

March, 1938

The
Kentucky Press



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Kentucky Newspapers



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Last Call For Entries In 1938 Prize Contests

Call is hereby issued for the 1938 prize contests of the Kentucky Press Association. Every editor of the State, whether member of the K. P. A. or not is eligible to enter the contest.

Please read the rules governing each contest and follow them to the letter. Any violation of the rules will result in the entries being discarded. Send in as many entries as you please, but observe the deadline. The rule that no newspaper is eligible to enter any contest in which it has won first place during the preceding two years will be strictly enforced and your cooperation is requested when you send in your entries.

Attention is particularly called to the requirement that entries in the editorial, news, and advertising contests must each be pasted on a separate slip of paper, or cardboard, otherwise the entry will not be considered. The exhibit this year promises to be one of the largest and best since the contest began.

PRIZES TO BE AWARDED IN THE 1938 CONTEST

Beautiful silver prizes will be offered in this year's contest. These are made possible through the courtesy of the Louisville Courier-Journal, Lexington Herald, Lexington Leader, and President J. LaMarr Bradley. Second and third prize winners will be awarded certificates.

Best Daily Contest Added This Year

The executive committee authorized a new contest to be called the Best All-around Daily Contest. This will be open to all dailies in the state with the exception of those published in Ashland, Owensboro, Paducah, Covington, Lexington, and Louisville. The same rules, slightly modified, that govern the selection of the Best All-Around Weekly Newspaper, will be applied in the Daily contest. The committee is soliciting entries from every daily in the state.

Enoch Grehan Memorial Plaque For Editorials

Through the wishes of Mrs. Enoch Grehan and the cooperation of the Department of Journalism, a plaque will be awarded for the best editorial each year. This will be a revolving award and a place will be made on the plaque for the engraving of the name of the newspaper winner each year. The committee has ruled that daily papers, as well as weekly papers, will be eligible for this award. This contest is entirely different from the Cozine award which is made for the best editorial page.

Each contestant may select any issue of his paper between June 1, 1937, and April 1, 1938, for his entry in any contest. This change

from requiring specific issues of newspapers was made at the request of many of our members. It is suggested that "election" issues should not be included among the entries.

All-Around Contest

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

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

Front Page Contest

Factors to be judged include headline content, headline schedule, type balance, make-up, name plate and ears, press work and inkling, appearance and illustrations (if any), and contrast.

(Note.—Special emphasis will be placed on the make-up of the entries in the above two contests.)

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, figure of speech, punctuation), and vocabulary. Each editorial should 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, this contest is continued for competition this year on the best community news story. The factors to be considered are content, sentence and paragraph structure, thought, unity, coherence, vocabulary, the lead, and community service value. Each story is to be pasted on a sheet of paper with the notation of the 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. Only crime stories will be barred from this contest.

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;

(Continued on Page Three)

Entries Wanted For Cozine Trophy Cup For Meritorious Editorial Page

Kentucky Press Association newspapers will compete again this year for the Ben Cozine Memorial Cup, awarded possession to that paper in the State adjudged as having the best editorial page. The Cozine Memorial Cup was offered for the first time in 1935 through the generosity of Wade M. McCoy, managing editor of the Shelby News, Shelbyville. The winner in that year was Warren Fisher's Carlisle Mercury. Mr. Fisher won again in 1936. Gracean M. Pedley, Lyon County Herald, won the 1937 contest. The contest is "wide open" this year. Come on in!

As the title implies, this handsome silver loving cup is dedicated to the memory of our beloved Ben Cozine, who made his editorial page an outstanding example of the best in journalism, and his editorials a far-felt force in his town and his state. To retain permanent possession of the cup, the newspaper must win it three times.

With the advice and direction of Mr. McCoy, the following rules were made to govern the selection of the winner each year:

1. Page content: the page must contain articles of literary, feature and editorial matter only.
2. No advertisements should appear on the page. However, this will not bar contestants using such advertisements, but said use will count against perfection. (See note below.)
3. Editorial matter: preference will be given to "home-written" editorials while "canned" editorials will be a detriment.
4. Clipped editorials of community nature will be acceptable.
5. Features and Literary: features such as "Twenty Years Ago," syndicate materials such as written by Doctor Copeland, Bob Burns, etc., essays, poems, etc., will be acceptable.
6. A column, whether serious, humorous, or a mixture, will be considered editorial page material.
7. Editorial cartoons will be acceptable.
8. Headlines, whether spot heads or standing department heads, will be judged for typographical balance.
9. Mast heads: the typographical appearance, the content, and relation to the page as a whole will be considered.
10. Art work: if any, will be given full consideration.
11. Makeup and balance: the page makeup with emphasis on balance, symmetry, and contrast will be given close scrutiny. Extra width columns, in symmetry with the rest of the page, will be given special consideration.
12. Subject matter: as a community paper should emphasize community news and community interests, too much "outside" news will be marked down.
13. Special attention will be given to the rhetoric, punctuation, unity, coherence, expression, dignity, vocabulary, and fitness of the subject matter in the contents of this page.
14. Each contestant will submit three consecutive issues of his newspaper from which the judges will select the best single issue for competition.

