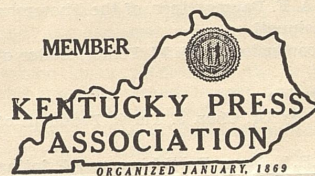


# THE \_\_\_\_\_ KENTUCKY \_\_\_\_\_ PRESS

*Membership Number*



**Volume Five  
Number Eight  
January, 1934**

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(An Editorial)

**TO THE PUBLISHERS AND PUBLISHER-  
PRINTERS OF KENTUCKY:**

It is hardly necessary to state the importance of every publisher and printer in the state attending the mid-winter meeting of the Kentucky Press Association at Louisville.

The NPA newspaper code will undoubtedly be signed by that time, and its provisions are so complex that it is necessary that every publisher be on hand to hear and discuss its many ramifications.

It must be understood that every publisher comes under the provisions of the code, regardless of the signing of any temporary code, or regardless of the size of his town. This means that every publisher-printer must know what he is expected to do, and not to do, under the code.

There is nothing to be feared from the code, and much in the way of benefits to be expected. Practically none of the much talked of "hardships" are now present, and there are tremendous possibilities in the way of improving and maintaining the financial and ethical standing of the profession.

You cannot afford to miss this meeting and should make every sacrifice, financial and otherwise, to be present.



Following is the program for the annual mid-winter meeting at Louisville. The dates were first set for January 18, 19, and 20, but due to the fact that the Code had not yet been signed, and an important conference has been called by the NEA in Chicago this month, the executive committee of the KPA decided that the dates of the meeting would be set contingent upon the result of the Chicago meeting. Accordingly, the daily papers of January 9 carried the message from President Hager that the KPA meeting was indefinitely postponed. Notices will be sent out by Secretary Alcock when the final dates have been selected. Watch for them!

#### Thursday, January 18

- 6:30 p. m.—Registration and buffet supper, Brown Hotel Roof Garden. Compliments of the Brown Hotel.  
Complimentary cover charge tickets to Brown Hotel Night Club, and complimentary theater tickets are available at registration desk.

#### Friday, January 19

- 9:00 a. m.—Business session Louis XVI Room, Brown Hotel. Meeting called to order by President Lawrence Hager, Editor Messenger and Inquirer, Owensboro, Ky.  
Invocation, Rev. Chas. Henry Prather, D.D.  
Address of Welcome by Mayor Neville Miller, Louisville.  
Response by A. Robbins, Editor of The Courier, Hickman, Ky.  
President's Annual Address.  
Address, "The Tugwell Bill," by A. F. Baumgartner, of the Thompson Koch Advertising Agency, Cincinnati.  
Round Table on "Advertising," conducted by G. M. Pedley, Editor of The Herald, Eddyville, Ky.

#### Afternoon Session

- 2:00 p. m.—Address, "Freedom of the Press," by Dr. Chas. J. Turck, President of Centre College, Danville, Ky.  
Report on negotiations with N.R.A. for a Publishing and Printing code, by Keen Johnson, Editor of The Register, Richmond, Ky., followed by round table code discussion led by Mr. Johnson.  
Report, Legislature committee by Chairman B. B. Cozine, Editor of Shelby News, Shelbyville, Ky.

#### Friday Evening

- 6:30 p. m.—Banquet Dinner at the Brown Hotel, compliments of the Louisville Board of Trade.

#### Saturday, January 20

- 9:00 a. m.—Business session Louis XVI Room. Report of Radio committee, by Jas. T. Norris, Associate Editor of The Independent, Ashland, Ky.  
Round Table, "Circulation," led by Joe T. Lovett, Editor of The Ledger and Times, Murray, Ky.  
Round Table, "Job Printing," led by Herndon J. Evans, Editor of The Sun, Pineville, Ky.  
Address, "Modern Trends in Typography," by Victor R. Portmann, of Department of Journalism, University of Kentucky, Lexington.  
12:30 p. m.—Luncheon at Pendennis Club, compliments of the Courier-Journal and Louisville Times.  
Report of Secretary-Treasurer.  
Report of Resolutions Committee.  
Annual Election of Officers.  
ADJOURNMENT.

#### Good Casts from Curled Mats

Here is a stereo-room labor-saver, and no second cast. Some large mats received are a little bent. In putting them in a casting box, the center often bows up, leaving a big hole in the face of the cut on the finished cast.

