

THE KENTUCKY PRESS

Of, By, And For The Kentucky Newspapers



A BIT O' KENTUCKY

Volume Three Number Three
→ **April, 1931** ←

THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

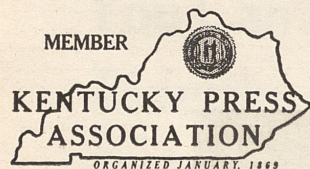
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Published by the Department of Journalism, University of Kentucky, Lexington
Printed by The Kernel Press

Application Pending for Entry as Second Class Matter

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JAMES T. NORRIS, Ashland Independent, Vice-President
LAWRENCE HAGER, Owensboro Messenger, Chm. Exec. Committee
J. CURTIS ALCOCK, Danville Messenger, Secretary-Treasurer



Member 1930
NATIONAL EDITORIAL ASSOCIATION

MID-SUMMER MEETING

Elsewhere you will find the announcement of the 1931 mid-summer meeting at Paducah. The citizens of that town, assisted by the Paducah newspapermen and the members of the West Kentucky Press association, are planning royal entertainment for the association members. Throw dull care away and plan to meet with your fellow editors at Paducah in June.

THE CONTESTS

Every editor of the state ought to send in entries for every contest of the 1931 list as mentioned in another column. Every editor should be justly proud of his weekly product and should be willing and eager to present that product in competition with his fellow editors. The Press would be glad to see 100 per cent entries from every member of the K.P.A. There are many papers in the state that could profit from the experiences and successes of the members of the K.P.A. as evidenced by the excellent issues sent to their subscribers each week. We call upon the loyal members of the K.P.A. to make this contest a success. May we count on your entries?

LET'S HEAR FROM YOU

The Kentucky Press welcomes contributions of communications from the membership of the Kentucky Press Association. To truly represent the sentiment among so many newspapers, this publication should have expres-

sions from every point in Kentucky. Write in about your group meetings, your ideas, your compliments and your criticisms.

A SALESMAN IS IMPORTANT

The value of a good foreman, printer, and machine operator has long been recognized by publishers. It would seem that the time has long since arrived when the importance of at least one person in the front office who can sell advertising and job work should be recognized. It might have been the custom years ago for a publisher to sit in his office and wait for the business to drop in, but not so today. It is an age of selling, and it affects newspapers as well as other institutions. A good advertising man will outline timely offerings and layouts for every week of the year, and he is a mighty help to the merchant as well as to the publisher. Once merchants realize the value of intelligent advertising, they are bound to continue for the simple reason that it pays them in increased business.

WOULD AMEND LOTTERY RULE

In connection with lottery publicity, a bill which provides for changes in the present regulations affecting newspapers—H. R. 4812, introduced by Representative Thomas S. McMillan of South Carolina—is now pending before the House Post Office and Post Roads Committee. The bill would permit newspapers to be mailed when carrying "matter published in respect of a

lottery, gift enterprise, or scheme of any kind offering prizes dependent in whole or in part upon lot or chance, which is conducted by a bona fide business owner or operated by an individual, partnership, association, or corporation, or conducted by a bona fide religious or charitable organization, and is incidental to the promotion of that business and is not a business in itself." In other words, if this bill becomes law newspapers could publish advertisements or news stories offering prizes in a trade-building campaign. If you favor this bill send a letter to the N. E. A.

REGARDING SUBSCRIPTION RATES

As publisher of the weekly Northfield News, the editor of the Service Letter recently received this inquiry from a subscriber now a member of the faculty of West Virginia University, Morgantown, W. Va.:

"Will you please tell me what is the basis of your policy in making a higher subscription rate to out of state subscribers? No doubt you have some reason which seems sufficient." (The rate is \$2.00 in Minnesota, \$2.50 to subscribers outside Minnesota.)

Answer: "We charge a higher rate for subscriptions to out of state subscribers primarily for two reasons: first, because of added expense in handling (higher postage rate), printing of wrappers, mailing expense in folding and wrapping; second, our circulation outside of our immediate trade area is larger now than we care to have it and we are not anxious to see it increase. Last year the total cost of producing the Northfield News was \$18,714.91. The total subscription revenue was \$2,604.80. From these figures you will see what a small percentage of the cost the subscriber carries. The advertiser must furnish better than 80% of the revenue needed to produce a paper of the type of the Northfield News. The local advertiser furnished 80% of that revenue and he is not interested in the subscriber living in West Virginia."