On account of the time limit until the association meeting, entries to this special contest may be submitted up to and including June 1. Entries should be mailed to Professor Portmann, U. of K., and should be plainly marked as to contents.

In regard to the second rule, Mr. McCoy has written the following:

"Several days ago I was sold decidedly on the idea of eliminating advertising and foreign matter from the editorial page, which is in accordance with the best ideals concerning such pages. The idea still is good, I believe, but I have discussed the matter recently from this standpoint with Kentucky printers and newspapermen (not by letter) and the common viewpoint was that Kentucky editors look upon the editorial page as a good advertising page, in many cases promising merchants preferred positions upon it. Probably such editors cannot be induced to change their opinions by just a contest. The suggestion was made that if the rule held, few newspapers could qualify. The thought came to me that the ground was fertile for such a restriction—just as Indiana editors are beginning to eliminate ads, hokey, canned publicity, and plan trips from their pages by the examples shown them in state contests."

The chairman agrees with Mr. McCoy, but, together, we have amended the rule to serve again for this year's contest at least. Let us have plenty of entries.

Contests

Summer Meeting At Mammoth Cave June 9, 10, and 11

Mammoth Cave was selected as the place for the mid-summer meeting of the KPA by the Executive Committee at its spring meeting held in Jodie Gozder's beautiful and commodious Laurel Crest camp on the Green river. The date was set as June 9, 10, and 11.

Joe Richardson, Glasgow, who presented the invitation, was appointed chairman of the program committee. Others to assist him are Gracean Pedley, chairman of the executive committee, Eddyville, and Secretary Alcock, Danville. President LaMarr Bradley is a member ex-officio. This committee is working with Manager W. W. Thompson of the Cave properties and promise a full and worthwhile program which will be announced in the May issue of the Press.

Members of the executive committee present to partake of the generous hospitality of the Gozders were President LaMarr Bradley, Chairman Gracean Pedley, Harry Lee Waterfield, Vance Armtrout, R. L. Elkin, Tyler Munford, Russell Dyche, Joe Richardson, Vernon Richardson, Dolph Creel, and Victor Portmann. Lieut.-Governor Keen Johnson was a guest. Mr. Gozder has enlarged and beautified his camp, and, while much work remains to be done according to Jodie, it is one of the most beautiful and comfortable lodges in that section of the state.

(Continued from Page Two)

\$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 the contestant's office, either hand or machine composition.

Each contestant may select any advertisement that appeared during the year, June 1, 1937, and April 1, 1938; each entry to be mounted on a sheet of cardboard with the notation as to the name of the newspaper, date of issue, and name of contestant.

Best Editorial Page Contest

This contest, again sponsored by The Shelby News through the Ben Cozine Trophy is announced in another column.

Open to Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest is open to country dailies. Every editor is urged to send in his entries for each contest and every entry will be judged on its merits. Let us make this 1938 contest the biggest contest of them all! No newspaper

shall be eligible for more than one of the above first prizes.

June 1, Deadline

All entries must be in the hands of Prof. Victor R. Portmann on or before June 1. 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 Prof. Victor R. Portmann, University of Kentucky, Lexington. It is suggested that the editor write a note announcing that the package has been sent, to avoid delay and possible loss of the entries.

TROPHY OFFERED FOR JOB PRINTING EXHIBIT

Through the courtesy of Thomas F. Smith, president of the Louisville Paper Company, a special contest is open for the editors of the state at the mid-summer meeting. Mr. Smith will present a handsome and valuable trophy for the best exhibit of job printing at the meeting. Every editor is urged to prepare an exhibit, preferably mounted on a large cardboard, for exhibition and judging during the meeting.

The following items are to be included. Exhibitors are urged to include every item, but, to aid that printer who might not have every item in his files, at least eight of the twelve listed must be included:

1. Letter head—one color.
2. Letter head—two or more colors.
3. Envelope—one color.
4. Envelope—two or more colors.
5. Program.
6. Booklet—four or more pages.
7. Business card.
8. Calling card.
9. Wedding invitation.
10. Statement or bill head.
11. Blotter.
12. "What you consider your best job."

The postal laws and regulations regarding back subscriptions and the sending out of sample copies are reprinted herewith for the benefit of those who may be lacking such information.

Postal Laws and Regulations Chapter 526, Sec. 4

The right of publishers to extend in good faith credit on subscription is recognized and will not be abridged, and although all subscriptions are regarded as expiring with the period for which they were obtained, nevertheless, in order to give an opportunity to secure renewals, copies of their publications shall be accepted for mailing as to subscribers at the usual second-class rates of postage for a period of one year from the date of expiration, except in the case of subscriptions for less than one year, but copies sent to persons after one year from the date of the expiration of their subscription, or, in the case of subscriptions for less than one year, copies sent after the date of the expiration

thereof, unless such subscriptions be expressly renewed for a definite time, together with an actual payment of subscription or a bona fide promise of payment, shall not be accepted as subscribers' copies but shall be accepted as other than subscribers' copies but shall be accepted as other than subscribers' copies at the rates shown in section 546.

Chapter 547

1. Sample copies, to be acceptable for mailing by publishers at the office of entry at the second-class pound rates, shall be copies sent to persons for the purpose of inducing them to subscribe for, advertise in, or become agents for the publication.