By setting one or more linotype slugs upright, it will be found they will lock tight and hold the mat down

firmly. When the cast is finished, the face of the cut never shows that the slugs were used.

Fine results from bent or curled mats, which the bars on the casting box cannot hold down, are obtained by this method, which works equally well on small, stiff mats which bow up in the center. It can only be used on casts which are being made type high.—P.N.P.A. Bulletin.

#### PLACE THESE FACTS BEFORE YOUR READERS

The following is a story that every newspaper publisher in Kentucky should place before his retailers during the next few weeks. The facts submitted herein give a concrete basis upon which each retailer may work in increasing his volume of business through better merchandising and judicious newspaper advertising.

The first census of distribution in the United States just now being released by the Census bureau, Washington, D. C., shows an annual merchandise sale of \$15,415,125,000 in the 15,616 cities and towns of the United States of under 10,000 population, and their rural areas. Sales representing the total figures are made by 698,256 stores, an average sale of \$22,075 per year per store or a weekly average of business in excess of \$424.

The report shows Oklahoma cities, towns and communities of under 10,000 having a total population of 1,842,270; representing 77 per cent of the population; having 19,308 stores which represent 70 per cent of the total number of stores in the state; doing \$418,400,000 in business per year; and making 53 per cent of the total sales in the state.

Of the number of cities and towns of 10,000 population and under, the annual merchandising business per town is nearly one million dollars. Of the 15,616 towns and cities, 3,087 are between 1,000 and 2,500 population, and 10,346 are towns of 1,000 population and under.

This shows that the major part of the immense yearly sale is made in towns of 2,500 population and under. These towns are served for the most part by weekly newspapers, if they have a newspaper at all.

It is the problem of the publisher in the small town to see that his town gets its share of the total by showing the merchants approximately what the share is, and inducing them to carry stocks and practice merchandising methods, including proper advertising that will produce sales.

#### NEWSPAPER HAS RIGHT TO REFUSE ADVERTISING

Circuit state court judge in Miami, Florida, on October 14 handed down a decision that newspapers are privileged to use their own discretion in accepting or rejecting advertising. The particular case was brought by a furniture dealer against nine Miami firms and the manager of the Fair Practice Bureau, the furniture advertiser alleging that the group had conspired together in influencing Miami daily newspapers and radio stations from accepting advertising from him.

The judge said: "No one has property rights in a newspaper except the owner or owners.



## Every Newspaper Should Be A KPA Member

The time to think about a press association membership is at this time of the year, while the year is still new, and while you can get advantage of the work your association is doing throughout the year. Your press association is somewhat handicapped in the possibilities of a concerted membership drive, such as is engaged in by your local chamber of commerce or retailers' association, because publishers are scattered all over the state, and no publisher has the time to visit a large section of the state and discuss the value of your organization, and association membership. Hence most of the membership in the Kentucky Press association must come to you in printed or written form. Many have been presented during the past year or so.

The following article "Why We Are As Is," presents the subject as seen by a state press association president, John E. Casey, president of the Minnesota Editorial Association, for the year 1930. We believe, after you have read his arguments on the subject, you will send in your membership for the year 1934, in your own association, if you are not already one of the members.

"Various reasons have been put forward why we belong to press associations. Someone has said that it is a matter of civilization. Maybe so, yet to be organized in guilds or trade groups is not a necessary prerequisite of civilization. To my mind the element of interdependence as opposed to independence, is the real reason for the success of our latter-day guilds or professional and trade organizations in the United States. These organizations are for all their members, because there is a community of interest, a community of dependence, if you please, existing between and among all the members of the class or group germane to that organization.

"It does not matter whether this member of the group so beneficently organized, remains aloof from it. He is of necessity a part of it just the same. He breathes the spirit of the confraternity in the daily walks of his profession or business. He must, if he is a continuing member of that profession or that business. Ergo, it is better for that man to belong to his press association, to his trade organization. His fellows expect him to. They look askance at him if he refuses. Because he is of necessity and as a matter of course, partaking of the benefits their toil, their money, and their purposes produce, without doing any of the needful work which produces those benefits.

"And no press organization, no trade organization should be bent or molded for anything but universal service to all its members. The modern professional and business guilds are argosies

of service, designed for the use and benefit of all, universally, without discrimination either pro or con.

