

MARK'S INTRODUCTION TO LOUISVILLE

~~XXX~~

see name  
forward  
p. 113

In the early part of the next year ~~it was~~  
 1936 ~~Liza and Jack Hagan, friends of ours, invited~~  
<sup>we were</sup> ~~Mark and me to dinner to meet Mary and Barry~~  
<sup>a</sup> ~~Bingham of Louisville. ~~It was out of town, but~~~~  
~~Mark went and started the dinner off by knocking~~  
<sup>2</sup> ~~his goblet of water into his very handsome place~~  
~~plate and breaking both.~~

see  
p. 113  
name  
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1934 on  
10-11-41

Barry was the son of Judge Robert Worth  
 Bingham, ~~who at that time was~~ <sup>the</sup> owner and publisher of  
 the Courier-Journal and Louisville Times and ~~the~~  
 ambassador to the Court of St. James. Newspapers  
 were the chief subject of the dinner conversation, and  
 Barry <sup>said</sup> ~~told~~ Mark that Mary's sister, Sarah (Mrs.  
 Tom Dew of New York), who spent a lot of time with  
 her parents in Richmond, <sup>thought Mark</sup> ~~had told him he~~ was doing a  
 good job with the Times-Dispatch. <sup>Pleasant news indeed</sup> ~~Mark was pleased,~~  
 for she was an avid newspaper reader.

who, at  
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was

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B. Bingham?

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Shortly after that, Barry invited Mark to come  
 to Louisville to talk <sup>#</sup> over the newspaper situation  
 there. He stayed with Mary and Barry. Judge  
 Bingham was there too, <sup>having</sup> ~~he had~~ recently arrived  
 from London. On his way to Louisville <sup>Judge Bingham</sup> ~~he~~ had  
 stopped in Washington to see President Roosevelt

Barry's  
role on  
the  
papers?  
see  
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and had mentioned to the President that he had come home to find a new general manger for the papers.

"Have you thought of a young fellow on the Richmond Times Dispatch named Mark Ethridge?" ~~the~~ President Roosevelt asked.

When Judge Bingham reached Louisville he relayed this to Barry, who said, "That's very interesting; he's the man I have in mind."

Barry offered Mark the job of general manager of the papers that had been held for many years by Emanuel (Manny) Levi, who had left to take a position with Hearst <sup>in</sup> ~~in~~ Chicago. At first Mark turned the offer down; he really didn't want to leave Richmond. But at the Bingham's insistence, he came back to Richmond, thought <sup>the</sup> ~~the~~ offer over <sup>for</sup> a few days, and then accepted.

That is my version of what happened, gleaned from Mark. A more detailed version was given by Lewellyn White in the Reporter magazine <sup>January 1, 1950.</sup> In a comprehensive article on the Courier Journal and Louisville Times, tracing the papers' background from the time they were bought in 1919 by Judge Bingham, White wrote in part:

"Robert W. Bingham gave Louisville and Kentucky a tremendous push toward the future....

"He was one of the first publishers to divorce his papers from traditional party affiliations and

inaugurate a policy of endorsing candidates on their merit. His editorial pages never ceased to deplore the lot of education, the Negroes, and the rural slum dwellings in Kentucky; and he gave generously of his personal fortune to alleviate social injustice.

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"But Bob Bingham was no newspaperman, and his papers were not great newspapers. They made money... [and] For the judge this might have been glory enough, since his heart had long since crossed the Atlantic; for his tall, serious son, Barry, it was not....

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"When his father went off to England, leaving the papers in his hands, Barry Worth Bingham... wanted desperately to make a truly great newspaper, knew that his father had not known how, and that he himself would not have time to learn. His first assignment in 1899 was to find the 'ideal editor.'

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"The old judge (and quite a number of other people) had spoken well of a young Mississippian named Ethridge, just then leaving the Associated Press to become assistant general manager of the Washington Post. Barry Bingham waited. Then the following year the Richmond Times Dispatch changed hands, and the new owners sent for Ethridge to be president and publisher. This time Bingham did not wait; hastening to the Old Dominion (which had already yielded him a handsome, spirited helpmate, Mary Clifford Caperton), ~~the~~ acting editor-publisher laid siege to the fellow who was coming to be known

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P: 113  
General  
manager?

