

The Kentucky Press

OF, BY, AND FOR THE KENTUCKY NEWSPAPERS

Official Publication of the Kentucky Press Association

Volume V

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Number 3

Many Attend Special Meeting At Louisville

Precedent was broken in the Kentucky Press association when a special meeting was called by President Hager at the Brown Hotel, Louisville, July 28, to discuss the N. R. A. as it pertained to the country press. This was the first special meeting ever to be held by the association.

The meeting was called at the request of the National Editorial Association to consider the application of the N. R. A. code in regard to the publisher-printer in opposition to the proposed code governing the printing industry as outlined by the United Typothetae of America. Because, according to the Publishers Auxiliary, the U. T. A. failed to take into consideration the publisher-printer in the formation of the proposed code, causing the representatives of the National Editorial association to withdraw from the Chicago meeting, concerted action was requested from state press associations to name delegates to a meeting to be held in Chicago, August 17-18. As the Press is confident that the Kentucky editors have read the material in the Publishers Auxiliary and other trade papers, it will not be repeated in this issue.

The KPA meeting was voted as an executive session and so little publicity has been so given. The situation was thoroughly discussed in the meeting of the executive committee, Thursday evening and Friday morning, as well as given thorough consideration by the association as a whole in the afternoon session. The consensus of opinion was that the association was thoroughly in accord with the N. E. A. and that the members were content to await the result of the called Chicago meeting. Keen Johnson and Gus Robbins were elected as delegates to this meeting. The results will be published in the September Press.

Secretary Alcock has a message to the KPA herewith appended. Read it.

Members of the KPA and other editors present at the Brown Hotel, according to the signed roster, were: Albert Schumacher, Berea; Katie Beauchamp, Carroll Broderick, Taylorsville; Ellendry Biggs, Franklin; W. A. Beaty, Mrs. Pearl Robbins, Winchester; David Brown, Bardstown; A. S. Thompson, Paris; G. B. Senff, Mt. Sterling; Wallace Brown, Bardstown; Carlos B. Embry, D. G. Young, Beaver

Dam; L. G. Barrett, Hartford.

D. M. Hutton, Harrodsburg; J. P. Gozder, Campbellsville; R. L. Elkin, Lancaster; A. Robbins, Hickman; George Joplin, Somerset; Lawrence Hager, Owensboro; J. Curtis Alcock, Danville; V. R. Portmann, Lexington; J. L. Bradley, Providence; Wm. H. Jones, Jr., Glasgow; S. O. Catlett, Princeton; J. L. Roth, Paducah; J. T. Norris, Ashland; M. O' Sullivan, Shelbyville; Thomas Wood, Hopkinsville; Ed Hamlett, Columbia; Mildred D. Babbage, Cloverport.

V. L. Spalding, Uniontown; B. A. Evans, Russellville; W. L. Lawson, LaGrange; E. R. McClure, NewCastle; Keith H. Hood, Bedford; Sam M. Hubley, Elizabethtown; Dalph Creal, Hodgenville; John W. Kelly, Bowling Green; J. W. Willis, Irvington; Egbert V. Taylor, Greensburg; James Shropshire, Lexington; J. L. Newman, Frankfort; A. S. Wathen, Bardstown; Bernard Platt, Louisville; Cecil Williams, Somerset; R. E. Garrison, Lawrenceburg.

Joe T. Lovett, Murray; Keen Johnson, Richmond; N. W. Gill, Louisville; C. A. Hummel, Jeffersonton; Thomas Underwood, Lexington; J. W. Heddon, Jr., Mt. Sterling; John J. Barry, New Haven; J. T. Alexander, C. M. Platt, Joe Costello, Cynthia; H. C. Caseldine, Georgetown; H. H. Hansbrought, Jr., Horse Cave.

To Members Kentucky Press Association:

Your secretary is keeping in close touch with the National Editorial Association and will keep Kentucky publisher-printers informed on the question of the National Recovery Act as the law applies to members of our association. To date no code has been definitely decided upon, but it is expected a national meeting of printer-publishers will be held about the middle of August by the N. E. A. for the purpose of adopting a code. The K. P. A. will be represented by A. Robbins, Hickman Courier, and Keen Johnson, Richmond Daily Register, who will look after the interests of the Kentucky publisher-printers.