2. Only complete and unaltered copies of regular editions as sent to subscribers shall be mailable as sample copies.

3. Sample copies shall be plainly marked as such on the address side of the exposed part of the publication or package or wrapper. Several sample copies may be included in a single wrapper to one address, or may be sent in one wrapper addressed to the post office, and each paper therein properly folded, addressed to some patron of the office, and marked "Sample Copy."

4. Copies addressed to the same person in excess of three times in any one calendar year shall not be accepted as "Sample Copies."

5. Sample copies shall be accepted for mailing at the pound rates to the extent of not exceeding 10 per cent of the total weight of copies mailed to subscribers during the calendar year. Such sample copies may be mailed at any time during the year, based on an estimate of the probable mailings to subscribers during the year, obtained from the best information at hand. For instance, a publisher of a "weekly" mailing an average of 1,000 pounds per week to subscribers would mail during the year 52,000 pounds to such subscribers, and may, therefore, mail sample copies to the extent of 5,200 pounds at any time during the year at the second-class pound rates. Should a publisher offer for mailing as "sample copies" copies in excess of the amount above prescribed, the postmaster shall require postage on such excess copies at the rates shown in section 546. (Sec. 546—\$.01 for each two ounces or fraction thereof.) Mailings of a publication (including sample copies) pending consideration of the application for admission thereof as second-class matter shall be accepted as provided in section 530.

6. Copies mailed by a publisher acting as an agent for an advertiser or purchaser shall not be accepted as sample copies. Copies marked "Sample copy," but not mailable as such, and copies paid for by advertisers, or paid for by others for advertising purposes, mailed by a publisher, shall be subject to the rates shown in section 546, and such mailings shall not be regarded as affecting the second-class status of the publication, except that the regular

mailing of large numbers of such copies may be taken to show that the publication is "designed primarily for advertising purposes, or free circulation or for circulation at nominal rates."

7. Sample copies shall not be admitted to the mail as free county matter.

FAVORITE RECIPE COLUMN AND COOK BOOK

Many newspapers — weeklies as well as dailies — are finding a "Favorite Recipe" column a splendid news feature and an advertising puller for a Food-and-Market Basket page carrying grocery and meat market ads. Women subscribers are solicited to furnish copy for such a column. Winners of premiums in the culinary department at a county fair will gladly respond to an invitation to give their prize-winning recipes. If there is no fair in your city ask some of the women who enjoy reputations as good cooks to start the ball rolling.

A good tie-in with the Favorite Recipe column is a cook book, carrying the name of your newspaper, with pages blank for pasting in the recipes clipped from your paper. Such a cook book is a fine good will builder, serves to sew up your subscribers tighter than ever, and will bring new subscribers. It is an inexpensive premium, too. An edition of 500 copies can be printed at a cost of not over 15 cents per copy.

ADS FOR TELEPHONES

The Edmonds (Wash.) Tribune-Review used its display columns recently to promote the advertising pages of the local telephone directory, which is printed in the newspaper plant. An advertisement suggested the installation of telephones immediately by those who wished to have their names included in the directory soon to be completed.

NUMBER OF NEWSPAPERS DECREASES DURING 1937

Daily English language newspapers number 2,084, a decrease of 23 under the year previous, according to the 1938 edition of N. W. Ayers & Son's Directory of Newspapers and Periodicals. A decrease of 176 weeklies and 18 semi-weeklies was also shown. On the other hand, there were 15 more daily papers with Sunday editions, an increase of 11 in the number of foreign-language daily papers and three more tri-weeklies.

A breakdown according to the morning and the evening fields is made for the first time, showing 1,605 evening papers, 454 morning papers and 25 all-day. Circulation for evening papers is estimated at 25,800,000 and for morning papers, 15,600,000, with Sunday circulation of 31,000,000.

Twenty-five years old is the Olive Hill Herald, edited by W. F. Fultz. The birthday was celebrated April 7.

The Kentucky Press

Official Publication Of The Kentucky Press Association

VICTOR R. PORTMANN..... Editor

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University Of Kentucky, Lexington

PRESS ASSOCIATION OFFICERS

| | | |
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| J. Curtis Alcock | Secretary-Treasurer | Messenger, Danville |

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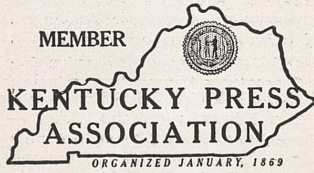
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NEWSPAPER EXHIBIT COMMITTEE

Victor R. Portmann, Kentucky Press, Lexington, Chairman; W. C. Caywood Jr., Sun, Winchester; Denny B. Spragens, Marion Falcon, Lebanon.



JOE COSTELLO

The Kentucky Press Association, and the newspaper fraternity, have lost a valuable member in the death of Joe Costello. He had served the KPA, as a member of the executive committee, for many years and his friendly counsels, optimism, and good fellowship will be sadly missed. The Press joins the entire newspaper fraternity of the state in extending sympathy and condolences to his surviving family.

POLITICAL PUBLICATION

A major side issue in an election campaign is the attempt on the part of the candidates to get free publicity in the newspapers and the efforts of the press not to be imposed upon.

