music?"

I wonder if I can put in words what is in my mind. There is after all the pay roll to meet, and all the fine sentiment that might be advanced for an ideal paper would scarcely pass for pay checks on Saturday night.

There is the practical side to idealism. Peter Stirling, according to his biographer, was a "practical idealist." The successful editor and publisher of the small town daily and the country weekly has to be just that.

Editorial policies are not confined to the pages of the paper, they are scarcely mentioned above a whisper in the best of offices; they are the unknown power that lies behind a healthy circulation, a fine advertising lineage, and a solid reputation for honesty and fairness in the news of the day.

Editorial policies that make the cash register ring are the friendly hand-clasps on the street, the loyalty of subscribers who send in their subscriptions without question but that they will get value received. They consist of uncounted hours of work on the part of the publisher and his loyal staff for a community interest; of a drive for a new highway, when a vacation would have been more enjoyable; of hours spent in securing facts on a story,

rather than hurt the reputation of some business man.

The policy of a paper to make friends is one of its best financial assets. Speaking along this line, in referring to the friendly basis of a country paper, Jim Small, of Wisconsin, summed up the situation thus:

"You must LIKE folks. If you cannot become interested in them, if you want your time outside your office hours all for yourself, if you are unwilling to act on committees, or to have personal problems brought to your desk, to receive aid where others have failed, then don't go in for rural journalism FOR THE COUNTRY NEWSPAPER IS LIFE. I would not say that it is more so than the metropolitan daily, but I will say that it weaves together the issues of life and death, of joy and sorrow into a pattern that is infinitely more harmonious than the drudgery of the metropolitan city room. In the latter, names are but names, while in the former, names are our neighbors. And therein is presented to our view a gap that none has ever bridged, and in the very nature of things no one can ever bridge."

What is the basis of a sound editorial policy? It would be presumptuous for me to suggest the answer. But if you present the news fairly and fearlessly, if you shoot square in your accounts of matters that may not be to your personal liking; if you are tolerant with the intolerant, and kind to the fellow who has misjudged your story about him, if the folks with whom you live and work and play believe in you and your paper—then the least of your worries will be how to keep the cash register ringing.

Do you meet your merchants with advertising helps, suggestions to help them plan to bring more trade to your home town? Are you really interested in the projects that are being promoted by your Chamber of Commerce or the Rotary Club, or the Boy Scouts? Is your wife a silent partner in the good will of your paper and does she buy her clothes at home and tell the rest of the women in her club about it? Are you ashamed of yourself to turn back your coat-lapel in a group of men or can you show your local merchant's label on the inside pocket? Does your farmer friend upon whose trade your advertiser depends look on your paper as a TRUTHFUL emissary bringing not only the news of the day or week, but also the advertising messages that are truthful and to be relied upon? Are you urging him to come in on Harvest Trade Day so you may get better acquainted with him, see that he likes your town and your merchant friends? Or, is it wholly in the interest of the

MANY SERVICES MAKE AN N.E.A. MEMBERSHIP GOOD INVESTMENT

Among the many special membership services of the National Editorial Association are the monthly publications, the N.E.A. Service Letter and the N.E.A. Bulletin; the Personal Service Department, answering inquiries of members regarding advertisers, sources of supply of materials, and other topics; and, the Engraving Departmental, with three offices at Indianapolis, Ind., Williamsport, Pa., and St. Paul, Minn., rendering engraving service at reasonable prices.

Other services of the N.E.A. include protection of interests of publishers in legislative matters; the N.E.A. Accredited Departmental, designed to help newspapers in connection with national advertising problems; and Our Washington Letter, a weekly letter of news from the national capital, available at low cost, written by W. L. Daley, Washington representative of the N.E.A.

Providing payment is made by August 1st, old members of the N.E.A. who have not as yet paid their 1934 dues may pay dues at the old rate of \$5. The new scale of membership dues approved at the N.E.A. convention in St. Louis is explained in the May-June issue of the N.E.A. Bulletin.