The cigarette advertising war has finally broken into the weeklies. Orders for Camel cigarette copy went to every county seat weekly where there is no daily. The Erwin, Wasey Agency, 400 Lexington Avenue, New York, is handling the account. The American Press Association's executives have been working persistently for many months to swing one of the cigarette leaders into the weeklies. Now that the ice has been broken, perhaps Lucky Strikēs will follow the Camels for a ride.

Begin now to plan for your entry in the newspaper contest this summer.

Rules Announced For Contests

Five contests will be open to Kentucky papers in the annual 1931 newspaper prize contest and each editor is privileged and urged to send his entry in for each contest. These contests include best all-around newspaper, best front page, best editorial, best news story, and best advertising composition.

The exhibit this year promises to be one of the largest and best since the contest began. The committee are issuing this call for the newspapers to be entered, and, as in the past, valuable prizes will be offered. The rules and regulations for each contest follow. The paper will be put on display at the mid-summer meeting.

Generous gifts from Professor Grehan, University of Kentucky, Desha Breckinridge, Lexington Herald, John G. Stoll, Lexington Leader, and The Louisville Courier-Journal and Times make it possible to award the prizes.

All-Around Contest

For the guidance of the competitors the following will constitute the table of percentages by which the newspaper will be scored:

General appearance, 30%; local news, 25%; country correspondence, 5%; personal items, 10%; farm news or news pertaining to chief industry of section where published, 5%; general news, 5%, and editorial 20%. Factors to be considered in the scoring of general appearance include make-up of front and inside pages, advertising make-up and composition, headline schedule, literary excellence, community service, headlines' contents, illustrations, typography, and press work.

Each contestant is required to select one issue of his paper from his files of January, February, and March, 1931, from which the judge will select the best issue to be judged. Prizes to be awarded are: first, silver set; second, \$10, and third, \$5.

Front Page Contest

Factors to be judged include headline content, headline schedule, type balance, make-up, name plate and ears, press work and inking, appearance of illustrations (if any), news story value, balance, symmetry, and contrast. Each contest is required to select one issue of his paper from his files of January, February, and March, 1931, from which the judge will select the best issue to be judged. Prizes to be awarded include: first, silver set; second, \$10, and third, \$5.

Best Editorial Contest

In order to stimulate the editors in expressing individuality, initiative, and leadership in this department which is the editor's own, attractive prizes are offered in this contest. The factors which will be considered in the judging are subject matter, thought sequence,

community appeal, rhetoric (diction, unity, figures of speech, punctuation), and vocabulary. Prizes offered are: first, silver set; second, \$10, and third, \$5.

Each contestant is required to select one editorial published in his paper between the dates of May 1, 1930, and May 1, 1931. The editorial to be pasted on a sheet of paper with the notation of name of newspaper, date of issue, and writer's name. No "canned" or clipped editorials will be considered in this contest.

Best News Story Contest

At the request of a number of editors, a new contest is opened for competition this year—the best news story. The factors to be considered are content, sentence and paragraph structure, thought, unity, coherence, vocabulary, the lead, and community service value. The prizes include first, \$15; second, \$10, and third, \$5. Contestants are required to select the best news story published between May 1, 1930, and May 1, 1931. Each story to be pasted on a sheet of paper with the notation of name of newspaper, date of issue, name of editor, and name of the writer of the story. Open to weekly, semi-weekly, and country dailies in the state.

Best Advertising Composition

Three prizes will be awarded to Kentucky editors in this contest: \$5 for best full-page advertisement; \$5 for best half-page advertisement, and \$5 for best quarter-page, or less, advertisement. Factors to be judged include type content, type arrangement, value of illustrations, selection of border and decorative material, and fulfillment of the three functions of advertising—attention, interest, and conviction. The entries are limited to advertisements that have been set in contestant's office, either hand or machine composition.

Each contestant must select any advertisement that appeared during the year May 1, 1930, and May 1, 1931; each entry to be mounted on a sheet of cardboard with the notation as to name of newspaper, date of issue, and name of contestant.

June 10 Deadline

All entries must be in the hands of Secretary Alcock on or before June 10. Entries can be included in the same bundle, but each entry must be plainly marked as to the contest. The package must be marked "K.P.A. Newspaper Contest," and addressed to Secretary J. Curtis Alcock, Messenger, Danville, Kentucky. It is suggested that the editor write a note, announcing that the package has been sent in order that the secretary may watch out for the package.