"And such trade organizations are truly a civilizing influence. The public looks to them for leadership in their fields. The public has a right to expect this. It is up to us to meet that expectation."

The importance of a state publisher becoming an active member of the Kentucky Press Association was never greater than today. The State association is constantly on the alert, seeking to protect the interests of the newspapers and fighting their battles.

Every publisher is endeavoring to find just how he can operate his plant more economically and keep his balance sheet out of the "red." Through an exchange of ideas with fellow publishers at the meetings of the association one obtains many helpful pointers that may assist him in steering into Port Profit.

The mid-winter and summer meetings are arranged with the idea of bringing up for consideration and discussion major problems of the trade and providing entertainment for the editors and their families. The good fellowship found at these conventions is one of the features.

The publication, "The Kentucky Press," is sent every member of the association without extra cost. It is ably edited by Victor R. Portmann, professor of journalism, University of Kentucky, and fills an important place in the life of the K. P. A. Bulletins, carrying valuable information, are mailed the members from time to time by Secretary J. C. Alcock.

According to present plans, the State association will administer the provisions of the publisher-printer code under the N. R. A. in Kentucky. If you are a member you will have a voice in this important assignment.

It is not right to expect fifty or sixty per cent of the newspapers of the state to bear the expense of the Kentucky Press association program. Every publisher should be a member and do his part. If you are not in the ranks, get in now.

GEORGE A. JOPLIN, JR.  
Vice-President K. P. A.

We are nearing the close of the 49th year of service performed for the newspapers and printers of our state by the Kentucky Press association. It has been a busy year, fraught with difficulties. Problems have been met that the founders of our association could never have foreseen, problems that could not have been handled creditably with the modicum of administrative machinery contemplated in our organization, except for the self-sacrificing devotion of the committeemen and offi-

privilege to be surrounded.

I pay this feeble tribute to them from a heart full of gratitude for their ready response to every call for counsel or cooperation in our varied activities of the last nine months. Few of our members will ever realize the extent to which the personnel of the association's administrative family has given of its time and means to enable the Kentucky Press association to properly represent the printers and publishers of our state in national councils affecting the welfare of the large industry and honored profession to which we belong.

The ability of the Kentucky Press association, without expensive executive quarters and full-time hired help, to function smoothly and completely in matter of such technical character as drafting a code and keeping its members informed at all stages of negotiations should commend it to every publisher and printer in Kentucky. It should be a pleasure for all engaged in this industry, who are eligible, to join our association. More members are needed. More financial help, more personal aid are needed. The association is worth to the smallest paper in Kentucky much more than the small membership dues.

Ask yourself today, "What have I done to help the Kentucky Press association this year?" and if you can't answer the question to your entire satisfaction, I urge you to go out and get a new member. If you have been active in association matters, I need not make this request. You will do it without being asked. Let us strive for a creditable increase in membership before our mid-winter meeting.

And, let as many of us as can possibly do so, attend the annual meeting in Louisville, which will be held as soon as President Roosevelt promulgates his order of approval of the code that we all await.

LAWRENCE HAGER,  
President K. P. A.

### A NEW UNION

Significant of the times is the movement to form an editorial workers' union throughout the country. The first steps were taken in Cleveland a short time ago, and New York City is now working on similar plans. The white collar laborer has, so far in American labor history, been absolutely unorganized, and he has received little encouragement to do anything about that lack of organization. Whether he gets anywhere now is problematical. It is possible, however, that the NRA will bring about a complete shift in the nature of labor organization in this country.



## 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

Laurence W. Hager ..... President, Messenger-Inquirer, Owensboro  
George A. Joplin, Jr. .... Vice-President Commonwealth, Somerset  
J. Curtis Alcock .... Secretary-Treasurer Messenger, Danville

### EXECUTIVE COMMITTEE

A. Robbins .... First District, Chairman Courier, Hickman  
J. L. Bradley ..... Second District Enterprise, Providence  
Joe Richardson ..... Third District Times, Glasgow  
J. P. Gozder ..... Fourth District News-Journal, Campbellsville  
Brainard Platt ..... Fifth District Courier-Journal, Louisville  
Keith H. Hood ..... Sixth District Democrat, Bedford  
Tom Underwood ..... Seventh District The Herald, Lexington  
R. L. Elkin ..... Eighth District Central Record, Lancaster  
Joe Costello ..... Ninth District The Democrat, Cynthia  
..... Tenth District  
J. L. Crawford ..... Eleventh District Times-Tribune, Corbin

### A PROSPEROUS 1934

The Press wishes you renewed energy in the new year, a large circulation, and a full job shop. However, much of this will depend on you in the New Deal. The best way to start this right is to join or renew your membership in your state association, and attendance at the mid-winter meeting. The Press is sure that you will receive new ideas and new ideals at the meeting with renewed interest in making your newspaper a better paper and a stronger factor in the development of your community. Let's make this the best year in Kentucky newspaperdom. All good wishes for 1934!