This aspect of the campaign seldom is thought about by the public, whose nebulous good will is sought by the candidates with all the resources that they can muster. Yet it is of major importance in the race, because newspapers, despite the increasing use of the radio by political speakers, are still the best medium for the candidates to get their messages to the voters.

The present-day political race

finds the candidates better organized than heretofore to get their free publicity before the public and the newspapers better equipped to resist the barrage of propaganda from all sides.

The newspapers are caught between two fires. As a public duty, they must devote considerable space to the candidates and their speeches and announcements in order to inform the voters, yet they cannot open their columns entirely to the free advertising of candidates.

So, as the election grows hotter, newspapers are assaulted from all sides with the publicity and puffs for the various candidates written up by experienced reporters who know enough about news to make mush of their material worth printing. It takes considerable fortitude and intelligence on the part of a publisher to combat this demand for space and to get his share of the big campaign budgets in advertising revenue.

Whatever you do, adopt the strict cash-in-advance policy.

91% ADULTS READ NEWSPAPERS REGULARLY

Who reads newspapers? Time magazine for February 14, says, "Nearly all adults read newspapers, 91% regularly; 41% regularly read magazines; 34% read many books." These figures are taken from a survey made by Dr. Guy Thomas Buswell of the University of Chicago.

In the community newspaper field, every subscriber-newspaper is not only read by every adult member in the family, but by the chil-

dren as well. The average family is composed of four-and-a-half persons—all assuredly readers. Prof. Charles Allen, formerly of the University of Illinois, found, in one community, that the newspaper was read by two or three times as many persons as the legitimate subscribers, that is, the paper was "borrowed". If this is a true criterion, then each single issue of the community newspaper is read by ten or more persons at least. The community paper assuredly covers its circulation field and is a strong potential factor in advertising.

An open mind is one of the greatest assets an editor can possess and it is one of the things which guarantees progress and freedom under our democracy.

NEW MEXICO TAX ON ADVERTISING UPHELD

The Supreme Court of the United States sustained the two per cent gross receipts tax imposed by New Mexico upon income derived from out-of-state advertising. In affirming the decision of the New Mexico Supreme Court, the United States Supreme Court agreed that although advertising is considered in interstate commerce, the state of New Mexico has a right to tax it.

P. O. ASKS HIGHER RATE ON FREE PUBLICITY

The Post Office department has been cracking down on free publicity in picture-mat services, on the ground that it ought to pay the higher postage rates prescribed for advertising matter in newspapers and periodicals when the company publicized is paying the mat-service for the mentions. They have also instructed postmasters that such matter should carry the slug "Advertisement" as required by the Act of August 24, 1912 (postal regulations, section 411, paragraph 2).

Several publishers have posted this paragraph conspicuously so that it may be shown to visitors. It reads, "All editorial or other reading matter published in any such newspaper, magazine, or periodical admitted to second-class for the publication of which money or other valuable consideration is paid, accepted, or promised shall be plainly marked 'Advertisement.' Any editor or publisher printing editorial or other reading matter for which compensation is paid, accepted, or promised without so marking same, shall upon conviction in any court having jurisdiction be fined not less than \$50 or more than \$500."

EXTRA COPIES TAKE EXTRA POSTAGE

In reply to an inquiry by the Vista (Calif.) Press regarding postage on extra copies of the Press mailed out for advertisers, the third assistant postmaster general wrote:

"In reply to your letter of Jan. 22,

you are advised that copies of a second-class publication mailed in pursuance of a contract, agreement, or understanding with an advertiser or other interested party for advertising purposes may not be accepted at the second-class postage rates as subscribers' copies but such copies are regarded as other than subscribers' copies and are chargeable with postage at the transient second-class rate, 1 cent for each two ounces or fraction of two ounces, computed on each separately addressed copy or package of unaddressed copies, and not on the bulk weight."

TWO CLASSES OF PUBLISHERS

There are two classes of publishers, according to a writer in a recent issue of a trade publication, the publisher who is in business primarily for revenue and the other who is more interested in the professional end of the paper than the click of the cash register. The present importance of the newspaper seems to indicate that when a publisher feels that he wants to be entirely in one of those classes, he is not doing the job that the situation affords. A wholesome balance between the two is needed and one can observe, where there is such a balance, that that newspaper is a leader. Neither type to the exclusion of the other is a proper balance. The survival of the newspaper industry, in the face of modern competition, depends upon a good balance of these two important factors.

COMMENCEMENT ANNOUNCEMENTS

It is not a bit too early to start scouting around to get the printing of the commencement announcements in your territory. Several publishers are handling the commencement programs and senior cards and some are now getting into the business of supplying the diplomas, which they buy from the manufacturers.

Every year some publishers pick up a page or two advertising space by selling a co-op ad of congratulations to the local high school graduating class. A picture of the class as well as the names of the graduates adds to the interest of the page.

UK JOBS OPEN

Several positions as linotype operators will be available September in the composing room of The Kentucky Kernel for students attending the University.

It will be possible for a student to earn all or part of his expenses while attending the University as well as some spending money. Full information concerning these jobs can be obtained from James Shropshire, graduate manager of publications, Kernel business office, McVey hall.