The American Newspaper Publishers Association and the Southern Newspaper Publishers Association are working on newspaper-publishers codes, and your secretary will be ad-

vised of what action they take and report information of interest to members of the K. P. A. However, it is very likely members of the Kentucky Press Association will adopt the code agreed upon by the National Editorial Association.

Some of the Kentucky publisher-printers, I understand, have signed the President's blanket code, while others are waiting for the publisher-printers code to be adopted. This matter is left to the publisher-printers themselves—to act upon their own best judgment.

Members of the K. P. A., desiring to make suggestions relative to the N. R. A. code, are asked to communicate with Mr. Robbins, Mr. Johnson, or write your secretary.

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

A STORY OF ADVERTISING

Some thirty-five years ago I attended a meeting of the Chicago Press club. They were going to have a secret clinic on Wrigley's Spearmint advertising which was just beginning to attract attention.

There were present probably fifty or sixty of Chicago leading advertising men. Specimens of Spearmint Gum advertising were placed on the blackboard and the chairman asked for comment on this publicity from various members present. These comments ran about as follows:

Rotten
Extravagant
Wasteful
Foolish
Belongs to the Space Waster's club
Ridiculous
Very poor
Won't get results, etc.,

Not a man in that crowd had a good word for the Spearmint publicity.

Yet what was the result?

Wm. Wrigley, Jr., grew into a lavish advertiser, probably at one time, the biggest in the country, and died one of the richest men in Chicago, his fortune made on an insignificant five cent article, Spearmint gum! That's history!

Hint to advertisers who insist on bearing down on the intellectual stuff: The most popular spots at the Chicago world's fair are the places to sit down.

TREND OF ADVERTISING RATES

With the rapidly advancing prices of most commodities, and with the policy of the federal government in favor of higher wage rates definitely established and in operation, what is likely to happen in the near future to advertising rates?

Paper prices have already taken an upward turn. This is one of the increased costs which publishers must be prepared to absorb, for the time being, at least. While trade opinion is to the effect that wage rates in the printing field will not be increased, inasmuch as they have been relatively higher than in most other lines, it is by no means certain that they will be held to the present levels. Increased living costs will be reflected ultimately in higher wages and salaries to other classes of employees, whether in union groups or not.

Although publishers generally did not lower rates until early in 1932, a great many rates were reduced last year. Some of these rates were cut to coincide with reduced circulation volume, and other in the hope of attracting an increased volume of business. With inflation a factor which will affect business operations for some time to come, higher production costs for publishers and others supplying advertising space and service may be regarded as certain.

How advertising rates will be adjusted remains to be seen. Some publishers are already protecting themselves against contract commitments too far ahead. Others are waiting to see how the volume of advertising is affected by business improvement. In any event, the advertiser who is able to contract now for space to be used in accordance with his business promotion needs can hardly fail to make a good buy.—Advertising Age, Chicago.

Mrs. Ed Lamkin, wife of the editor of the Gallatin County News, Warsaw, recently underwent on operation at Covington. She is now at home, and, as ye editor says, will soon be "bustlin" him with flying skilletts, etc., as usual.

Editor John D. Babbage, of the Breckinridge News, celebrated his 88th birthday the first of the month. We congratulate this "grand old man" in Kentucky journalism and wish for him many more useful years in his community.

Farmers throughout the nation will miss The Farmers Home Journal, published at Louisville, which was forced recently to temporarily suspend publication. The Journal, established in 1865, was the only farm paper in Kentucky and had a big circulation in this county. Farmers everywhere will again be delighted when publication of this paper is resumed.

One of the features of the recent meeting of the Indiana Republican Editorial association in Indianapolis was an address by Samuel E. Boys, editor and publisher of the Plymouth (Ind.) Pilot who talked on "Rate and Wage Cuts." Along with his talk Mr. Boys distributed a printed sheet, offering a simple plan to aid publishers in finding out whether they must reduce wages and, if so, how much. The plan follows:

First, it is necessary to make a careful estimate of your income for 1933. To do that we used the following:

	Income 1931	Income 1932	Estimated Income 1933
Local Advertising	\$.....	\$.....	\$.....
National Advertising	\$.....	\$.....	\$.....
Legal Advertising	\$.....	\$.....	\$.....
Classified Advertising	\$.....	\$.....	\$.....
Subscriptions	\$.....	\$.....	\$.....
Miscellaneous	\$.....	\$.....	\$.....
GRAND TOTALS	\$.....	\$.....	\$.....