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in Barry's  
106, and  
below

see above  
p 148

see p 135 & 136

see above  
p 148  
on p. 141  
Frank is still  
with the  
Wash. Post. I think

as the greatest newspaper doctor in the land.

In 1936, not long before his father's death..., young Bingham landed his man.

"Mark Ethridge has a very sharp nose and a very persuasive drawl. Serenely convinced from boyhood that he wanted to be a newspaperman, he has deliberately chosen the papers for which he would work and to an amazing extent even the kind of work he would do....

"This is not quite the whole package Bingham bought. For in addition to knowing as much about how to produce an attractive, salable newspaper as anyone ever employed by the Chicago Tribune or the New York Daily News, and as much about how to sell it as any Hearst man, Mark Ethridge happens to be a genuine liberal."

Time magazine also carried a story about Mark's move to Louisville, including <sup>the following</sup> ~~the~~ paragraphs:

"Mark Ethridge's associates sorrowfully ~~del~~ care that what was Louisville's journalistic gain was Richmond's loss.

"Times-Dispatch reporters especially <sup>m</sup> ~~m~~ morned Mr. Ethridge's departure, remembering that when he arrived in Richmond in 1934, one of his first

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see p. 121

official acts was to raise editorial salaries. Publisher Ethridge further endeared himself to his staff by buying every <sup>one</sup> Coca-Colas and encouraging colorful writing. Mr. Ethridge understands reporters because he has been one himself.

~~everyone?~~

"When gray-eyed [<sup>his eyes</sup> they are really blue] Mississippi-born young Mark Ethridge returned from the War to his newshawking job on the Macon [Ga.] Telegraph, he shortly lost all his pay in a crap game, and in a gesture of extreme indigence, showed up for work in his Navy uniform. Such traditional didoes did not impair Mark Ethridge's progress on the paper. Soon he was city editor, later managing editor.

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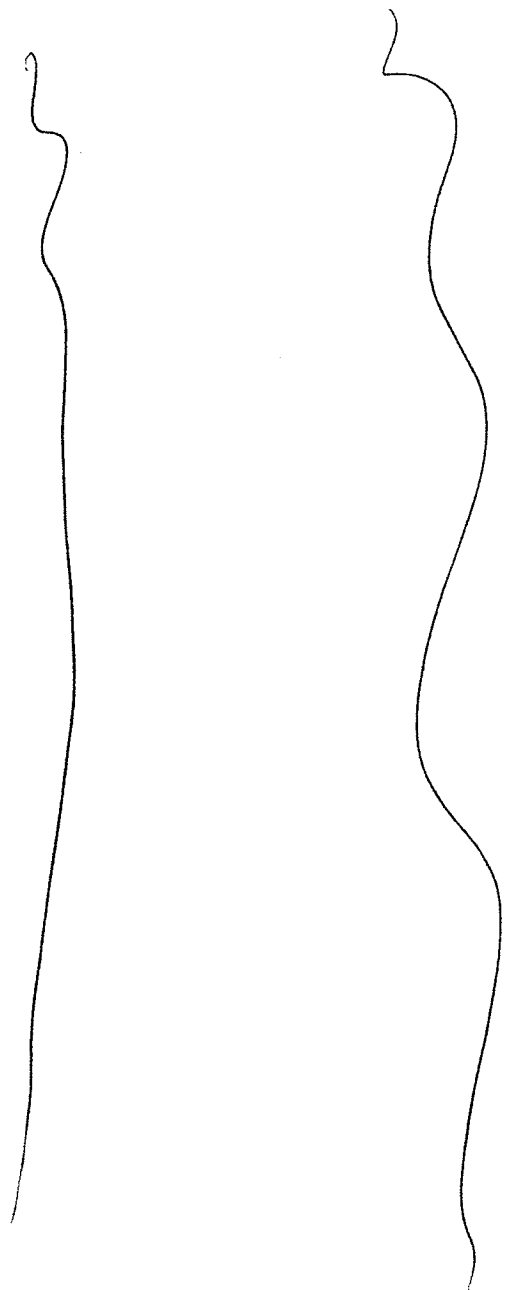
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"Under Editor Ethridge the Macon Telegraph regained much of its old-time prestige, became 'South Georgia's Bible' and 'The Georgia Bombshell.' Editor Ethridge loaded his bombshell with many a charge of what in the South was authentic editorial dynamite. He <sup>dr</sup>idged the Ku Klux Klan. He came out for Negro rights. He sympathized with poor-white tenant farmers. He lambasted Prohibitionists. He took to task the paternalistic Mill Village system of the potent Bibb Manufacturing co. For such activities, Editor Ethridge was tagged an outstanding U.S. Liberal."