LINOTYPE MEMPHIS NOW AVAILABLE FROM 6-144 POINT

Linotype Memphis (Girder) Bold and Light is now available in all sizes from 6 to 144 point, according to C. H. Griffith, assistant to the president of the Mergenthaler Linotype Company.

"So popular are both weights of this face proving," says Mr. Griffith, "that we have cut them from 6 to 36 point for the standard Linotype, and from 18 to 144 point lower case as well as caps) for the All-Purpose Linotype.

"In addition to caps and lower case, small caps have been made available

advertiser who has merchandise to sell, that you put out the old "ballyhoo"?

Be honest with your readers, men. It pays.

Does your heart swell with pride when some progressive merchant opens up a better store, with better goods for your community? Or, are you thinking, "how much extra advertising can I get out of this account?" Be honest, men. Is your editorial policy on the street such that you really deserve the support of your community?

If it is, you will get it. It will pay dividends not only in advertising, in increased circulation, in prestige and at the cashier's window—it will pay that intangible and heart-warming dividend that is desired by all real newspaper men—the respect and the affection of the community, a life enriched by contacts with your fellow man.

in both weights in two-letter matrices in the 6, 8, 10, 12, and 14 point sizes, and companion italics are being cut in both the bold and light weights in several sizes.

"Many printers who are ordering Memphis small caps tell us that they find them particularly useful for cards, letter-heads, lists of names in annuals, folders, catalogue lines, and so forth. And, of course, the light and bold weights on the same matrix double the variety they can get from a font."

A rapid review of 300 copies of both daily and weekly newspapers received in exchange by the N.E.A. General Offices discloses that only 10 per cent of the newspapers represented were advertising their own advertising columns, or their commercial printing departments. There's an old saying—"practice what you preach."

Winners in the five contests in the 1934 prize contests of the Kentucky Press Association were:

Best all-around newspaper: First prize, Silver Bowl, presented by the Lexington Herald was awarded the Somerset Commonwealth, George A. Joplin, Jr. editor; second place certificate was awarded the Somerset Journal, Cecil Williams, editor; third place certificate was awarded the Lyon County Herald, Eddyville, Gracean Pedley, editor; Honorable mention went to the Georgetown News, Kentucky Standard, Bardstown, and Union County Advocate, Morganfield.

Best Front Page: First prize, Silver Water Pitcher, presented by the Lexington Leader awarded the Somerset Commonwealth, George A. Joplin Jr., editor; second place certificate was awarded to the Campbellsville News-Journal, J. P. Gozder, editor; third place certificate was awarded the Shelby Sentinel, Shelbyville, M. O'Sullivan, editor; Honorable mention: the Georgetown News, Kentucky Standard, Bardstown, and Providence Enterprise.

Best Editorial: Silver loving cup presented by Past-president Lawrence Hager was awarded to Gracean M. Pedley, editor, the Lyon County Herald, Eddyville, on his editorial, "Small Cost of County Agents No Longer Frightens Lyon County Farmers"; Second place certificate was awarded J. L. Bradley, editor, Providence Enterprise on his editorial "What Price Relief?"; third place certificate was awarded George A. Joplin Jr., editor, Somerset Commonwealth, on his editorial on "A Sanitary Sewer"; Honorable mention A. Robbins, the Hickman Courier, R. C. Kash, the Somerset Journal, and A. A. Daugherty, the Georgetown News.

Best News Story: Silver loving cup, first place was awarded Adrian A. Daugherty, Georgetown News, on his story on "Uncle Wiley' Relaford Laid to Rest"; second place certificate was

awarded George A. Joplin Jr., Somerset Journal, on his story on "Ohio Gunman and Associates Captured Near City"; third place certificate was awarded J. N. Fueglein, the Kentucky Standard, Bardstown, on his story on "Talbot Flays Governor"; Honorable mention: J. Earle Bell, Union County Advocate, Morganfield, A. Robbins, Hickman Courier, and R. C. Kash, Somerset Journal.

Best Advertisement: Full page, \$5 cash prize, Union County Advocate, Morganfield; Best half-page, \$5 cash prize, the Somerset Journal; Best quarter page or less, \$5 cash prize, the Somerset Commonwealth.