Second, it is necessary to make a careful budget of what your expenses are going to be in 1933. To do that we used the following items, going into detail quite freely so that we would make as few mistakes as possible:

	Expenses '31	Expenses '32	Estimated Expenses '33
Materials—Paper	\$.....	\$.....	\$.....
Ink	\$.....	\$.....	\$.....
News Service:	\$.....	\$.....	\$.....
Wire Service	\$.....	\$.....	\$.....
Features	\$.....	\$.....	\$.....
Correspondents	\$.....	\$.....	\$.....
Papers, Magazines	\$.....	\$.....	\$.....
Engravings	\$.....	\$.....	\$.....
Circulation:			
Commissions, promotions, etc., not including employees	\$.....	\$.....	\$.....
Carrier boys	\$.....	\$.....	\$.....
Delivery service	\$.....	\$.....	\$.....
Postage	\$.....	\$.....	\$.....
A. B. C. or other	\$.....	\$.....	\$.....
Power, Light, Gas	\$.....	\$.....	\$.....
Express, Freight	\$.....	\$.....	\$.....
Commissions on Adv.	\$.....	\$.....	\$.....
Adv. Mat service	\$.....	\$.....	\$.....
Printed matter, sup., etc.	\$.....	\$.....	\$.....
GENERAL EXPENSE:			
Office supplies, stationery, stamps, etc.	\$.....	\$.....	\$.....
Telephone, telegraph	\$.....	\$.....	\$.....
Insurance, fire and life	\$.....	\$.....	\$.....
Donations	\$.....	\$.....	\$.....
Dues in assns., newspaper, Chamber of Commerce, etc.	\$.....	\$.....	\$.....
Traveling expenses	\$.....	\$.....	\$.....
Repairs on building	\$.....	\$.....	\$.....
Repairs on equipment	\$.....	\$.....	\$.....
Taxes—all kinds	\$.....	\$.....	\$.....
Office rent	\$.....	\$.....	\$.....
Depreciation, all kinds	\$.....	\$.....	\$.....
FINANCIAL EXPENSE:			
Interest	\$.....	\$.....	\$.....
Discounts allowed, local	\$.....	\$.....	\$.....
Discounts, national	\$.....	\$.....	\$.....
Notes payable	\$.....	\$.....	\$.....
Dividends on stock	\$.....	\$.....	\$.....
Interest on Investment or profit	\$.....	\$.....	\$.....

GRAND TOTAL OF ALL EXPENSES WHICH MUST BE PAID IF PAPER IS TO KEEP RUNNING \$.....

Grand Total Income, as above, \$.....

This last sum, received by subtracting the total estimated expenses from the total estimated income, is all you are going to have to pay wages during the year. If you are going to survive, you must reduce your wages enough to bring them within this final sum, if they do not already come within it. By comparing the wages you are now paying with the money you have to spend for wages in 1933 you can easily figure the percentage of reduction necessary.

Watching the Record.

Not only is it wise to know whether your wage scale is on the right basis, but it is also wise to watch your figures each month to see whether your expenses are coming within the estimates, and to see that the wages paid are within the amount to be paid in wages.

In these uncertain and difficult times with incomes low and collections bad the newspaper owner or manager must be constantly on his guard, or his expense account is liable to outrun his income—and he won't be able to pay his sales tax.

WHAT'S WRONG WITH THE TOWN?

Census reports seem to confirm that villages throughout the country are slipping. The general use of automobiles is taking trade to the larger places. The same tendency is also noticeable in the case of some county seats and other established towns. Charge some of it to the aptomobile, but also charge a proper proportion to an immigration policy which restricts the tide of European peasantry that formerly settled in or near the smaller places.

Probably it is too late to do anything for the villages. There is not even an Oliver Goldsmith to set forth their plight in undying verse. But the case of the suffering towns may not be hopeless. There may be something wrong with the towns themselves. If so, it is the duty of the newspapers in those towns to find out the trouble and point the remedy. Our scrapbook reveals a proceeding of this sort taken by the Danville (Ind.) Gazette several years ago. It was reported in The Publishers Auxiliary at the time, but we think the present is most opportune to bring it to attention again.