### SHOW YOUR APPRECIATION

Secretary Alcock has sent out notices for dues for 1934. This is an opportunity for every Kentucky newspaper to give its support to the association and to help in making the community newspaper field stronger in the state. Your association officials have been giving more unselfish service and energy without remuneration this past year than ever before. You

can show your appreciation by paying your dues promptly. It is your association; it is, and will be, what you make it.

### ATTEND THE MEETING

There is not one publisher in Kentucky who can afford to miss the coming mid-winter meeting of the KPA. The newspaper code will be presented and explained and the editor will learn exactly what relation he bears to the code and what he can, or cannot do, under its provisions. The editor will have no excuse if he makes mistakes under the code if he does not make an effort to attend this meeting.

### FAITHFUL MEMBER PASSES

The Press is again called upon to record the death of a loyal and faithful member of the KPA. Bernard Platt, executive of the Courier-Journal, Louisville, and long a member of the executive committee of the KPA, died at home Christmas day from a stroke of apoplexy. The memory of his long, untiring services to and for the best in journalism in the state will be a fitting memorial in the hearts of his fellow editors. He will be sadly missed. The Press extends condolences to Mrs. Platt and two sons, Brainard and Bruce, who mourn his untimely death.

### TO MEMBERS KENTUCKY PRESS ASSOCIATION:

The dates for the annual mid-winter meeting of the Kentucky Press Association have been tentatively set for January 18, 19, and 20, in the Brown Hotel at Louisville, but may be changed on account of the publishing and printing NRA code.

At a meeting of the executive committee held at Louisville Friday, it was decided to wait until the President signs the code, which is expected in a few days. Then the Kentucky Press Association will send delegates to a meeting to be held in Chicago early in January with the National Editorial Association, National Recovery Authority. The various state press associations will co-operate with the N. E. A. in the administration of the code.

After the Chicago meeting publishers and printers desiring to have the N. E. A. and K. P. A. administer the code, will be advised of what action is to be taken and definite dates for the annual mid-winter meeting of the K. P. A. will be announced.

A splendid program for the annual meeting has been arranged and includes plans for administration of the code. So make your plans now to attend the meeting. Members of the K. P. A. will be advised promptly of the meeting dates and will be given full details concerning the code.

J. CURTIS ALCOCK,  
Secretary-Treasurer K.P.A.

### EXECUTIVE COMMITTEE MEETS

The executive committee of the KPA met in a called session at the Brown hotel, Louisville, Friday afternoon, December 29. Members present were President Hager, Secretary Alcock, "Bob" Elkins, "Jody" Gozder, Joe Richardson, J. L. Bradley, Tom Underwood, and George Joplin. Keen Johnson and the editor of The Press were also present.

The afternoon was spent in discussion of the newspaper code with Keen Johnson, leader. Mr. Johnson read a notice from the NEA to the effect that if the code were not signed by the President by January 5, a meeting would be called in Chicago with delegates from every state urged to be present. Mr. Johnson, George Joplin, and Secretary Alcock were appointed as KPA delegates.

A committee, Messrs. Elkins, Bradley, and Richardson, was appointed to draw up resolutions on the deaths of Charles Kirk, Paintsville, and Bernard Platt, Louisville, former members of the executive committee.

In view of the unsettled and conflicting status of the newspaper code, it was decided that the date of mid-winter meeting would be tentatively set for January 18, 19, 20, and would be held those days unless official notice to the contrary would be sent from President Hager's office.

### A COMMUNITY CALENDAR

The Mountain Lake (Minn.) Observer makes the following statements as to a community calendar idea. Other communities may be able to take advantage of the suggestion. The saving could no doubt be used to advantage by the local business firms in newspaper advertising.