not mentioned  
Ch.  
earlier  
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or~~

Instead of Mark's mother bursting with pride over this  
laudatory ~~XXXXXXXX~~ article, she sent him a shocked telegram: "I  
didn't know, my son, that you shot crap."



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The papers were making money, but ~~the quality was~~

~~was~~ not what they should have been making, and their quality was very bad. In Judge Bingham's absence, Levi <sup>the circulation</sup> and Stodgill <sup>business manager</sup> had formed an insurance company to sell insurance policies, both accident and life, as a "come-on" for subscribers to the papers. They actually had sixty-four people selling insurance and, incidentally, selling subscriptions. Levi and Stodgill <sup>pocketed</sup> ~~repeated~~ all the money from the insurance sales which, of course, amounted to much more than the subscriptions to the papers. At the time Mark took over the management, <sup>there were</sup> 117,811 policies, ~~were outstanding~~, but they had been as high ~~as~~ the year before as 123,000.

It was a grave matter to abandon the insurance sales, because the year before there had been 101,850 renewals in connection with insurance and 5,092 new subscriptions attributed on the books to insurance. There might be, Mark knew, the most serious reaction from the public, which might feel that the papers were taking something away when they quit selling this cheap form of insurance.

Mark had nobody's experience to guide him. The Virginia papers had cut out insurance; but it was done by state law. Mark wished for a law. But he decided, nevertheless, to take the plunge.

~~It required about a year and a half to work the picture down,~~ but <sup>when the practice of selling insurance</sup> out of 17,000 policy holders, the papers had only 5 complaints. Undoubtedly, however, the papers suffered some in the failure ~~to~~ to obtain <sup>options</sup> subscriptions from persons who would have bought the policy and got the paper on the side, but, as Mark commented at the time, "I'm not interested in throwing the paper in like a piece of candy with a side of bacon."

circulation

There were other gimmicks, too., such as giving away turkeys to the paper boys for subscriptions. Mark did away with these gimmicks <sup>too,</sup> also, but he still encouraged newsboys to win trips to Washington <sup>and Cincinnati</sup>.

The Louisville job paid \$4,000 less than what Mark had been making in Richmond, but Barry explained that he could <sup>a</sup> make up the difference at the end of the year with a bonus. Mark soon found out that the bonus was divided by the top management, which meant that Levi and Stodgill had been taking almost all of it for themselves. Mark ~~he~~ thought this was wrong. The very first year he divided the bonus, according to salaries, to all the people on the paper, who were not in unions. Later, however, he did away with the bonus entirely. He believed everybody would prefer higher wages to bonuses, so he upped everybody's salary to match what the bonus amounted to.



There were other gimmicks, too, such as giving away turkeys to the paper boys for subscriptions. Mark did away with those gimmicks also, but he still encouraged newsboys to win trips to Washington.

Levi was gone, but Mark still had Stodgill. Mark had a heart-to-heart conversation with him, telling him he had an entirely different philosophy on selling papers from him<sup>s</sup>. He didn't like Stodgill's way and was doubtful whether Stodgill could change. If he felt he could change, he could continue with the papers; otherwise he's have to leave. Stodgill saw the writing on the wall and quit.