A questionnaire was addressed to the community—especially to the farmers—and was first published in the Gazette, after which the form was lifted and some hundreds of copies were run off for the purpose of general circulation. Instead of antagonizing the merchants, as might have been feared, it received their hearty cooperation. Business houses provided themselves with a quantity of the forms and also displayed a large window card with the query, "Have You Answered Yet?" Following were the questions:

1. How do you feel about Danville as a place to trade?
2. What do you think about the stores here in general? Why?
3. How could these stores be improved?
4. Which are the best stores, in your opinion, in Danville?
5. What criticisms or complaints have you of Danville stores? Which ones? Why?
6. What difficulties do you find in trading in Danville?
7. What articles do you buy elsewhere because you cannot get them in Danville?
8. How often do you go to Indianapolis?
9. Do you prefer to buy on credit or for cash?
10. Have you been refused credit by any of the stores here? Which ones?
11. Would you trade in Danville if offered more credit?
12. In what way can the local papers be improved?
13. What advertisements do you read in the Gazette?
14. Are they reliable or unreliable?
15. What improvements would you like to see made in the community?

16. What roads would you like to see improved?

17. What improvements would you like to see in the schools? In amusements and recreation and social facilities?

18. What do you think of Danville as a place in which to live?

19. What does Danville need to make it a better place in which to live?

All replies were anonymous. It was found that Danville had many failings, but the bulk of criticism was of a constructive nature. The town took the matter to heart and profied by it, and many faults were corrected, both in business affairs and civic management. It made a splendid feature for the Gazette, with a general story each week covering the replies and a number of special stories brought out by the different questions.

Fight Radio Change

Radio Stations WLAP and WHAS, Louisville, the latter operated by the Louisville Courier-Journal and Times, have filed objections to the decision of the Federal Radio Commission authorizing WFIW, Hopkinsville, Ky., to move its plant to Louisville.

The following, taken from an account of the recent meeting of the Tennessee Press association, is passed on for the consideration and study of our members with possible similar future action:

"The association definitely sat up a system for handling national advertising collectively through the office of the field manager with signed contracts to this effect by all newspapers represented at the meeting. It entered into a definite agreement for complete exclusion from Tennessee newspapers of the free advertising which has been getting almost unlimited space, under the guise of news. It worked out the applications of the rehabilitations of industry act to newspaper making and job printing."

R. E. Berkshire, editor of the Boone County Recorder, Burlington, has been appointed postmaster in that city and will assume the duties of that office on August 1.

The Press voices the sentiments of the fraternity in the state in extending its sympathies to Editor Keen Johnson, Richmond, in the loss of his father, the Rev. Robert Johnson, retired Methodist minister, who died of a heart attack early in July.

The publisher who can spare the time should solicit his field personally. It gives him opportunities to make acquaintances and beneficial contacts; gives him an improved understanding of the field and how better to serve the desires and interests of his readers.

Good merchants keep their window displays up to date. It is just as important that an advertisement be changed frequently as it is to change and freshen up window stocks. Both the window and the advertisement should be made to pay their rent. The publisher who fails to suggest new copy to his patrons is a bad window dresser to his paper.

TRADE MARK
LINOTYPE

ALL PURPOSE **Linotype**

5 point to 144 point . . . Slugs, single type, space and base • Mergenthaler Linotype Co., Brooklyn, N. Y.

Kentucky Press

Official Publication of THE KENTUCKY
PRESS ASSOCIATION

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Herald, Paintsville
J. L. Crawford Eleventh District
Times-Tribune, Corbin

When the code for printers and publishers is adopted in whatever form, there is no doubt that one paragraph will be adopted which will do more to help the average community editor out of a depression of his own making than any other measure that could be proposed.

It has been the experience of the editor, strengthened by much research among the community papers of the United States, that the average community newspaper lacks proper business methods in the front office. Too many editors are swimming along in a tide of competition without knowledge of business fundamentals, or an accurate knowledge of the costs of doing business in either his newspaper or his job shop.