The Davis Advertising Agency was opened on June 1 by John E. Davis, advertising and publicity counsel, at 431 Martin Brown building, Louisville.

Mr. Davis had been associated for the last two years and nine months with the late Thomas H. Stark in the advertising business in Louisville. He was director of the public utilities advertising department of the Whitney-Graham Agency in Buffalo, N. Y., in 1930 and 1931, and for six years was director of publicity and public relations for Kentucky Utilities Company.

During former years, Mr. Davis was a reporter and editor on various newspapers, including The Courier-Journal and The Herald-Post, Louisville, the Chicago Tribune, the Kansas City Star, the Philadelphia Public Ledger and the Washington Evening Star.

EVERY KENTUCKY PUBLISHER SHOULD JOIN THE N. E. A.

The July issue of the N.E.A. Bulletin will carry the first issue of the New "N.E.A. Cooperative Advertising Service Section," devoted to increasing the facilities of the small town publisher in selling local advertising. This section will carry tested and proved ideas and suggestions regarding the solicitation of local dealer advertising. Advertisements of national advertisers illustrating advertisements and cuts for local use will appear regularly.

Order blanks for use by publishers in ordering illustrated cuts and mats will make it easy for newspapers to procure such material. This new service can be made an integral part of your advertising department's selling effort. If used regularly, it can be a source of increased local lineage and profit.

This is just one of the many helpful programs that the N.E.A. is offering to its members. A membership in the N.E.A. has always proved better than a 100 per cent investment. Every Kentucky publisher should join and procure these benefits for himself; and every wide-awake ambitious Kentucky publisher is a member of the N.E.A. Think this over!

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

George A. Joplin, Jr. . . . President
Commonwealth, Somerset

A. Robbins . . . Vice-President
Courier, Hickman

J. Curtis Alcock . . . Sec.-Treasurer
Messenger, Danville

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J. L. Crawford, Chairman, Times-Tribune, Corbin.

G. M. Pedley, Herald, Eddyville; J. L. Bradley, Enterprise, Providence; Vance Armentrout, Courier-Journal, Louisville; J. P. Gozder, News-Journal, Campbellsville; Keith H. Hood, Democrat, Bedford; Thos. R. Underwood, Herald, Lexington; Joe Costello, Democrat, Cynthiana; J. T. Norris, Independent, Ashland; R. L. Elkin, Central Record, Lancaster; Joe Richardson, Times, Glasgow.

Chairman Legislative Committee:
B. B. Cozine, Shelby News, Shelbyville.

THE CODE IS IN EFFECT

Elsewhere in the Press will be found notice of the authorized and legal basis for contribution for the Regional and National Code Authorities. This statement, as of June 30, 1934, has sent from Secretary Alcock's office to each and every newspaper and printing office in Kentucky. It is due and payable immediately and every Kentucky publisher and printer should forward his assessment at once to Secretary Alcock. Editors and printers should know that this assessment is duly authorized by NRA, and, accordingly, must be paid. Such authorization is a law of the land, and Code Authorities have the backing of the United States government in enforcing the payment of this assessment. This is not a threat; it is merely a statement of the law. Court cases, so far, have established that the NRA, through national and regional code authorities, can collect such assessments under penalty of loss of Blue Eagle, and, also, imprisonment or fine, or both. The Code is working for each individual establishment, whether this fact is apparent now or shall be later. It has, and will more so in the near future, stop all cut-throat, ruinous competition—competition that has been so detrimental in the past to our community publishers and printers. Whether

or not, this fact is apparent to each individual establishment at this time, such establishment must and should pay its assessment immediately. Your association officials and the members of the Kentucky Regional Code Authority are working day and night to perfect the state organization for the benefit of publishers and printers, and not for vain or personal glory. Each publisher and printer can aid these officials in perfecting our state organization, for his benefit, by paying promptly his assessment. Let's make Kentucky the first state to answer 100% strong the call of President Roosevelt.