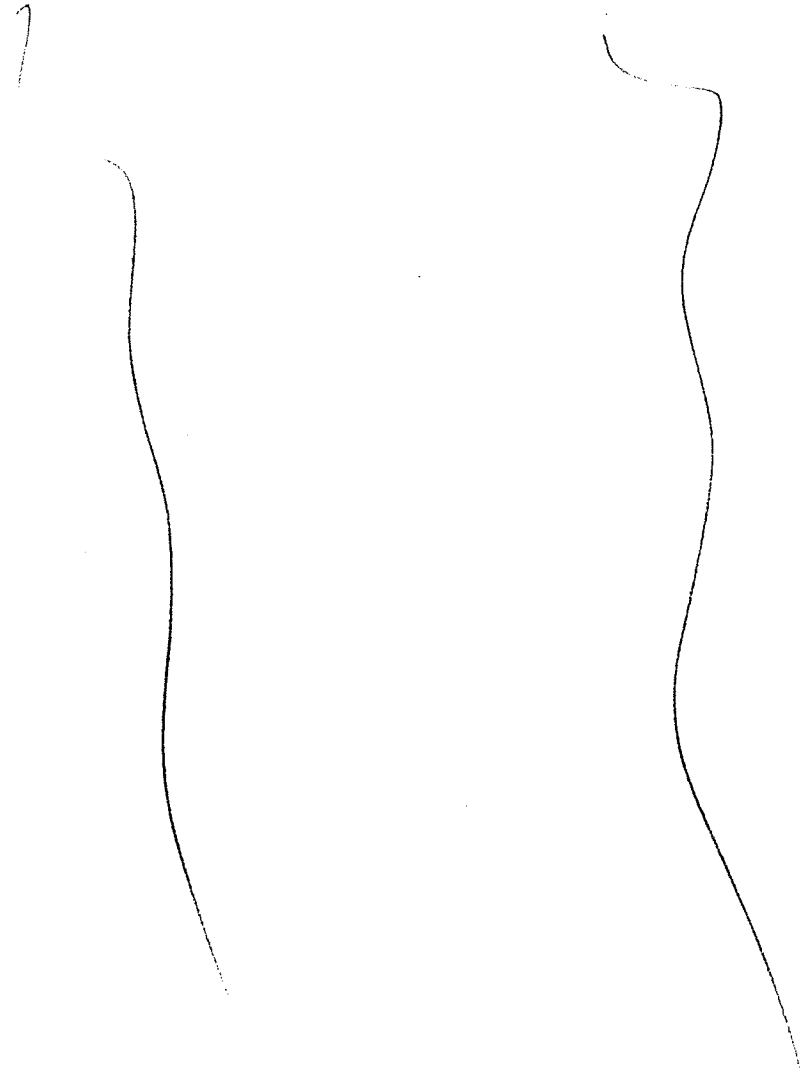
Mark not only had Barry backing him up in all he did, but Lisle Baker, who had come to the paper as treasurer just a few weeks before Mark. He supported Mark faithfully during the twenty-seven and a half years ~~Mark stayed in with the paper~~, they worked together. Mark considered him one of his very closest friends.

Before Judge Bingham<sup>g</sup> returned to London, Mark asked him to call a meeting of all the advertisers and tell them that Barry was succeeding his father as publisher and that Mark was the new general manager. According to Barry Bingham, Mark reversed completely the attitude of the advertisers. <sup>" Mark</sup> ~~He~~ talked everything over with them," ~~he~~ he told me. "He explained to the advertisers what he hoped to do with the papers and what it would mean to them. He treated them entirely different<sup>ly</sup> from Levi and Stodgill, who had ignored them. He treated them as friends, as co-workers. That very first day he announced he was doing away with the rule that their advertising had to be placed in both papers." <sup>the name of a newspaper</sup>

That rule, by the way, was later declared illegal by the attorney general.

Mark <sup>found</sup> ~~found~~ the Louisville advertisers generally fair. In all his years there, he knew of only one who tried to dictate the editorial policy of the papers. That was at the time <sup>a</sup> ~~the~~ city ~~was~~ tax had been proposed to raise much needed money and the papers were supporting it whole-heartedly. The manager of the local Sears Roebuch, one of the ~~papers~~ papers biggest advertisers called thirty-three advertisers to a luncheon meeting. He also invited the advertising manager and Mark. He wanted the advertisers to withdraw their advertising until the papers changed their policy about the sales tax.