Open to Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest is also open to the country dailies. Every editor is urged to send in his entries for each contest. Competent judges will be selected for each contest and every entry will be judged on its merits. Let us make this 1931 contest the biggest contest of them all.

The All-Around Contest

Every editor is urged to enter his paper in this contest. There are many excellent newspapers in the state and each editor is justly proud of his product. There are no restrictions as to the size of the paper or the circulation—everyone stands an equal chance. In answer to the question of the relative merits of the all-around newspaper, the following comments are offered:

General Appearance: This is the first requisite of a paper and there is therefore given the largest percentage. Items contributing to the best general appearance will be correct advertising and text composition, make-up and press work, a uniform system of headlines. While cartoons and illustrations contribute to the attractiveness and good general appearance of a community newspaper, the omission of either or both, will not count against an entry. Black type locals will not be considered a mar when sandwiched between live news. It will be considered detrimental to the general appearance to have advertisements on the front page of the first section, but not on the first page of the following sections.

Local News: This means local items of two sticks or more emphasized with deck heads, or under line heads arranged in multiple columns. Also includes church news, lodge news, hospital notes, death, births, school notes, women's club items, social, etc., which may be collected under similar headings as outlined and be considered under his division. The word "local" is to be construed in this instance to mean news from any part of the county or community territory tributary to the place of publication.

Country Correspondence: This will be judged and scored in favor of the merit of the items rather than the number and length of contributions.

Farm News: This is news devoted to the interest of the farmer and cannot be neglected. To meet the requirements of this department it is not necessary to have items collected under one head, as often there are items that warrant special headings. Where there is little or no farming in the section, the chief industry of such section will be considered in its place.

Personal Items: This means news relative of the movement of people,

ROBBINS REELECTED
W. K. P. A. PRESIDENT

A. Robbins, editor and publisher of the Hickman Courier, was unanimously re-elected president of the West Kentucky Press Association for the fourth time, at the regular meeting held in Paducah on April 24th. Frank O. Evans, of the Mayfield Messenger, was elected vice-president, and Miss Corine Lowry of the College News, Murray State Teachers College, was named secretary-treasurer.

The association made plans to welcome and entertain the mid-summer meeting of the Kentucky Press Association, which will be held in Paducah in June. The association voted to give a luncheon for the K. P. A. and to act as joint hosts with the city of Paducah for the meeting of the K. P. A.

The program at the meeting included a round table discussion on new ideas to sell local advertising, led by A. E. Stein of the Hickman County Gazette of Clinton; short talks by J. O. LaGore of the Paducah-Sun Democrat and E. C. Olds of the Tribune-Democrat at Benton, on combatting the business depression and reviews of recent new newspaper books by President Robbins.

Joe T. Lovett, editor and publisher of the Ledger and Times at Murray and president of the Kentucky Press Association, talked about the mid-summer meeting and the part the W. K. P. A. could play in welcoming the K. P. A. to West Kentucky. The afternoon session included a talk on "Community Development" by Frank O. Evans, a talk on "College Journalism" by Miss Corine Lowry, a round table discussion on "Legal Advertising," and finally the business session and election of officers.

The Lebanon Falcon, Denny Spraggen, editor, was mentioned in the honor roll for March by the Autocaster, a monthly magazine devoted to patrons of the Autocaster service.

such as visiting, health mention, write-ups of individuals, etc., NAMES!!

General News: This is understood to be that news of state or national character which a country newspaper is called upon to recognize.

Editorial: This department will be subjected to the closest inspection as it will be considered necessary for the editor to show in this department of his paper, individuality, initiative, and leadership. This is the editor's own department, where he may express his opinions, and where his leadership in his community's affairs is presented and carried out to its fullest extent.

Remember! An entry in each contest is expected from each editor of the state, and the deadline is June 10. Select YOUR entries today!

Roe's Form Of Reader-Survey

At the request of several of the editors we are printing the list of questions, etc., as mentioned by Herman Roe at the mid-winter meeting of the KPA as sent out to his subscribers in an effort to get a reader-survey of his community. These questions were printed on a four-page folder with the letter on the front page and the questions on the following three pages. If an editor wants to use the same list of questions, he will list his own features in question No. 1 otherwise all others are applicable to any community. The folder was printed in light blue bond 5 1/2 by 8 1/2, and type set at 27 picas.