CALL FOR NEW MEMBERS

In order to build up the Kentucky Press Association 100 per cent strong, and to enroll every newspaper in the state in the Association, the directors have voted, effective this date, to suspend that portion of the by-laws which requires new members to pay an initiation, or entrance, fee of \$5.00, together with \$5.00 for the year's dues. Accordingly, until January 1, 1935, new members to the Association will be welcomed on the payment of the 1934 dues, \$5.00 only, upon formal application to Secretary J. Curtis Alcock. The KPA is doing a splendid work among the newspapers of the state and every newspaper, which has benefited in the past, should join the Association for strength and for active participation. Again let the Press remind you of the motto on our state shield, "In Union There Is Strength." As a solid, united front, the KPA could accomplish far more than has been done in the past for Kentucky journalism and Kentucky newspapers. A cordial invitation is extended to all newspapers, not members at this time, to join the KPA now. You need the KPA; the KPA needs you.

NEW POSTAL REGULATIONS ARE NOW IN EFFECT

An amendment to the Postal Laws and Regulations which affects mailing cost in distribution of circulars and similar types of mail matter, which should be noted by all publishers, follows:

"..... until July 1, 1935, the rate of postage on all mail matter of the first class (except postal cards and private mailing of post cards, and except other first-class matter on which the rate of postage under existing law is one cent for each ounce or fraction thereof) shall be one cent for each ounce or fraction thereof in addition to the rate providing by existing law:"

This interpreted means the rate is now three cents on this class of mail.

The advertising mailing rates on second-class postage will be lowered on July 1 to the same level that existed

prior to the passage of the Revenue Act of 1932. The lower rates present cuts ranging from one half to three cents.

In the first and second zones, the rate is reduced from two cents to one and one-half cents; in the third zone the reduction is from three cents to two cents; in the fourth zone from five cents to three cents; in the sixth zone from seven cents to five cents; in the seventh zone from nine cents to six cents; for the eighth zone and between the Philippine Islands and any portion of the United States, including the District of Columbia and the several territories and possessions, from ten cents to seven cents.

THAT OWENSBORO MEETING

The Owensboro entertainment of the mid-summer meeting of the KPA is over in reality, but the memory will live long in the minds of those who took advantage of the opportunity to learn what perfect hosts could do for their guests. The Hagers, et al., fulfilled every promise that they made before the meeting and provided three days of enjoyment and good-fellowship to over 150 members and guests of the Association. The Press congratulates them and thanks them for their hospitality; it congratulates Owensboro on its wide-awake and progressive newspaper and its editors. The Press also congratulates the editors on the splendid special edition of the Messenger and Inquirer on that occasion.

* * *

On account of lack of space, the Press will forego publication of the story of the mid-summer meeting, otherwise than the printing of Walter Crim's address, the resolutions, the prize winners. A full account of the meeting appeared in the Publishers Auxiliary under the by-line of the editor. Read it there, and clip it!

COMMUNITY STICKERS

Readers calling at the office of the Denver (Colo.) Post are given free a sheet of 20 stickers bearing the slogan, "This a Privilege to Live in Colorado." These stickers are to be placed on all letters going out of the state. A Colorado paper comments editorially:

"There is no doubt in the world that the Post's slogan has brought many people to Colorado, and a wider distribution of it through the medium of these stickers will bring hundreds more."

Can you sell this idea to your local Chamber of Commerce? If so, it means extra revenue for the job printing department.

Every progressive publisher in Kentucky belongs to the KPA; why don't YOU join today?

Notice Of Contribution Due Graphic Arts Code

1. The Administrator for Industrial Recovery has approved the plan for budget and equitable basis of contribution submitted by the Joint National Code Authority of Graphic Arts Industries No. A-2 and No. A-5. Such approved basis of contribution and the pertinent Code provisions are set forth below in this article. Copies of said budget are available at the office of the undersigned National Administration Manager.

2. Use the "Statement" furnished you by the Code authorities for figuring the amount of your own contribution, fill it out, detach it, and return it promptly, as directed, with your remittance for the amount "Now Due."

3. Your contribution is due and payable upon receipt of this notice. Your attention is called to the fact that failure to make payment thereof within thirty (30) days renders you liable to appropriate legal proceedings.