This paragraph, section A, article III, reads: Cost and accounting. Every persons or concern in the printing industry shall maintain and keep in proper order, a cost finding system and accounting methods that will furnish and make available, with reasonable accuracy, all necessary information on to the costs of production of printing and the transaction of business by

said person or concern.

There are many such cost systems available for the community editor, or he can devise his own system. Whatever he does to follow the rule as outlined in the code, it will be for his own benefit. Many editors will learn, for the first time, the actual cost of production of his newspaper from week to week, or the cost of producing that job work which, to his surprise, he has been selling at a price less than the cost of production.

The editor of the Press is willing and eager to cooperate with the readers in recommending a cost system or will give his personal help in establishing a system in such offices that do not already use a standard system.

HELP THE MERCHANT

In these days the newspaper editor must be advertising counselor for his merchants. How often do we hear the complaint that "advertising doesn't pay."

Do we sit down and analyze advertising from the merchants' standpoint? Here are some of the reasons why merchants do not always get the maximum results from newspaper advertising:

1. Many are still clinging to the sensational. One sale after another is held until the response to each grows less, and all conceptions of what a regular price should be is destroyed.
2. Ambiguous claims and statements over-estimating values, unreasonable comparisons.
3. Failure to advertise what people want when they want it. People will not anticipate too far ahead of the season and they are not easily sold merchandise going out of season at any price.
4. Poor layout and mechanical arrangement. Few advertisers are able to visualize their layout in printers' ink and type.
5. Too much descriptive and editorial copy. This is a day of picture advertising.
6. Average merchant does not devote same time and study to advertising that he does to other parts of his business.
7. Inconsistency. Spasmodic, untimely advertising.
8. Money is better spent a little ahead of the season when sales will produce a profit than on big sale spreads at the other end of the season when there is less demand.
9. Proper use of space. Most stores know little about comparative space units. Small advertisers stay out of the paper many times because they cannot compete in space used by big fellows. It takes more time, more skill, more effort, to make small space effective.
10. Lack of knowledge of how much to spend and how to distribute it properly.—Wisconsin Press Howler.

In the "Starbeam Club," a department for children, conducted by Uncle Tom, the Chelsea (Mass.) Evening Record has a feature which has built good will and brought many new readers to the paper. The club members write letters which are printed from day to day, with the bottom of the pile never in sight. The children tell Uncle Tom everything, from detailed accounts of their vacations to arrivals of new brothers and sisters, and derive a great deal of pleasure from reading their own and other children's letters in the Record. In his daily letter to the children, Uncle Tom writes of matters which are likely to be of special interest to them, taking occasion from time to time to stress safety for children. These are not sermons, but are straight-forward talks on traffic, thin ice, coasting, and other dangers. Children follow the department very keenly and see to it that their parents take the paper. They talk about the Starbeam Club and proudly exhibit their small membership buttons to their schoolmates. A feature of the Record's promotion of the department is an occasional movie theatre party or other entertainment for the children. These occasions are enlivened by songs, dances, stories, and other stunts provided by the club members.

Two-Color Job Printing

Does two-color printing pay the advertiser?

That is the question.

It was recently tried out simultaneously in Louisville by two business houses of widely different interests. The copy and drawings for each were prepared by an advertising agency who also supervised the test.

Both houses submitted a list of prospects. Each alternate name on each list received a folder printed in two colors. The rest of the names on each list got the same folder printed only in black.

When both flights were completed a careful check of replies was made and in each case it was found that the folders printed in two colors produced twenty-five per cent more replies than those printed only in black.

When it is considered that the additional color required only the slight extra cost of press work, it would seem that it is always best, results considered, to print folders in two colors instead of one.

Here's a positively certain good tip. A chance you musn't let slip.

You'll get a surprise

If you'll just advertise.

It's a help to good salesmanship.

It costs more to send newspapers to distant points; so it is only reasonable that these subscribers should carry a higher rate. Some newspapers get the rate, but many do not.

Promotional Advertising That Will Pay You

One of the strangest anomalies in the world is the merchant who, surrounded with every evidence of the value of advertising, yet refuses to adopt it for himself. He doesn't believe in advertising, yet such business as he has is the result of advertising—advertising done by the merchants who bring people to his town—advertising done by the manufacturers and jobbers of the articles he sells. He carries these articles in preference to others because his customers know about them and ask for them.