NORTHFIELD NEWS
"Minnesota's Model Weekly"
Northfield, Minn.

To Subscribers of the News:

The accompanying questionnaire is being sent by The News to groups of subscribers in the Northfield Community with two distinct purposes in mind:

1. To get a frank expression of the value of The News itself as a news and advertising medium.

2. To learn the attitude of the general public toward the business houses of Northfield.

We want you to give these questions careful consideration, and then give us your answers frankly. It is not necessary to sign your name, although you may do so if you desire. We are enclosing for your convenience a return addressed envelope.

We shall appreciate a prompt expression of your opinion, ask you to be perfectly frank, and invite any criticism or suggestion that will aid us in making The News a better paper.

Cordially yours,

THE NORTHFIELD NEWS.
By HERMAN ROE,
Managing Editor.

Northfield News Questionnaire

1. What news features of The News do you like the best?

Front page general news of the Northfield Community ()

Correspondence from neighboring rural communities ()

Local personal items, "Home Happenings" and "yourself and others" ()

Farmers Forum ()

Tergiverous Tim ()

Views and Interviews ()

Editorials ()

Market Reports ()

Legion Post Mortems ()

Reel Facts ()

2. What improvements or additions would you suggest to any of these features mentioned above? ()

3. How many in your family are readers of The News? ()

4. Do you read the "Want Ads"? (Classified Advertisements) ()

5. Have you or any of your family ever bought or sold anything through the Classified Columns of The News? ()

6. Do you read the advertisements? () Regularly? () Occasionally? ()

7. Do you believe the advertisements? ()

8. Can you specify any instance where you found a News advertisement to be exaggerated or untruthful? ()

9. Are you attracted to Northfield stores by their advertising? ()

10. What stores in Northfield appeal to you most in their advertising? ()

11. Have you ever had occasion to complain about the way clerks or proprietors have waited on you or treated you? () What stores? ()

12. Among the Northfield stores, where do you usually trade? ()

Banks? () Why? ()

Battery Station? () Why? ()

Dry Goods? () Why? ()

Drugs? () Why? ()

Farm Machinery? () Why? ()

Furniture? () Why? ()

Garage? () Why? ()

Groceries? () Why? ()

Hardware? () Why? ()

Ice Cream Parlors? () Why? ()

Lumber, Coal & Cement? Why? ()

Men's Clothing? () Why? ()

Millinery? () Why? ()

Shoes? () Why? ()

Variety Stores? () Why? ()

13. In any of the above lines (or others you may wish to add) do you feel you can do better by buying outside of Northfield? ()

If so, please state in which lines ()

14. Can you show by specific instances that prices in Northfield stores differ from those of neighboring towns? ()

15. Remarks: ()

Gov. Flem. D. Sampson named 11 editors to represent Kentucky at the Press Conference of the World to be held August 10 to 14 in Mexico City, Mexico.

The delegates include George R. Newman, Louisville; John G. Stoll, Lexington; H. R. Chandler, Barbourville; Pryor Tarvin, Covington; Dullin Moss, Frankfort; J. T. Wilson, Cynthiana; J. M. Alverson, Harlan; W. E. Daniel, Henderson; Vernon Richardson, Danville; W. H. Jones, Glasgow and Wyley H. Davis, Louisville.

KPA Meets June 25 At Paducah

Thursday, Friday, and Saturday, June 25, 26, and 27, are the dates set for the mid-summer meeting of the K. P. A. at Paducah. These dates were set by the program committee who met with Elliott Mitchell, general director of the Paducah entertainment committee, at the Hotel Seelbach, Louisville, April 11.

Meeting with Mr. Elliott were President Joe T. Lovett, Murray; Secretary J. Curtis Alcock, Danville; Fred Wachs, Lexington Leader, and Brainard Platt, Louisville Courier-Journal and Times. The contest committee met at the same time with the program committee and were asked to take part in the general discussion.

Mr. Elliott has promised that the K. P. A. will be royally entertained at Paducah and further promises that every hour will be filled sixty minutes. The Paducahians are making every effort to entertain the editors in a manner that will eclipse all other meetings and will make the 1931 outings "a joy and a memory forever."

Efforts are being made to secure William Allen White, Emporia Kansas, to make the principal address. He has notified the committee that his appearance will be contingent upon whether he has an open date at that time. Mr. Elliott assured the committee that our own Irvin Cobb would be present to enliven the occasion with more or less pertinent and otherwise remarks.