"The suggestion made at the last meeting of the Commercial Club that Mountain Lake business men discard the practice of buying individual calendars is one of the most sensible yet proposed. If the Club can see this project through to a successful finish, its work will have been more than worthwhile. Conservative estimates place the amount spent for calendars in this community at from \$1,500 to \$2,000 annually. With the community calendar idea, as advanced, this amount could be cut to one-third of that figure or even less, and the people of the community would be receiving just as good calendar service.

"In fact, from a standpoint of advertising coverage the community calendar would be far more successful than the individual calendar could ever hope to be. A firm calendar seldom gains a circulation of more than 500, while under the co-operative plan, every home with a radius of 200 miles and more, could receive a calendar, advertising Mountain Lake and its respective merchants."



**WAY BACK YONDER**

The recent celebration of the 80th birthday of Harry A. Sommers, veteran editor of the Elizabeth News, recalls some facts regarding the old State press which may be of interest to the present generation.

It so happened when I got out of school my father, who was interested in paper making, got me a job at the old paper mill in Louisville. In this capacity I acted as salesman and shipping clerk, and, of course, met many of the newspaper publishers of that day, about fifty years ago.

I particularly recall waiting on a very neat, well dressed, slim, young fellow who bought from me several hundred bundles of news print. He said he had just come to Kentucky from Maryland and was starting a paper, I think, at Horse Cave, Ky. He paid the cash and I shipped the paper for him. That young man was Harry A. Sommers. I have known him pleasantly ever since.

In those days Urey Woodson, who recently retired from the Owensboro Messenger, after many years of service there, published a paper at Greenville. I do not recall the name of the paper but I do remember it was of peculiar size and necessitated especial handling and cutting to suit his columns. However, Urey Woodson wrote me a short while ago reminding me of his early start in the newspaper business and commending my judgment in always shipping his news print C. O. D. I do not remember that part of it but if the paper was sent C. O. D. it was not on account of my good judgment but simply because I was following instructions from the boss.

In those days newspapers did not have much financial credit—most of the news print I shipped was sent C. O. D.

In this connection, I recall the old Louisville Commercial, predecessor of the Herald-Post, at that time under the management of A. H. Siegfried, a fine little gentleman whom I remember very well.

I had orders to send out five bundles ten reams or 4800 sheets, every after-

noon for the next morning's edition. The driver had instructions to take the paper out to the Commercial but not to take it off the wagon until he got his money. This happened every day and Mr. Siegfried always had the money.

But one day I forgot to send out the paper and so did the driver. The Commercial did not discover they had no paper until ready to go to press about two o'clock in the morning. So they had to borrow paper from the old Anzeiger, a German daily, just across the street. This paper was a much larger size and the Commercial came out the next morning with a six-inch white margin all the way around. It was my fault and naturally I came in for a hearty reprimand from Mr. Siegfried. Maybe that is the reason I remember him so well.

Another newspaper editor that impressed me was W. W. Rowlett of La Grange, familiarly known as "Buck" Rowlett. He printed the Oldham Era. Mr. Rowlett had a pass on the Short Line and would come to town every Wednesday on the noon train. He would visit the paper mill, buy ten quires of print paper (240 sheets) for which he paid about 60 cents in real money and then catch the next train out, half an hour later, so that the Oldham Era could go to press that afternoon.

I never told anybody the extent of his circulation. The Oldham Era is now edited by W. L. Dawson. It is one of the best rural printing plants in Kentucky.

Another newspaper editor who deeply impressed me on account of his refinement and education was Mr. J. W. Hopper of the Lebanon Enterprise. Mr. Hopper afterwards sold the Enterprise and came to Louisville as an editorial writer on the Courier-Journal. In this position he was highly esteemed. The Lebanon Enterprise is now edited by Oliver Kelly of the second generation.

A slim, tall, handsome, young man with black eyes, black hair, and little black mustache came frequently to the old mill. It was John D. Babbage, editor of the Breckinridge News at Cloverport. I recall that he was very meticulous about the quality of his news print and always wanted something better than that used by his

contemporaries. Mr. Babbage is still at Cloverport, well up in the eighties, and the News is still one of the best printed rural weeklies in the State and still uses a better kind of printing paper than most of his exchanges. His daughter, Miss Mildred Babbage, now runs the News.