JOE COSTELLO, CYNTHIANA PUBLISHER, PASSES AWAY AT HIS HOME

An illness of several years duration proved fatal April 26 to Joe Costello, 44, owner and editor of the Cynthiana Democrat and a member of the executive committee of the Kentucky Press Association. He died at 7:30 o'clock at his home on Miller street.

A native of Monticello, Wayne county, he was the son of Mrs. J. W. Costello and the late Dr. Costello. He became a member of the Cynthiana Democrat staff in 1911 when it was owned by the late J. M. Allen, but in 1915 he went to St. Louis, Mo., to accept a position in the government printing office in that city.

While in St. Louis he enlisted in the army during the World War and saw services overseas with an artillery unit. After the Armistice was signed he returned to Cynthiana and resumed his position with the newspaper there. Mr. Allen, who died in July, 1932, willed the newspaper plant to Mr. Costello and the latter took over complete control and has since continued to operate the newspaper, a weekly publication.

Despite his poor health he continued his duties as editor of the newspaper with the exception of periods during which he was forced to leave on account of his physical condition. Part of the years 1933 and 1934 he spent in Phoenix, Ariz., because of his health, and recently he spent two weeks at the St. Joseph's sanatorium in Asheville, N. C. He returned here Saturday, April 16, and apparently was somewhat improved, but he became ill again and his condition gradually grew worse.

Sunday his sister, Mrs. Lester Camden of Somerset, and his brother, Jim Costello of Monticello, were summoned to his bedside.

He was a member of the state Democratic executive committee and of the Stephen B. Whalen Post, American Legion. He also held membership in the Cynthiana Business Men's Club and was a member of the Cynthiana Christian church.

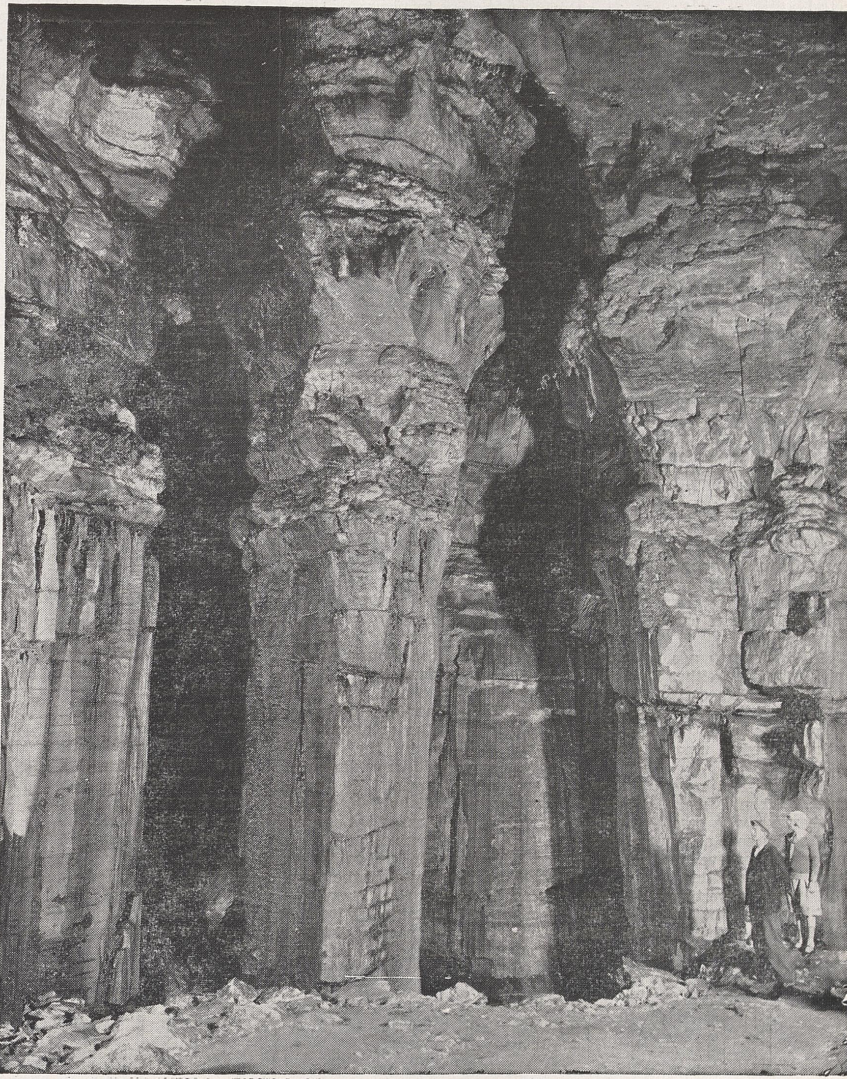
Survivors are: His wife, Mrs. Amy Russell Bishop Costello; his mother, Mrs. J. W. Costello, of Monticello; his sister, Mrs. Camden, and his brother, Jim Costello.

Funeral services were held April 28 with all citizens gathering to pay their last respects. Several of his brother editors were in attendance.

The Mt. Sterling Advocate recently employed Jack May as salesman and solicitor in the circulation department.

Delinquents will be promptly dropped from the subscription list of the Adairville Enterprise, according to G. E. McKinney, editor. This action is in accord with a new cash-in-advance policy, recently adopted.