Next to the merchant who refuses to advertise is that benighted individual, the newspaper publisher who, relying upon advertising for his living, takes no active measures to promote it; who never helps his advertisers get results; who never suggests copy, copy changes or illustrations; who is careless about matters of typography and display; who permits his circulation lists to get into an unhealthy condition; who fails to promote his own town and its interests; who does not strive by every means to create reader interest in his publication.

The modern newspaper is a monument to the power of advertising in more respects than one. It had to advertise itself in order to be read. Self-advertising has been done as much to make it as has the advertising it receives pay for carrying. Every newspaper advertises itself to some extent, but even those which perform the minimum in this respect owe their existence to the advertising done by other publications—the advertising which has made the public newspaper conscious. If your community were not newspaper conscious you would have tremendous difficulty in conducting a publication in it.

If advertising doesn't pay, what is it that has built up the motor car industry? What has given California and Florida their splendid positions in the American commonwealth, in contrast with some other states which also resources, natural advantages and good climate? What has made the chewing gum millionaires? Speaking of the latter, it is not too much to say that they have literally taken bread out of the mouths of children and substituted gum. But that is all right, since the children do not complain. Good thing, too, for if you can keep a child's jaws employed between meals, he will do better justice to the regular repasts.

We haven't observed any legitimate advertising that has done anyone any harm, excepting the people who do not indulge in it.

A SUGGESTED FULL-PAGE AD

The Fairbury (Neb.) News & Gazette secured an unusual number of

new subscriptions and renewals. The idea was based on a showing of the service performed by the publication and was presented in a full-page advertisement attractively illustrated and displayed. Stress was laid upon the fact that it costs the publishers an average of eighteen cents to produce each copy of the News & Gazette, yet subscribers pay only four cents of the amount. Also emphasized was the fact that not a week passes in which the subscriber cannot save the entire cost of his year's subscription by taking advantage of some item in the advertising columns or some news of economic value. An interesting survey of one week's edition showed the following news coverage:

Births, marriages and deaths. School news, city and county. Church notes. Criminal news. Political news. Accidents. Community activities. Road improvements. Society items. Editorials. Reunions. Baseball and football. Golden weddings. Court filings. Commissioners' proceedings. Markets. Real estate transfers. Coming attractions. Neighborhood news. Nearby town news. 4-H club and farm news. Review of news items of 55 and less years ago.

Names counted in the issue showed a total of upward of 2,000. A review of advertisements was also included and showed the following items of coverage:

School news specials. School notices. Special tire prices. Reduced railroad rates. Summer sale bargains. Department store specials. Coming attractions. Felt Hat Day announcement. New type gas burners. New tax levies. Lower prices on autos. Grocery specials. Cut in bread prices. Fruit jar sales. For rent, for sale, lost and found, and other miscellaneous ads.

The display carried an invitation for friendly cooperation of the community and suggested that a subscription would be an acceptable gift to the boy or girl going away to college. Attention was directed to the expiration date following subscriber's name on the wrapper with a request that the publication be notified if the date were in error; and a request for prompt remittance on early expiration.

ADVERTISE YOUR PAPER

The following is material for an ad in our promotional series. Study it and then prepare your own material. We recommend a three-column ad with the body type set in 10- or 12-point. It is not necessary to tie this ad up with an anniversary number—use it at any time.

Another milestone is about to be passed by the Seaton Independent. Founded in 1894, it is one of Seaton's oldest institutions and has been published continually for thirty-six years.

Each week the Independent has gone to press full of the happenings in the community. The births, marriages, deaths, the events of importance and the little items of personal interest. Its pages have, we believe, faithfully reflected the life of the people as lived from week to week.

Nowhere else is there a more complete record of the community's existence. The hopes and fears, joys and tragedies, accomplishments and disappointments, all are there. The Independent's files are a thirty-six year history of this community.

The Independent is proud to have been a part of Seaton's existence. It is proud to have contributed its modest part to that existence. It hopes it may continue to merit the confidence of the people in the future as it has in the past.

Beginning a new publication year, the Independent looks forward to better things for Seaton's people; bigger accomplishments and greater progress, which to chronicle in its columns.