In those days, Capt. W. A. Holland edited the Constitutionalist at Eminence. He ran this paper for probably forty years and it doubtless died with



## Last Minute Rush

?

Does press-time always catch you with a few yawning holes in the forms . . . a few more lines to be set?

Aren't they usually display lines? The troublesome lines you put off till last because they have to be set by hand? Why don't you set them by Linotype, too? On the Two-in-One Linotype that sets both text and display.

MERGENTHALER  
LINOTYPE COMPANY  
BROOKLYN, NEW YORK

Linotype Bodoni Family



### IMPERIAL TYPE METAL

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



him many years ago. He often came to the old mill, and usually talked politics and seemed to appreciate his duty as editor to his town and his fellow citizens.

Then there was the old Frankfort Yeoman, which I imagine, had a tremendous political influence in Kentucky's poet. I recall meeting both J. Stoddard Johnston and Mr. Stanton together and was much embarrassed and impressed by shaking hands with a great political leader and Kentucky's poet laureate.

At that time, Alf Ellis owned the Shelby Sentinel, which he sold later to Cooper and Carpenter. Judge Carpenter was a big, fine, portly man who frequently dropped in to see me at the paper mill. He always wore a stove pipe hat and Prince Albert coat, a typical old time southern gentleman. Ben Cozine, father of B. B. Cozine, present owner of the Shelby News was foreman at the Sentinel then and later established the News. I recall him as a short, thick-set man with a tremendous mustache. Mike O'Sullivan, now about 75 years of age, has owned the Sentinel for many years.

F. M. Green, who owned the Richmond Register when it was a weekly, occasionally came to buy paper. He was a little man with whiskers—King George style. His foreman was Bill Linney who for half a century was on one of the local dailies. Keen Johnson is now editor of the Daily Richmond Register.

John P. Murray of Bardstown, who printed the Nelson County Record, J. G. Craddock, of Paris, widely known old Kentucky journalist, who edited what is now called the Kentuckian-Citizen also occasionally dropped in at the old mill office. The Kentuckian-Citizen now belongs to A. H. Thompson and bears at its head this legend "the oldest weekly newspaper continuously published in the United States."

In those days religious papers were prosperous and of wide circulation. The Old Path Guide at Lexington, the Western Recorder, the Christian Observer and the German "Katholische Glaubensbote" enjoyed great success for many years and was owned by N. Simon who also operated, I think, a shoe shop on east Market street, Louisville.

John B. Gaines was a well known editor at that time. If I remember correctly he operated several different newspapers before finally settling at Bowling Green. The Park City Daily News is now edited by Clarence Gaines, his son. The last time I saw John B. Gaines was at the Danville meeting of the Kentucky Press Association, Malcolm Bayley presiding. At our table were Capt. J. W. Hedden of the Mt. Sterling Advocate, a rival of "Uncle" John Babbage, in point of years. Larry Fitzhugh of the Wilmore Enterprise, E. S. Jonas, then editor of the Herald-

Post, Mr. Gaines and myself.

Although Mr. Gaines had lost his teeth, he was anticipating the country ham and fried chicken with great eagerness. He refused, however, to touch a morsel "until Brother Jonas has asked the blessing," which he did.

There were many other interesting characters in those days but this story is probably long enough for the present.

—"Ad Infinitum."

Graduate of journalism department, U. of K., with executive experience on college newspaper, a year and one-half experience as instructor in typewriting and "reader" in the department, with one and one-half years of graduate work in English and American literature, wants work for experience on a community newspaper which will pay a small living wage. Write Daniel Goodman, University of Kentucky.

J. M. Buchanan, 63, author of the "Possum Trot" column in the Trimble Democrat, of which he was assistant editor, was killed December 26 when struck by an automobile bearing an Ohio license. He was crossing a street.

Buchanan was a veteran of the Spanish-American War.

#### WHAT EVERY GOOD NEWSPAPER MAN OUGHT TO KNOW

By John H. Casey  
University of Oklahoma

Badly worn mastheads, front page display advertisements, and incomplete datelines at tops of pages are among the mechanical deficiencies common, in greater or less degree, to 95 per cent of Oklahoma weekly newspapers and to a few Oklahoma dailies. Datelines, particularly, could be corrected with a minimum of effort.

While only 3 to 4 per cent of these newspapers suffer from worn mastheads, and while but 20 per cent run front page advertising, practically all are lacking in useful information of a reference character which should appear at the top of each page.