A full three-day meeting of fun, mixed with educational and instruc-

tional features is offered for the K. P. A., and every editor should plan to be "among those present" when the new gavel is sounded on Friday morning. Headquarters will be at the new, handsome Irvin Cobb hotel.

The tentative program, as outlined by the committee, includes:

Thursday Evening, June 25

Registration, 8:00 o'clock, Irvin Cobb hotel.

General assembly and the meeting of old friends.

Theater party.

Friday, June 26

9:30—Call to order, by President Lovett.

Invocation, Dr. U. R. Bell, First Christian church, Paducah.

Address of Welcome, Elliott C. Mitchell, Paducah Sun-Democrat.

Greetings from the W. K. P. A., President Robbins, Hickman.

Response, President Lovett.

Report of National Editorial Association meeting.

12:00—Luncheon at Irvin Cobb hotel by Sun-Democrat.

2:00—Address by principal speaker.

6:00—Banquet, Irvin Cobb hotel.

8:30—Boat trip on Ohio river, dancing, cards, etc.

Saturday, June 27

9:30—Call to order, by President Lovett.

Newspaper contest awards.

Round table, J. T. Norris, Ashland Independent, leader.

WHY ADVERTISING IS NOT 100 PER CENT PRODUCTIVE

L. H. Hopf, a Lancaster, (Pa.) department store merchandising man, in a recent address before a group of newspaper publishers discussed the newspaper from an advertiser's standpoint, and pointed out a number of reasons why newspaper advertising is not 100 per cent productive. Hopf did not place the newspaper at fault in many of these instances, but brought out the necessity for the advertising man of each store to work with the publisher in making the advertising most effective.

The following reasons were given as to "Why Newspaper Advertising Is Not 100 Per Cent Productive:"

1. It too often is inspired with the idea of pushing over-stocks, tag-ends, and slow-sellers.
2. It fails to concentrate upon the prices most people want to pay.
3. It fails to interest people because it does not feature what is new.
4. It fails to feature sufficiently departments which are most popular.
5. It fails to give specific information about the uses of the merchan-

dise.

6. It carries a preponderance of dry, technical, catalogue description.

7. It lacks the human interest appeal.

8. In appearance, it is too often messy, disorganized and difficult to read.

9. It wastes space by both under-emphasis and over-emphasis.

10. It does not convince as to its fashion authority.

11. It frequently attempts to cover so many departments that it is physically impossible for the advertising writers to do justice to any of them.

12. It is not backed by promotional effort in the windows and within the store.

13. Sales people fail to know or become enthusiastic about the advertised merchandise.

Have the retailers of your town ever been told these or similar facts concerning their advertising? Would a knowledge of them not make your newspaper advertising more effective, and cause less criticism on the part of the advertiser if the exact results he desires are not always obtained?

USE OF SAMPLE COPIES

Questions sent to the field secretary by a member publisher in Michigan regarding the mailing of sample copies were of such general interest that the questions and answers are reprinted for the benefit of the N. E. A. membership:

1. What percentage of your circulation can be sent out as sample copies through the mail? Answer: Ten per cent of the total poundage sent through the mail, during a calendar year, to actual subscribers.

2. What rates does it pay? Answer: Reading matter, any zone, 1½¢ per pound; advertising matter, first and second zone, 1½¢; third zone, 2¢; fourth zone, 3¢, and so forth.

3. Is this a percentage of your entire paid circulation, both carrier and mail, or only of mail circulation? Answer: Ten per cent of mail circulation only, on which poundage was paid during a calendar year, meaning from January 1 to December 31.

4. Is it possible to send out a large number of samples at one time, more than the permitted percentage of just that day's circulation, but have part of it count as samples against some other time? Answer: Yes, samples can be sent at any time, not to exceed ten per cent of the total poundage in a calendar year, sent to actual subscribers through the mail not more than three sample copies sent to any one person during the year.

5. In other words, can you send out during the year, say at monthly intervals, enough samples to total one-tenth (or whatever it is) of your entire circulation for the year? Answer: Send at any time, but only ten per cent of total poundage mailed to regular subscribers in calendar year, not more than three copies to any individual.

All answers are based on Section 421, Postal Laws and Regulations.