Ruins of Karnak, a Mammoth Cave Wonder



SPECIAL CASHET DESIGNED

From May 15 to 21 there will be a celebration by the post office department of National Air Mail Week to commemorate the founding of air mail service twenty years ago, when the first air mail routes were founded in the United States. The Lexington post office will take part in the celebration on the 19th of May with a specially arranged fight from Lexington by government pilots who will carry the mails by plane to Louisville.

For this flight on May 19 a special cashet has been designed by Mr. Frank Dun and Mr. George K. Brady. The cashet will be applied on this one day only of the week. It

will feature a cut of Man O' War, who began his racing career the year that air mail was founded. Collectors throughout Kentucky who wish to secure a copy of this cashet on cover should send addressed envelopes together with six cents in coin or money order per cover desired to George K. Brady, University of Kentucky at Lexington.

The government is issuing a special bicolored six cent air mail stamp for National Air Mail Week and every effort will be made to have a supply of these stamps available in Lexington for use on cashet mail sent out on the 19th of May. There will be no charge for the service of affixing stamps or applying the cashet.

One of the best-known figures in the American country newspaper field, Herbert C. Hotaling, publisher, former president and executive secretary of the National association, died at his home in Mapleton, Minn., April 15, of uremic poisoning.

The Murray Ledger and Times, published by R. L. Melon and J. U. Neal, will sponsor a cooking school in the form of a moving picture for its town and vicinity.

The Russell Springs Banner recently acquired a folding machine as the latest addition to its growing plant. J. R. Mernard is editor.

Mrs. C. A. Hummel, wife of the editor of the Jeffersonton Jeffersonian, is improving in health after her recent stay in a hospital.

TEN POINTS FOR NEWS-PAPER ADVERTISING

A few years ago, Herman Roe, then field director of the National Editorial association, gave an address on "Newspaper Advertising and the Small-Town Merchant" before the National Merchants association. In that address he recommended "Ten Points for Newspaper Advertising which have brought a high measure of success, prosperity, and profit to a big retailer who spends the greater part of his advertising appropriation in good newspaper copy."

These "Ten Points" apply today as well as they did then and furnish the newspaper publisher with some valuable ammunition in soliciting local advertising:

1. I advertise regularly. Every issue of the paper takes my story to its readers.
2. I make every ad look like mine. Years ago I adopted a distinctive style, and have stuck to it. I use plenty of white space; my ads are never hard to read.
3. I put into newspaper advertising a definite proportion of my gross sales. I fix this at the beginning of the year. My rule is to make it three per cent of the previous year's gross, with more if special conditions justify it.
4. I brighten my ads with frequent illustrations, either humorous or practical. This costs me little, for I subscribe to an advertising cut service, and keep the cuts as I buy them listed to use again some time.
5. I am careful never to over-promise. When I make claims I back them up with reasons. Then when I really have an unusual bargain, people believe me when I "whoop'er up a little."
6. I think advertising all the time. I buy goods that will advertise well. Sometimes I buy goods just for their advertising value.

7. I get good display for my ads by seeing that the copy is in the newspaper office in plenty of time. I do this by having a definite hour to write the copy.

8. Whenever possible, I carry the nationally advertised goods that are advertised in my home paper. I feature them. Sometimes they give me a smaller margin than fly-by-night concerns, but I find that I sell faster and make more money in the end, besides pleasing more customers.

9. I always plan my window and counter displays to link up with my newspaper advertising. Each helps the other.

10. My sales people back up my advertising. They often help with suggestions for it, and I see to it that they always read it.

Section 12b of the amended Federal Trade Commission Act, dealing with the liability of the advertising medium under the Act, reads as follows:

"No publisher, radio-broadcast licensee or agency or medium for the dissemination of advertising, except the manufacturer, packer, distributor or seller of the commodity to which the false advertisement relates, shall be liable under this section by reason of the dissemination by him of any false advertisement, unless he has refused, on the request of the Commission, to furnish the Commission the name and post-office address of the manufacturer, packer, distributor, seller or advertising agency, residing in the United States, who caused him to disseminate such advertisement. No advertising agency shall be liable under this section by reason of the causing by it of the dissemination of any false advertisement, unless it has refused, on the request of the Commission, to furnish the Commission the name and postoffice address of the manufacturer, packer, distributor or seller, residing in the United

States, who caused it to cause the dissemination of such advertisement."

CHURCH PAGE

The church page is a feature being used regularly and with continued success by many weekly newspapers all over the country. Many advertisers who do not advertise regularly will subscribe to such a page, thus guaranteeing a new and worth while profit, as well as an interesting and popular department to the paper. The church page usually carries a short sermon from one of the local pastors, each local church being called on in turn, this taking up about half the page. The balance is devoted to comments on the Sunday School lesson and local church news. A church directory can be featured here also and the rest of the space devoted to advertising.

A joint subscription campaign is being sponsored by the Pikeville News and the Norton (Va.) Progress. Prizes will be trips to Washington, or commissions on subscriptions. Charles E. Grote is editor of the News.

The Cave City Progress, edited by Carlos B. Embry, celebrated its fourth birthday, March 25.

R. E. Garrison's Lawrenceburg News was 62 years old, March 24.

Another paper which observed a birthday on March 24 was the Irvine Herald, which is now in its twelfth year. John W. Hovermale is editor.