4. Your attention is further called to the fact that you have the right to file a protest against the payment of such contribution with the undersigned, or with the Joint National Code Authority, or with the Contribution Section of the Compliance Division, NRA, Washington, D. C., at any time within fifteen (15) days from the receipt of this notice. Such protest may be on the ground that the basis of contribution as approved is unjust as applied to you, or that you have already contributed to the expenses of administration of another Code, which other Code embraces your principal line of business, and NRA has not granted any Order requiring your contribution to the expenses of administration of this Code, or on any other valid ground. Any such protest filed by you must be accompanied by supporting facts.

C. A. BAUMGART,
National Administration Mgr.
J. CURTIS ALCOCK,
Regional Manager.

ORDER

Code of Fair Competition for the Graphic Arts Industries

Approval of Code Authority Budget and Basis of Contribution for the period February 26, 1934 to December 31, 1934.

An application having been duly made by the Joint National Code Authority of the Non-Metropolitan Newspaper Publishing and Printing Industry and the Daily Newspaper Publishing and Printing Industry, being respectively Divisions A-2 and A-5 under the Code of Fair Competition for the Graphic Arts Industries, for approval of its budget for, and of the basis of contribution by members of the Industry to, the expenses of administering the Code for the period February 26,

1934 to December 31, 1934, and opportunity to be heard having been afforded all members of said Industry and any objections filed having been duly considered, and such budget appearing to be reasonable and necessary to support the authorized activities of the Code Authority, and such basis of contribution appearing to be equitable, NOW, THEREFORE, pursuant to authority vested in me it is hereby ordered, subject to any pertinent rules and regulations issued by the Administrator, that

(a) Said budget, the original of which as approved, is on file with the National Recovery Administration, be and it is hereby approved, provided, however, that the Administrator may at any time amend or modify this Order or impose any further conditions therein as he may deem necessary or desirable to effect the policies of Title I of the National Industrial Recovery Act.

(b) The basis of contribution by members of the Industry, authorized by Article I, Section 3 of such Code, is as follows:

\$10.00 minimum base charge for each establishment, except, however, that one-man establishments whose gross volume of business for the calendar year 1933 did not exceed more than \$1,000.00 shall be subject to assessment of only \$5.00 for the period covered, and

\$5.25 per employee for each employee in an establishment in excess of two employees (including proprietors, partners, managers, and everyone else regularly averaging pay for 20 hours or more per week).

Where establishments publish a daily newspaper, the maximum assessment is not to exceed an amount equivalent to a \$15.00 base charge for newspaper, plus \$3.00 per each 1,000 circulation, or major fraction thereof.

The maximum assessment to any one establishment shall be limited to \$3,000.00;

and it is hereby approved.

HUGH S. JOHNSON,
Administrator, Industrial Recovery
By GEORGE BUCKLEY,
Division Seven.

Delegates who attended the K.P.A. meeting were R. S. Rives, Morgantown; Dalph Creel, Hodgenville; Mr. and Mrs. J. L. Crawford, Corbin; J. M. and Sanford Alverson, Harlan; Charles A. E. Anchar, Louisville; Ed Weeks, Frankfort; J. Guy Cook, Morgantown; Mr. and Mrs. Victor Portmann, Lexington; Mr. and Mrs. R. L. Elkin, Lancaster; John Marshall, Louisville; John J. Barry, New Haven; Tom Adams, Louisville; J. Earl Bell, Morganfield; Perry Meloon, Brownsville; Jack Meloon, Brownsville; R. M. Munford, Mor-