A CIRCULATION PROMOTER

Here's a good circulation and news gathering tip from California. The town is divided into lists, and each list is telephoned on a certain day, and the list rotated, so that, during the week, everyone is called. The people are asked for news. When the item appears in the paper, the following letter is sent to persons whose name is used:

"Your name appeared in an interesting news item in The Bland, October 19, a marked copy of which is attached. We will appreciate it if you will call 7777 whenever you have a news item of any nature, so we can promote an acquaintance that is city-wide among the townspeople of Blank."

WANTED—150 entries in the Kentucky newspaper contest this June. Apply the Press.

The Forum

Pamphlets entitled "A Constitutional Convention for Kentucky" have been released during the past three months to the press of the state by the associated Industries of Kentucky at Louisville. These are termed an informative series and are based on the fact that the voters of Kentucky will determine at the election in November, 1931, whether or not they want a constitutional convention.

The statement is made that only facts are presented. But it does not go on to say that they are against the constitutional convention and a new constitution for the state. However, a newspaper man who has his eyes wide open and is well-informed on the present situation can readily read between the lines.

In the first of the series the question is asked, "Is it true that Kentucky has an exceptionally old constitution?" And the answer states that "out of 48 states in the Union, 35 today operate under constitutions anti-dating that of Kentucky." In listing these states, however, the committee failed to learn that a number had adopted and were adopting new constitutions at the present time. Also, the fact was overlooked that the majority of the remainder of states listed had completely changed and renovated their old constitutions by amendments.

In the second of the series, quotations from numerous men opposed to the adoption of a constitution are given.

It is only fair to state that correct facts and opinions are given in some cases. However, it is the press of the state to whom the voters are going to look for the foundation of their opinions on the adoption of a new constitution.

The duty of the press, then, is to present to the people both sides of the question. It is too easy to use ready-made material.

These series are but the beginning of propaganda for or against the constitution and are just so much political advertising. Watch for them!

W. E. Daniel, editor of the Henderson Journal, was recently appointed a colonel on the staff of Governor Sampson. Governor Sampson said the award was made in recognition of Mr. Daniel's constructive journalism.

Mr. and Mrs. Don Grote, Louisa News-Recorder, were called to Harrodsburg by the death of Mrs. Grote's father, Walter Edwards, May 6. The KPA extends its sympathy to Mrs. Grote.

ADVERTISING HINTS

Keynote of June Retailing

June is a fighting month. Summer merchandise is in demand, but effort must be made to sell it in volume. Merchandise that adds to comfort during the summer season should be pushed. Sales with attendant price-cutting begin. June is in reality a "between season" month but full of opportunity for the aggressive merchandiser.

June Sales Events

White Sales; June Weddings; Graduation and Commencement Exercises; Vacationists preparing to leave; Sporting Goods and Summer Furnishings for Porch and Cottage Sales; Semi-Annual Clearance Sales; Traveling Goods, Bathroom and Toilet Requisites, Cameras, Bathroom, and all Summer Goods in Demand; Summer Dress Goods; Fourth of July Sale; Bride's Sale featuring gifts; White Shoe Day (June 1); Flag Sales; Father's Day Gifts; Summer Apparel; Baby Week.

Advertising Pointers

Summer Sports; Touring; Vacations; Summer Homes; Hot Weather; White Sales; June Brides and Girl Graduates; the Great Out-doors; Awnings, Swings, Porch Furnishings; Summer Beauty Needs; Bathing Girls; Weddings; Dress Accessories.

Events Affecting Business

Weddings; Graduations; Travel and Touring; Summer Sports; Exodus to Summer Cottages; Vacations; Hot Weather; Out-door Living; Summer Camping.

Symbols Have Sentiment

Natal Stone, Pearl or Moonstone; Talismanic Gem, Emerald; Guardian Angel, Muriel; Special Apostle, Thomas; Zodiacal Sign, Cancer; Flower, Honeysuckle; Astral Color, Green.

Thro' the pearl's charm, the happy years
Ne'er see June's golden sunshine
to tears.

June Window Suggestions

Play Day Patriotic Display; June Brides; Graduations; Vacations, Summer Sports; Wedding Gifts; Summer Wearing Apparel; Baby Week; Father's Day; Cameras and Supplies; Sporting Goods; Toilet and Beauty Specialties; Homefurnishings for Summer Cottages; Traveling Goods; Fourth of July.