The Elizabethtown Enterprise, edited by Wesley E. Carter, sponsored a free cooking school in a local theater during April.

During the absence of J. Sherman Porter, Jr., John A. Samuels, of Richmond, will serve as associate editor of the Maysville Daily Independent. Mr. Porter will continue to serve on the editorial staff of the paper.

While supervising the work in a coal mine owned by his father-in-law, Robert E. White, editor of the Manchester Guardian, fell 30 feet into the coal pit and was painfully injured. Although he suffered no broken bones or internal injuries, he was badly bruised and lacerated.

James Hamlin was named circulation manager of the Halan Daily Enterprise, April 4. Mr. Hamlin has been connected with the paper since last September.

The Central City Messenger has added another feature column, entitled "News and Views of Interest." Mr. Rudd E. Reno is editor of the Messenger, and E. J. Anderson is author of the column.

WISH I'D BOUGHT A BETTER PARACHUTE

Lots of Linotype owners have that same feeling after they've tried some of those "just-as-good" replacement parts. They find that a part failure means more than the loss of the part. There's life at stake. The life of other parts . . . the life of the whole machine. A thousandth off in size . . . of metal too hard or too soft . . . a slight imperfection . . . may cause costly damage to adjoining mechanism. You don't take these chances if you insist on genuine Linotype parts.

TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK
New York City • San Francisco
Chicago • New Orleans
Canadian Linotype, Limited, Toronto
Representatives in the Principal Cities of the World

Linotype Gothic No. 13 and Bookman

HAAG & SONS PHOTO ENGRAVERS

250 1/2 EAST SHORT STREET

TELEPHONE ~ 3292-X

LEXINGTON ~

~ KENTUCKY



NOTICE! EDITORS! NEW LOW RUSH ENGRAVING SERVICE

We quote: 60c a minum one column kut unmounted
\$1.28 two col. 4-inch kut unmounted
\$1.92 three col. 4-inch kut unmounted
Add 10c per square inch for mounting

We develop and print your films at reasonable cost

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HALER
OMPANY
EW YORK
San Francisco
w Orleans
Limited, Toronto
Principal Cities
orld
and Bookman

Much has been written and spok-
en during the past year about he
rising cost of newspaper and job
printing production. Almost every
element of newspaper-making costs
more today than it did a year ago—
newsprint, labor, supplies, and ma-
chinery.

What can be done about it? Raise
subscription prices? Yes. Raise ad-
vertising rates? Yes. Charge more
for job printing? Yes. But how
much, and how will you know that
your increases will cover the higher
production costs?

There is only one way—install an
accurate cost-finding and bookkeep-
ing system for 1938, so at the end of
the year you will know what each
job you produced cost you (as well
as each issue of your newspaper)

- and also the exact amount of:
• Job work income during the year.
• Cash received for job work.
• Advertising income and cash re-
ceived for advertising.
• Subscription income and cash re-
ceived for subscriptions.
• Miscellaneous income and cash re-
ceipts.
• Money owed to others.
• Cash received from all sources,
and cash paid out.
• Money deposited in the bank, and
checks written.
• Stock purchased and used during
the year.
• Operating expenses.
• Losses to the business.
• Total income (gross business).
• Depreciation on physical assets.
• Gross profit, and net profit.
• The additional to capital during
the year.

One publisher who uses the N. E.
A. Bookkeeping System reported last
year that he had closed his books
for the year by 11 a. m. on New
Year's Day—it took him less than
three hours to transcribe all the to-
tals for each month of the year,
check the figures, make the grand
totals for the year, and draw up a
trial balance of totals.

Install some accurate Cost Find-
ing and Bookkeeping system for
1938. It may be the N. E. A. sys-
tems or one of the other acceptable
systems on the market, but you will
be better off at the end of the year
if you have before you a complete
picture of your plant operations.

A sample set of the N. E. A. Cost
Finding System forms, together with
a Manual of Instructions, may be
secured at the Chicago office for 75
cents; sample Bookkeeping System
forms, 35 cents; both for \$1.00.

Postmaster General Farley, acting
on advice of Solicitor Karl A. Crow-
levy, ruled the other day that "bank
nights" are lotteries and newspapers
carrying advertising mentioning
them are barred from use of the
United States Mails.

There are, however, other types
of advertising which may or may
not be classified as lotteries by the
postoffice department. The supreme
court has ruled that harmless en-
terprises such as a store giving tick-

ets away which are good on a prize
are NOT lotteries. Since postal re-
gulations are based on the federal
penal code, it would seem a mer-
chant could advertise these free
tickets.

To make sure on this your field
secretary recently sent a copy of an
ad offering free tickets with mer-
chandise to the postal department
for a specific ruling. As soon as
a ruling has been received—if it is
received—it will be sent out in a
bulletin.

Local postmasters are often too
picaunish on these matters, or at
least it would seem so. One recent-
ly tried to force a publisher to put
the word "advertisement" on all
theater readers. If the publisher
runs this for the information of his
readers as he might a radio pro-
gram, he need not designate it as
an advertisement. It is up to the
publisher to say why he runs the
information concerning the theater
program.