Advertisers wishing to reach buyers in the Seaton field with their advertising messages will do well to employ space in the Independent's columns. No other medium covers this field as completely. No other medium can present the message more effectively. The Independent is the home paper, carries home news, and claims each individual's attention. Hence, no other publication entering this field is in as intimate touch with the people. Sell them your goods by advertising placed in the Independent.

Buyers of printing should get prices and consider the quality of work done in the job department of the Independent before placing their orders. We can save you money on your printing with no corresponding decrease in quality. No job is small enough for us to slight, each receiving careful attention. We are equipped to handle all work with dispatch. No matter what your printing problem is, get our estimate before buying.

THE SEATON INDEPENDENT.

SEE FELIX

For Your

LINOTYPE METAL

Now Representing
METALS REFINING CO.

Manufacturers of
WILKE'S TYPE METAL

NO MORE KENTUCKY PRESSES!

Several people will be without their customary copy of the Press this week. For them there is no local news, no feature stories no money-saving advertisements, all because they neglected to renew their subscriptions to the Press.

Since the Press is not a free-distribution paper, it goes only to the people who desire it enough to pay the small fee of \$.... for 52 issues. So with this issue quite a number of names have been removed from our subscription list. They may be reinstated.

**Renew your subscription
Today**

QUALITY PRINTING

Now is the time to place your order for Quality Printing as paper stocks and other supplies are increasing in cost. Take advantage of the supply we now have on hand. We can supply you with any kind of printing.

**Buy Your Printing from
Your Home Printer**

The Kentucky Press

UP! UP! UP!

**Everything is going up
except Advertising**

**This paper thinks
Advertising will also
GO UP**

**Make contracts now when
the going is
GOOD
The Kentucky Press**

**Business Conditions
demonstrate that**

NOW

**is the time
to Advertise
This paper will**

HELP

The Kentucky Press

Are You a Leader?

Are we, as editors, who assume the responsibility of editing the local papers, leaders in our communities? Are we counselling or just selling our advertisers? Are we crusading for the better things in life for our communities? Are we holding the social and moral respect of the people of our communities? Are we conscious of these obligations or are we just making money?—Edwin A. Bemis, field manager, Colorado Press Association.

One steady subscriber is better than two irregular ones. New subscribers are essential, of course, but in the race for circulation it is just as necessary to shape your efforts to the keeping of old subscribers as to the gaining of new ones.

There are publishers' associations, editorial associations, press clubs, leagues of advertising men and various other associations and groupings in the journalistic calling; but has anyone ever thought to organize an association or club of country newspaper correspondents? It would seem to be a good field. These workers have their problems, and would benefit from getting together and exchanging ideas.

The Watseka (Ill.) Republican, M. S. Taliaferro editor, takes pride in a directory of professional people claiming to contain, with few exceptions, all lawyers, physicians, and dentists in the town. It occupies a prominent position on an inside page of the Republican and is kept filled without resort to soliciting pseudo-professionals or persons outside the city limits of Watseka.

The North Central Kentucky Press association met Thursday evening, July 20, at the Kentucky Tavern, in Trimble county, as the guests of Editor W. L. Dawson. Editors present, who discussed local newspaper problems, were Mr. Dawson, N. A. Perry, E. R. McClure, and Keith H. Hood.

Fire of undetermined origin damaged the plant of the Georgetown News and an adjoining building early Wednesday morning, July 12. The loss, partially covered by insurance, totals several thousand dollars. The fire was the second in two weeks' time, leading authorities to suspect incendiarism. Because of the damage to news and linotype rooms of the Georgetown News, facilities of the Lexington Leader were used to set type for the Thursday edition. The paper was printed on the News' press, however, which escaped serious damage.

Newspapers need to be well dressed no less than do individuals. There are publishers who would not think of wearing a shabby suit of clothes who, nevertheless, have no hesitation in

using worn type and worn-out equipment to produce their publications.

BEER ADVERTISING

The situation regarding beer advertising is possibly, at present, of interest.

There are about eight big brewing enterprises that are dependent upon Kentucky and the south for distribution (and advertising). Out of the eight, there are at present only two that are in production. This production is entirely inadequate and both of these breweries are literally swamped with orders. One brewery has actually sixty clerks taking telephone orders.