Try These Decorations

Weddings—June Brides are made most of this month. The usual wedding symbols relate to the wedding ceremony, hence the altar and other church scenes, brides and grooms, also attendants and guests.

Cupids, hearts, bride's bouquet, orange blossoms, bridal veil, doves, confetti, old shoes and rice, "Just Married," etc.

The brides of other years should not be overlooked.

Graduation—School and college scenes, pictures of graduates, gown

and cap, honor roll, school books, pen and ink, etc., school pennants, school colors, class pins, mottoes, owls, etc.

Father's Day—Pictures of Dad, his pipe, newspaper, etc.

Out-of-Doors—Vacation and similar symbols (see July), sports, flowers, outdoor scenes of all kinds, local scenes of parks and places of interest.

Flag Day—Patriotic decorations in which the flag stands out preeminent. A picture of Betsy Ross making the flag may be used.

Summer Comes

Summer comes to the home just as soon as the boys and girls are through school. Plan vacation and tourist selling early enough to get a goodly share.

The changed needs of people who will now live out of doors for a couple of months should be noted with particular care. The changed mode of living will bring many new lines into demand.

JUST ANOTHER RACKET

The year 1931 bids fair to be a banner period for the advertising schemer and racketeer. Abnormal unemployment in the large centers of population has driven out over the country a large army of people forced to make a living by whatever means possible. Some of these under the pressure of conditions go outside the law, the rest of them tumble onto some time-worn "scheme" they call a valuable advertising novelty or medium and in the unguarded moments of otherwise keen business men "make a cleaning."

The business of legitimate, worthwhile advertising suffers from the schemer and racketeer both from the fact that they deplete the available funds and from the fact that the "scheme" fails to work and hence advertising is held to be of no value.

This year offers especially attractive prospects to the schemer. Nervousness about business conditions, the hostile attitude of the independent dealer toward the chain method of merchandising, and a general desire to keep up the volume, all operate to set the stage for the fellow who has "something new."

While there never was a time when sound advertising, consistently followed, could do more for business than it can right now, many who should be increasing it are cutting down, at the same time they are making pure donations by trying "something new."

To halt promiscuous selling of worthless advertising schemes is something that demands the attention of the association, and the cooperation of its members. The central office would like to have suggestions from local newspaper publishers as to the most effective means of combatting these rackets.—Minnesota Press.

The following from the editorial comment column of the Times-Tribune, Jess Crawford, editor, is worthy of recognition and reprint in the columns of every Kentucky newspaper:

We're all chiefly interested in ourselves. Note how little interesting news you can find in a strange city newspaper.

This interest in ourselves is the life of the small-town newspaper. As long as human nature has this streak, the country newspapers will thrive.

What makes The Times-Tribune, or any other first class country paper, worth its subscription price? There is only one answer: It gives you something you cannot get elsewhere in the world.

If you want a big city daily, you can find hundreds of good ones, all carrying the same news and funnies. If you want a fiction magazine, you can find any one of a hundred, all pretty much alike.

But if you want the news of home folks, the little touches of life as it is lived in your home town or community, you cannot get it in any other publication except your home newspaper.

The letterhead of a West Virginia paper—the paper, by the way, that Dick Ware helps put out—has this for a slogan: "Like a Letter from Home." That's your home town newspaper, and that is why it will live despite the competition in its field.

Percy H. Landrum, Olaton, a graduate of the department of journalism, University of Kentucky, has accepted a position on the advertising staff of the Hidalgo County News, Pharr, Texas.

At the University of Chicago there is a huge university seal on the floor of one of the buildings upon which it is traditional that absolutely no one steps.

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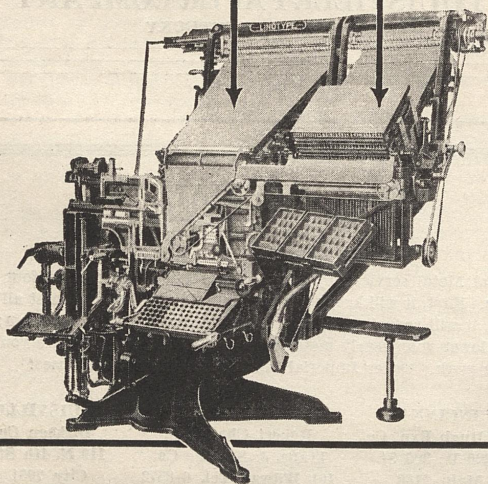
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