ganfield; H. L. Felix, Chicago; Mr. and Mrs. George A. Joplin, Jr., Somerset; Miss Gail Richardson, Washington, D. C.; W. V. Richardson, Danville; J. W. Knox, Danville; Mr. and Mrs. Cecil Williams, Somerset; Selby Sparks, Pikeville; Mr. and Mrs. A. S. Thompson, Paris; Mr. and Mrs. Vance Armtrout, Louisville; J. Curtis Alcock, Danville; W. Chauncey Alcock, Danville; Dixon Merritt, Lebanon, Tenn.; Mrs. Nora Wood Grant, Nashville, Tenn.; J. P. Gozder, Campbellsville; Wesley E. Carter, Campbellsville; Fred B. Wachs, Lexington; Joe Richardson, Glasgow; Mr. and Mrs. E. Russell Dyche and Miss Margaret Dyche, London; W. D. Williams, Louisville; A. C. Hopewell, Louisville; John S. Lawrence, Cadiz; C. M. Gaines, Bowling Green; J. B. Gaines, Bowling Green; Mr. and Mrs. S. V. Stiles, Louisville; Miss Mildred D. Babage, Cloverport; Donald McWain, Louisville; Mr. and Mrs. J. T. Norris, Ashland; Miss Dorothy Leigh Harris, Henderson; Mr. and Mrs. Shelton Saufley, Richmond; Mr. and Mrs. Keen Johnson, Richmond; George Bingham, Mayfield; Mr. and Mrs. J. L. Bradley, Providence; Mr. and Mrs. Walter Crim, Salem, Ind.; L. G. Barrett, Hartford; R. W. Reynolds, Mayfield; Miss Vivian Taylor, Glasgow; J. M. Rosseau, Glasgow; Mr. and Mrs. W. A. Gates, Louisville; Floyd H. Edwards, Louisville; A. Robbins, Hickman; Mr. and Mrs. J. Catlett, Princeton; Selby E. Smith, Vance Smith, W. H. Schneider, Bowling Green; Mrs. Robert Culley, Hartford; Lynn Barrett, Hartford; John K. Ditto, Bowling Green; J. W. Willis, Irvington; Mr. and Mrs. Thomas R. Underwood, Lexington; Mr. and Mrs. J. G. Denhardt, Bowling Green; Mr. and Mrs. W. J. Craig, Bowling Green; A. A. Daugherty, Georgetown; Wilson Hicks, New York; F. O. Evans, Mayfield; Madelyn Robards, Providence.

PERTINENT VALUE TIPS FROM N. E. A. SERVICE LETTER

Lotteries, gaming devices or gift enterprises employed in the sale and distribution of candy, are prohibited by the Federal Trade Commission in cease and desist orders issued recently against forty-eight candy manufacturers with headquarters in fourteen Eastern and Middle Western States.

To attract attention to its editorial page, the Whiteville N. C.) News Reporter publishes on page one a boxed list entitled "Editorials Today," listing the title of each editorial.

Every progressive publisher in Kentucky belongs to the KPA; why don't YOU join today?

Resolutions Passed At Owensboro Meeting

TO OFFICERS AND MEMBERS OF KENTUCKY PRESS ASSOCIATION

Whereas the Mid-Summer meeting of the sixty-fifth session of the Kentucky Press Association is drawing to a close, we, your committee on resolutions, desire to make the following report:

RESOLVED:

First, that we bow our heads for a moment as a silent and sincere expression of our sorrow at the passing of three of our beloved members since our last coming together, as follows: John D. Babbage, of the Breckenridge County News, one of the few remaining members of the Kentucky Press Association who was present at the meeting of our association in Owensboro in 1889; Thomas H. Starks, of the Starks Advertising Agency, Louisville; and Harry Meyers, of the Bush-Krebs Company, Louisville.

Second, that we extend to Lawrence and Augusta Hager, Bruce and Lillian Hager and George and Martine Fuqua our most sincere thanks for the delightful manner in which they launched the meeting Thursday evening with one of the best barbecue feasts which has ever been our pleasure to enjoy, despite the fact that the weather man turned "thumbs down" on them and they were forced to make three changes of location before finally outwitting the said weather man.

Third, that we appreciate more than we can express in words the goodness of Mr. C. A. Baumgart, National Code Administration Manager, for coming all of the way from Chicago to assist our own Keen Johnson and Curtis Alcock in bringing to us most vividly "What the Code Means to the Non-Metropolitan Printing and Publishing Industry."

Fourth, to our own beloved Urey Woodson for the fine and most interesting reminiscences "When Owensboro Was Host to the K.P.A. in 1889 and 1902."