Send in any ad which you think
may be in violation of postal regu-
lations and we will get a ruling on
one of each type. In this way your
central office will be in a position
to advise pretty definitely what the
postoffice should accept and what it
will not.—New York Press Service
Bulletin.

In connection with a free cook-
ing school, Albert Schumacher, edi-
tor of the Berea Citizen, published
a special issue of 2,000 copies.

The Hazard Herald recently spon-
sored its second annual marble tour-
nament. Charles N. Wooton is edi-
tor of the Herald.

J. M. Willis has instituted a new
method of notifying subscribers of
the Brandenburg Messenger that
their subscriptions are about to ex-
pire. One the first of each month
he will issue notices bearing the
names of those whose subscriptions
will expire during that month.

H. C. Chappell and Lawrence Rice,
Jr., have resumed their duties as
editor and news editor respectively
of the Middlesboro Three States.

An 88-year-old former editor of
the Mt. Sterling Democrat, D. B.
Garrison, died March 18, in Tacoma,
Wash.

Thomas C. Henberry has been
named Republican member of the
county purgation board. Mr. Hen-
berry is associate editor of the Lyon
County Herald.

In a spirited editorial in his April
1 edition, Percy H. Landrum, editor
of the Ohio County News, of Hart-
ford, contends that the newly-de-
veloped radio print of facsimile
newspaper radio-reproduction ma-
chine will not hurt the circulation
of afternoon papers or rural pa-
pers. The system has to do with a
printer strip carrying the latest
news reports that is printed directly
from the radio receiver. These
facsimile transmitters are granted
licenses to operate only between 2
Miss Floyd has served as steno-
grapher to the late Ed Johnson,
circulation manager, secretary to

the world-famous Henry Watterson,
editor, and newspaper librarian.

The Brooksville News published
the first edition of a booklet of
poems, "Through Garden Gates,"
by Miss Ruth Winslow Gordon, of
Georgetown, Ohio.

and 6 a. m. when most radio sta-
tions are off the air. Thus, circu-

lation of morning newspapers might
be affected somewhat. As Mr. Lan-
drum says: "Newspapers by air for
the country would be as impractical
poems, "Through Garden Gates,"
as rural broadcasting stations."

Miss Stella Floyd, for 38 years an
employee of the Courier-Journal
and Louisville Times, retired from
active service March 31. Since 1900

PRINTERS' BUSINESS DIRECTORY

REPRO ENGRAVING COMPANY
HALFTONES • ETCHINGS • ELECTROTYPES •
COLOR PLATES FOR ALL TYPES OF PUBLICATIONS
PROMPT SERVICE • REASONABLE PRICES •
505 ELM STREET • CINCINNATI, OHIO

ELECTION SUPPLIES
For Special Elections—All The Time
For Primary Elections—In August
For Regular Elections—In November
"Superior Election Supplies for Fellow Kentucky Printers"
RUSSELL DYCHE, London, Ky.

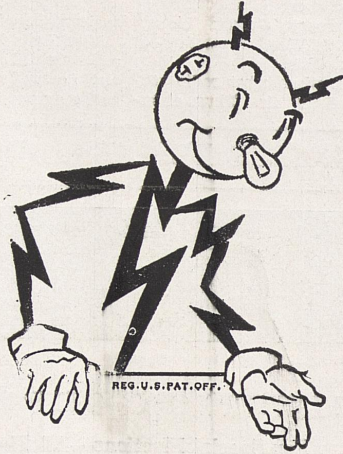
Louisville Paper Company
"A PAPER FOR EVERY NEED"
Permanized Bond Papers Howard Bond
Maxwell Bond Cherokee News (Blue-white)

Imperial Type Metal
H. L. Felix, 1648 Sutton Ave., Mt. Washington, Cincinnati, Ohio
IMMEDIATE SHIPMENTS FROM
The Dickson Company The McHugh Express Company
234 W. Main St. 346 W. Fourth St.
Louisville Cincinnati

Whitaker Paper Company
Nation's Finest Printing Papers
Inquire of Our Salesmen
G. C. Perrone, Lexington Frank Pund, Cincinnati
Ed Ballinger, Evansville, Indiana

Southeastern Paper Company
Louisville, Kentucky
Hammermill Products In Fine Papers
Guy B. Roush, Representative
125 Hillcrest, Louisville

BUSH-KREBS CO.
INCORPORATED
ARTISTS, ENGRAVERS
PRINTERS' SUPPLIES, ELECTROTYERS
LOUISVILLE, KENTUCKY
ED WEEKS, MGR. SUPPLY DEPT.



Fight

Government Ownership And
Political Management Of The
Electric Power Industry . . .

THE electric utility industry today has a capital investment of 13 billion dollars. It employs more than 270,000 people, and has a payroll of \$1,250,000 a day.

Its annual gross revenue is \$2,200,000,000 and it pays out more than 15 percent of this sum in taxes. More than 22,000,000 homes and 1,200,000 farms receive electric service. The average rate is 4½ cents a kilowatt-hour.

No other country can come anywhere near matching this record on any basis of comparison. It is a magnificent monument to the enterprise and faith of a great industry.

Yet the politicians are out to destroy it for their own greedy purposes. If they succeed, the result will be detrimental to electricity users and taxpayers. Oppose government ownership!

Kentucky Utilities Company

and Associated Companies
Incorporated