

Southwestern Editors Talk Shop at Tribune



Otto A. Epp, genial host, holds one of the signs that blossomed out on Tribune business houses for the meeting day.

Publishers of the Southwest Kansas Editorial Association, comprising the fifth Congressional district, held their sixty-first annual meeting in Tribune on May 10, with Otto A. Epp, editor of the Greeley County Republican and association president, as host.

A program of outstanding speakers and discussions was presented by President Epp. Laurence R. Daniels, president of the Tribune Rotary Club, welcomed the visitors and later directed members of the Greeley County 4-H club in serving refreshments. Secretary

Fickertt responded to the welcome and was later seconded by Vice-President Paul W. Payton of the Bucklin Banner.

Sam Shade of the Kiowa News, as treasurer, reported on expenditures for the past year, with a balance of some \$50 in the treasury. Leonard McCalla of Garnett, president of the Kansas Press Association and editor of the Anderson Countian, brought greetings from the state organization. Larry Miller of Topeka, secretary-manager of the Kansas Press Association, also spoke briefly to report on organization activities. A boys quartet from Greeley County Community High School at Tribune delighted the crowd with several numbers.

"Keep your profits up to defend the American system," urged Eric J. Duebner, salesman and accountant from Wichita. "Advertising rates are generally too low on the smaller papers and you can increase them, but first you must convince yourself that the increases are necessary. Then you can convince your customers. The general experience has been that although you may lose some space at first you will hold your income and at the same time decrease costs."

John A. Boyer, editor of the Scott City News Chronicle, told of the Readex read-

er interest survey made of his paper, with results printed in the May issue of The Kansas Publisher. The editors followed closely his account of the survey and had a lively discussion following. Boyer also displayed some unexpected and interesting replies from readers, including one who gave five stars to the editorial column and another who called in to say that he always read every word in the paper and thanked them for the extra copy which he was sending to his sister. Another subscriber upon receiving the survey materials called in to find out if this were a government attempt "to get something on the paper." One man who didn't mark the cross-word puzzle as of interest to him had worked it out.

"This study is a challenge to us," Boyer concluded. "Let's give the people the kind of newspaper they want, then help local advertisers get the kind of ads that will pull. After that perhaps we can help national advertisers improve their readership."

"Advertising is sales insurance," Numa L. James of Denver told the publishers. James is general advertising manager of the Rocky Mountain News and president of the Advertising Club of Denver. "No prudent business would open its doors without insurance and

Below — Editors and their families enjoy the dinner at the Lutheran church.