When the situation clears and production equalizes the demand, advertising will then be of great importance and ought to be in great volume this coming fall.

There has been some objection to beer advertising by the rural press but this is gradually disappearing. Old "Ad Infinitum" says, this is because the whole country is hell-bent on Repeal.

One exception to the rule of "no ads on the front page," which more and more publishers are coming to adopt, is the ad wherein the publisher advertises some special feature of particular reader interest in that issue of the paper.

Cover the news in an honest manner and reserve your opinions for the editorial columns. The policy of printing all the news that is fit to print might better be modified to that of printing all the news that is right to print. Impartial news treatment does not call for the needless jeopardizing of good reputations.

Advertising Service

Rendering service to our advertisers is part of making our newspaper the medium it should be. One Minnesota publisher tells how he handles the grocery store advertising each week. He saves the spoiled papers as they come from the press, and cuts out all the current grocery ads. These he pastes on a nice card and takes several of these pasted ads to each advertiser immediately after the paper is out. A fine idea—and a real service. This saves the merchant from cutting out the ad—and gives him an idea that you are interested in his business and want to help him make his advertising profitable.—Minnesota Press.

CHAIN STORE ADVERTISING

An Advertising Agency was recently offered certain chain store advertising in four states—if at same prices the chain was then paying.

In consequence, an immediate survey of the territory was made which

demonstrated a surprising situation so far as the country press is concerned. It was developed that there are no stabilized local advertising rates. This was particularly true where there were two papers in a town both fighting for business, each cutting rates to the quick in order to keep the advertising.

It was also ascertained that few rural newspapers have any definite ideas as to cost of local advertising composition which opinion varied from nothing per column inch to 25c the column inch. One paper in southern Indiana belonging to a woman, wrote in that type composition did not cost her anything because she owned her own plant and composition was done by her own typesetters. One wonders if she paid anything for her plant and if her compositors worked for nothing. The cost of composition quoted at 25c was figured by one of the oldest newspapers on the list (87 years old) which stated that they had been setting chain store ads for years and "they knew what they were talking about."

Yet a number of papers in Kentucky, Tennessee, Indiana, and Illinois were setting up these ads and printing them at 20c the column inch. All of which causes old "Ad Infinitum" to rise up and remark that if the country papers had sufficient guts to ask a living rate and stick to it, they would be a darn sight better off.

Said old Ad Infinitum, "I feel Advertising's to get a New Deal
So lead out your triumphs
Get out of the dumps
And make your strongest appeal."

WATCH THE WEATHER

The success of advertising sometimes depends largely upon the weather.

I recall one experience that at first seemed disastrous. A big department store had purchased a tremendous supply of straw hats.

The spring weather had been glorious and it was decided to make a big advertising splash on these hats for an opening sale the following Saturday.

The ads were to appear on the Friday before. Copy was completed on Thursday, setup and proofs okayed that night and released on Friday.

The weather was lovely but on Friday it began to rain and turn cold. On Saturday morning it was snowing hard.

My client spent a thousand dollars on advertising and sold less than a hundred dollars worth of hats that snowy Saturday morning.

But!

Next week it turned warmer, the weather became more seasonable and the straw hat sale turned out to be successful after all.

Why Encourage More Traffic

Accidents

With Poorly Lighted Streets?

A very serious and steadily growing problem—traffic accidents. Last year more than 33,500 men, women and children were slaughtered and more than 1,200,000 were seriously injured—some of them permanently—in automobile mishaps.

Who is mostly to blame for this appalling condition? Or what is to blame? Reckless drivers? Road defects? Failure of tires and mechanisms? To a degree.

But look at these facts:

About 80 per cent of all traffic flows in daytime when 50 per cent of accidents occur. The other 50 per cent of the accidents happen after sunset when only 20 per cent of the traffic is flowing, the Metropolitan Life Insurance Company states.

Furthermore, 35 per cent of all night accidents are directly due to poor street lighting, the National Safety Council reports.

It is true there is a sort of economy effected when a community cuts out street lights. But what an economy—which takes a tragic toll in lives and injuries, in lass, sorrow and misery!

Do you approve of such so-called economy?



Kentucky Utilities Company

Incorporated