Fifth, to the citizens of Owensboro for the most delightful luncheon at Hotel Owensboro Friday at noon; for the afternoon outing at the Country Club, with golf, bridge and swimming as the leading festivities, and for the many other courtesies too numerous to mention.

Sixth, to the Empress and Seville Theaters for the unlimited courtesies extended us to their places of amusement.

Seventh, to the owners of the Messenger and Inquirer for a most sumptuous and enjoyable banquet at the Hotel Owensboro Friday evening, followed by a dance at the Country Club.

Eighth, to the management of the Hotel Owensboro for the many courtesies and excellent service accorded us.

Ninth, to the management of the

Ken-Rad Corporation for courtesies shown us in the inspection of their magnificent plant and souvenirs distributed to our members.

Tenth, to the Lexington Herald, Lexington Leader, Louisville Courier-Journal, Owensboro Messenger-Inquirer and our president, George Joplin, for very handsome prizes contributed for the different contests.

Eleventh, to our own Vic Portmann for his untiring efforts and ability in so carefully managing the several newspaper contests and awarding the prizes.

Twelfth, to Mr. Walter H. Crim, of Salem, Indiana, Director of National Editorial Association, for the splendid address given at the closing session this morning.

Thirteenth, to George Bingham and Theodore Arnold, and to any and all others whose names we may have overlooked who have in any way contributed to making this one of the most delightful meetings we have ever enjoyed.

* * *

WHEREAS the Kentucky Press Association has cooperated with the National Editorial Association, in drafting of the Graphic Arts Industries Code of fair competition and is now acting as code administration agency, and

WHEREAS under the leadership of the National Editorial Association the best interests of the non-metropolitan publishing and printing industry have been protected and its welfare advanced, now therefore

BE IT RESOLVED that the Kentucky Press Association in its regular summer session assembled at Owensboro, this 23rd day of June, do indorse and approve the actions of the National Editorial Association officials and of the Joint National Code Authority for Industries A-2 and A-5, and that we express to Walter Allen, Kenneth Baldrige, L. M. Nichols, C. A. Baumgart, Keen Johnson, and others of the National Code Committee our sincere appreciation of and gratitude for the leadership which these men have supplied, and

BE IT FURTHER RESOLVED that we indorse the Code of Fair Competition of the Graphic Arts Industries as approved by the President, and the principle of price stabilization undertaken in the Price Determination Schedule, respectfully urging a reduction in the prices quoted in the first column of various classifications in the Price Determination Schedule; and

BE IT FURTHER RESOLVED that we pledge our continued support to officials of the N.E.A. and National Code Authority in their endeavors to advance the best interests of our industry.

* * *

WHEREAS this is the 200th Anniversary of the birth of Daniel Boone, the premier pioneer who carved Kentucky out of the Western wilderness, and

WHEREAS the Kentucky Legislature has created a Daniel Boone Bi-centennial Commission to memorialize the life and career of Daniel Boone. Now, therefore,

BE IT RESOLVED that the Kentucky Press Association approve the efforts of the Boone Bi-centennial Commission to establish a national monument at the historic site most intimately connected with the career of Daniel Boone.

* * *

Respectfully submitted,
JOHN S. LAWRENCE
CECIL WILLIAMS
A. S. THOMPSON,
Committee.

Every progressive publisher in Kentucky belongs to the KPA; why don't YOU join today?

MAKE RETAIL ADVERTISING EFFECTIVE

With retail advertisers hesitating to use newspaper advertising at present in an effort to cut down operating and advertising expense, the following suggestions from the National Retail Dry Goods association may be worth passing on to your advertisers by direct mail or other promotion form, in connection with your newspaper advertising. The suggestions were published in a recent issue of the Data Book of the association, prepared by the sales promotion division. They will aid in the improvement of retail advertising copy during the year.

The suggestions follow:

1. Do not limit advertising to low-priced items—try to raise the average sale and appeal to each class of customer.
2. Inject more human interest into copy and spend more time in the conception of ideas.
3. Clean up high-pressure advertising.
4. Analyze shipping departments and decide upon new promotional plans to increase their volume and profit.
5. Make window and interior display sell.
6. Inject showmanship into promotion plans with contests, lectures, fashion shows and the like.
7. Improve best sellers system.
8. Study your store and its customers.