Such inadequacies are quickly discernible even by a casual inspection of available newspapers. For example, these observations apply, front pages excepted:

Ninety per cent of Oklahoma weeklies do not mention county of publication in connection with the dateline at top of each page, 7 per cent fail to mention the state in which the newspaper is published, 65 per cent fail to number pages, 52 per cent (if they mention the town of publication at all) mention it only as same happens to constitute a part of the newspaper's name, 33 per cent lack reference to publication date (day or week, of month, year), 16 per cent fail entirely to mention town of publication, 9 per cent do not repeat name of the news-

paper from page to page, and 8 per cent carry blank datelines or no reference information at tops of pages after once setting it forth in part, or complete, on page one.

Now, just what information does a properly organized and well-managed newspaper carry on each page, and why?

Answer: (1) page number, (2) name of newspaper, (3) town, county, and state of publication, (4) specific publication date, meaning day of week, day of month, and year.

Sample for even-numbered pages: Page 2 . . . . The Jonesville Herald . . . . Jonesville (Smith County) Okla. . . . Thursday, December 22, 1932. On odd-numbered pages the date information changes position with page numbers.

The foregoing should prove entirely satisfactory as a dateline form for any country weekly, this form to be used on all pages except page one. In this form, it will be noted, the page number at one end of the line and the date at the other end of the line are the only items requiring change from one issue to the next. The information in the middle of the line stands, as does the word "page" at the end of the line and the word "Thursday" at the other end. The day of the month requires change with each new issue of the paper, the name of the month twelve times a year, and the year's numerals at the beginning of each year only.

The exemplary New York Times may get by with something less in the way of a dateline, such as: 16 . . . . THE NEW YORK TIMES, SUNDAY, DECEMBER 18, 1932. But New York is quite a well-known town located in New York state, everyone is aware, county of publication being of little or no consideration. But when a country weekly from a small town in one of Oklahoma's seventy-seven counties falls into a stranger's hands for the first time, he doesn't find it so easy to determine where, exactly, it is from and even the name of the county of publication may have some significance.

Occasionally pages or sections of a newspaper become separated from the newspaper as a whole, as in case tear sheets are mailed to national advertisers or to advertising agencies. Then it is that real confusion results unless all of the information outlined in a fore-going paragraph of this article is conveniently and accurately presented in some form, and the date line at the top of each page would seem to be the logical place for it.

Other instances might be cited showing the need of such information on each page of the newspaper, but I think the point is clear without further illustration.

The front page dateline may appropriately enough to omit repetition of the newspaper's name, as the name appears prominently in the masthead just above. But the front-page dateline



usually does, and should, carry something else not found on inside pages. I refer to volume and number of each issue. Some Oklahoma newspapers representing consolidations of two or more newspapers are observed to carry forward each issue the volume and number of ancestor papers.

Volume usually is recorded in Roman numerals and issue number in Arabic numerals as in the Walters Herald: Volume XXII...NUMBER 20. About half the newspapers in Oklahoma, however, have dropped the Roman numerals entirely in favor of the Arabic as in the Rush Springs Gazette: Vol. 40, No. 44. Still others follow the style of the Weleetka American, which carries it: VOLUME THIRTY-ONE...NUMBER FORTY-ONE. The Afton American runs it: TWENTY-SIXTH YEAR, instead of Volume 26.

The front-page dateline frequently carries other information such as: (1) date established as in the Indian Citizen Democrat at Atoka; (2) Subscription price as in the Lawton News-Review; and (3) subscription policy statement as in the Geary Star, which reads, "The Stars Stops at Expiration."