These suggestions if carried out will furnish occasions and possibilities for additional newspaper advertising linkage.

Coming and past birthday anniversaries of adults as well as children, over a week's period, are given in the Archbold (O.) Buckeye. The Storm Lake (Ia.) Register lists births under the head "Future Subscribers," and gains reader interest with news of "Real Estate Transfers" and "New Cars Registered."

* * *

New arrivals in Birmingham, Mich., are given a cordial welcome through the "Have You Met?" feature on page one of the Birmingham Eccentric, viz: "Have You Met?"

"Mr. and Mrs. Thomas Skinner, who moved to Birmingham recently from Rosedale Park, and are living at 720 Westwood drive. They have no children.

"Mr. Skinner is connected with the general sales department of the Ford Motor Company."

* * *

Biographies of local merchants and short histories of their stores are presented in a column "Who's Who in the Merchants' Association" in the Scarsdale (N. Y.) Inquirer.

NEW LINOTYPE PARTS CATALOG HAS MANY UNUSUAL FEATURES

The book is, of course, Linotype set throughout. Body matter is in Excelsior, heads in Metroblack No. 2, cover and title pages in Memphis. It has been printed on a 60-pound offset paper specially made to insure opacity and calendared to reduce the bulk.

It is a sewn book and opens flat with an unusually attractive cover of semi-rigid boards covered with pyroxylin-impregnated cloth, waterproof and dirt repellant. The color scheme is blue with black stamping. Lining papers picture the Linotype plant and world-wide facilities for service to users.

The guiding principles in constructing the volume were facility in use and durability in handling.

The Linotype Company believes this latest contribution to the efficient service of its product marks a new high in the important art of accurate, yet simple, cataloging.

* * *

**The success of
the Code
depends on You
Think this over!**

* * *

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I can meet your immediate type metal requirements from Chicago, Cincinnati, or Louisville. IMPERIAL METAL needs no endorsement.

H. L. FELIX

McHUGH EXPRESS COMPANY
808 Freeman Ave. Cincinnati

THE DICKSON COMPANY
Louisville

Your Engraving :-:

Every printer knows the value of deep-etched engraving—line and half-tone, because they save time in press makeready.

Quality and prompt service are our aim.

JAHN & OLLIER ENGRAVING CO.

817 West Washington

Chicago, Illinois

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GOING UP!

Up jumps a new standard of composing-room efficiency . . . the Complete Linotype System. Imagine setting everything from 5 point to 144 point on Linotype slugs. **Imagine it? Do it . . . with the Complete System!**

MERGENTHALER LINOTYPE COMPANY, BROOKLYN, N. Y.

Linotype Metro and Memphis (Girder) Families

The Great Distinction

Ernest Haycox, successful author, has a lot of hard common sense along with the imagination that enables him to turn out entertaining fiction for national magazines. Here is a thought from an article by him in a recent magazine:

"There is one highly important distinction between private business and public business. Private business is under the constant necessity of remaining solvent. Public business may magnificently disregard profit and loss. No private executive breathes who can turn out a deficit year after year without going out on his ear. But a senator may sponsor a bill that costs the government half a billion dollars a year, and be regarded as a great statesman because he hasn't lost us a whole billion."

That is the inescapable corollary of politics in business. Case after case is in the records where waste, inefficiency, bureaucracy, red-tape have cost the taxpayers many millions. When political municipal government steps in, personal responsibility steps out. The seemingly bottomless purse of the treasury is always there to make up the deficits.

Able executives have occasionally been appointed as managers of municipal business enterprises—men who, in private business, would be successful and would produce profits and not losses. But under political domination their hands are tied. Constant pressure is brought against them to do this or do that, for purely political reasons. And if the manager complains too loudly when that happens, he is liable to suddenly find himself without a job.

Some day there will be a complete report made on what government-in-business has cost the American taxpayer—and he had better be sitting down when he looks at the total, inasmuch as it is more dangerous to faint standing up.

Kentucky Utilities Company

Incorporated