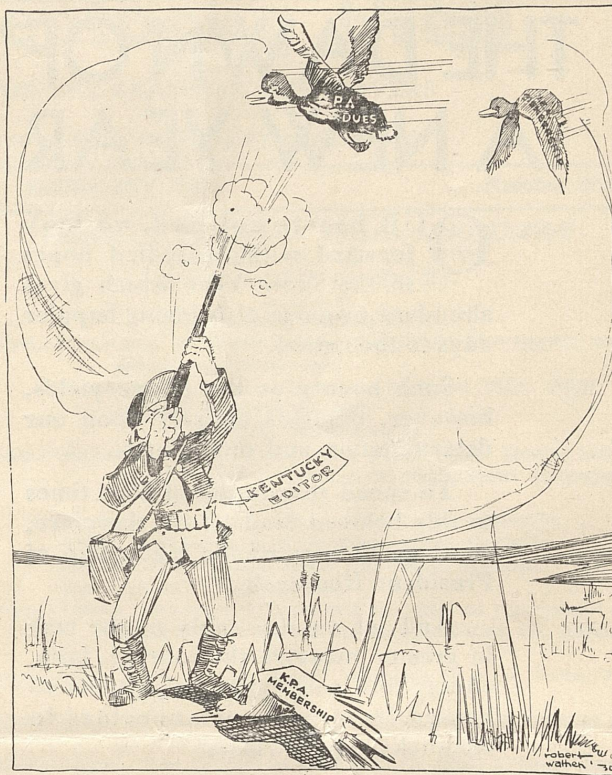
In the front-page dateline of the Wellston News is carried in six-point type the name of the editor and owner, subscription price and policy, together with a second-class mailing privilege notice. The Holdenville (Hughes county). Reporter adds "Average Circulation 4,500" in its front page dateline. The Lindsay News presents the information, "Eight Pages," along with the other usual information on this line. The Sapulpa (Creek county) Democrat News adds, "An Independent Family Newspaper," and "Official Paper of Sapulpa."

But it is the inside page dateline that is lacking in information, and it is page two and three and four and five and six and seven and eight that need the attention.

Extra information, such as a newspaper's slogan or policy, is something that can be carried in the dateline on the front page if there is room for it, but it should never crowd out the essential information that readers, even the occasional readers many miles removed from the place of publication, are likely to need.

The worn-out mastheads mentioned earlier in this article are obvious enough to any who pick up the newspapers and to their editors, so no need exists for calling them by name. Likewise is front-page advertising self-evident, but in some cases this is possibly so fixed a thing that a publisher would hesitate to choose this kind of a time for a change of policy regarding it.

In the interest of better newspapers, however, some of these things should be looked into as possible



avenues of approach to an improvement in general appearance of Oklahoma newspapers. As the barbers say, "It Pays To Look Well" or words to that effect, and that goes for county newspapers if it doesn't cost too much to spruce up. In the case of the datelines, something more than appearance is involved, and that is one thing that can be bettered with little effort and practically no expense.

Many a good weekly newspaper in Oklahoma would be more highly respected in its home community if it were a bit more attractive in appearance.

What is true in Oklahoma, is also true in Kentucky. Give your paper the "once over". It will pay you.

#### COMPETITOR PAID

There are several grocery stores in our town and one of them has difficulty in meeting its expenses. It is only a question of time until it will cease to exist.

Just two doors away is another store which does a very profitable business. When talking with the proprietor of this store, he said: "The weakest argument I know is for some merchant to tell the people that he doesn't adver-

tise because it costs him too much money. I spend \$180 a year in advertising. But I don't figure that it comes out of my cash drawer. I think it is paid by the competitors who do not advertise. I'm getting new customers right along through my advertising, and some of them are coming to me from stores within a block of here that brag about the fact that they don't need to advertise because everybody knows them.—Meredith's Merchandising Advertising.

I want a position on a Kentucky community newspaper. I am matriculating in journalism at the University of Kentucky, and have experience as reporter on newspapers, and assistant and associate editor of The Kentucky Kernel. I can write news and editorials. A living wage will bring me. Jack Wild, University of Kentucky.

Benton Tribune - Democrat changed ownership on December 22 when Clint R. Smith became owner and editor. As the first number in January was Volume 50, Number One, Mr. Smith took possession at the half-way mark in his "century of progress."



# THE DAWN OF A NEW YEAR

**O**UR hearts uplifted, we look forward with rekindled hopes to the New Year which gives abundant promise of bringing happier days to the nation.

Such bounty as the future yields, however, depends entirely upon our determination and our efforts.

To speed restoration of good times to this beloved land let us, therefore, continue to support the leadership of President Roosevelt.

And let us also apply to the task in greater measure the courage, faith, energy and neighborly helpfulness inherited from pioneer ancestors in Kentucky and Virginia.

We men and women of this organization extend to our customers and friends hearty good wishes at the Dawn of the New Year.

*Byrant White*

President

**KENTUCKY UTILITIES COMPANY**  
Incorporated  
**AND ASSOCIATED COMPANIES**