Mark let the man finish his talk, then got up and



told him and all the other advertisers present that nobody except the editors of the papers fixed their editorial policy. Before <sup>Mark</sup> he got back to the office the advertisers began to call up and say they didn't support the suggestion of the Sears Roebuck manager. Evidently the top management of Sears didn't support the local manager either, for soon <sup>he was out of a</sup> ~~his job.~~

Other than that one run-in with the manager of Sears Roebuck, Mark kept hands off the advertising department and took no active part in the selling of advertising. When he <sup>had</sup> arrived in Louisville he <sup>had</sup> told Henry Mc Clasky, who had just been made advertising director of the Courier and Times, that he wouldn't be able to sell any advertising for him; that he didn't know anything about it; in fact, he expected to learn a great deal more from ~~him~~ <sup>the</sup> and his sales force than they would ever learn from him. His approach to advertising would be to give the advertising department a better product to sell, to do all he could to build the market, and to ~~undertake to~~ provide a stage setting of good will upon which they could operate.

His first step <sup>toward achieving</sup> ~~to achieve~~ those goals was to learn about the market in ~~which~~ the papers' circulation ~~area.~~ <sup>area.</sup> ~~was operating.~~ Before <sup>going</sup> ~~coming~~ to Louisville, he

read all the Department of Commerce studies he could find to see what sort of town it was. He found out that its population was ~~250,000 to 300,000~~ <sup>over 300,000</sup>. Surprising to Mark were the variety and the amount of manufactured goods: whiskey, cigarettes, plumbing fixtures, flour, farm machinery, tractors, baseball bats... Yet the department store sales, which were so important to the papers, were shockingly low. A single store in Des Moines, Iowa, had the same sales volume <sup>as</sup> of the two biggest department stores in Louisville combined, and that in Richmond ~~(both of these cities 50,000 to 150,000 fewer in population than Louisville)~~ the same thing was true; the biggest department store <sup>there</sup> in Richmond had a greater sales volume than Louisville's two largest together. *(Both of these cities had smaller populations than Louisville.)*

Mark realized something ~~of course~~ was very wrong in Louisville, and it was up to him to find out what. He couldn't say to the advertising department, "You should have some many hundred thousand or a million lines a year" unless he shouldered the responsibility of doing something about it. That, naturally led to more studies to determine just what caused such discrepancy in sales in Louisville.

He discovered, first, bad roads. Kentucky was called "The Detour State." The booklets and pamphlets of the American Automobile Association warned tourists in bold type, "Avoid Kentucky. Roads Impossible." While other states, such as North Carolina and Tennessee, were issuing road bonds, Governor Albert (Happy) Chandler was refusing to borrow money for highways. His boast was that he governed a state that lived within its income. The state, of course, couldn't save up enough money from its annual tax revenues to build roads.

Second, bridge tolls. Louisville is directly across the Ohio River from New Albany and Jeffersonville, Indiana, with practically 50,000 population between them, but the high tolls made them seem quite distant and customers from Indianapolis had a separate store in New Albany, two miles from the store in Louisville. And there were toll bridges over the Green and other rivers in the South (Western part of Kentucky) whose citizens could have been expected to come frequently to Louisville if there had been bridges without tolls and decent roads. Louisville was isolated from the rest of the state, ~~it was almost untraveled.~~

Third, Mark found an antipathy between the rural sections of the state and Louisville. The feeling on the part of Louisville that it was futile to try to do anything about it and on the part of the country people that Louisville was too hoity-toity to do anything about it. There had been a complete failure to develop Louisville as an entertainment and shopping center,

Well, in the effort to provide the setting in which Louisville newspapers could sell advertising, the Courier Journal and Times did many things. They started a vigorous, continuing campaign for better roads, and at the end of five years Kentucky, for the first time, had main highways running all over the state. The papers secured reduction in bridge tolls from thirty-five to twenty-five cents and finally by 1941 to twenty cents one way and six for a dollar for commuter tickets. The six for a dollar tickets really began to move traffic over the Ohio River.

The rural cultivation program was a long story. Mark sent Henry McClaskey and John Hoagland, promotion manager of the papers, to St. Louis, Des Moines, Dallas, Fort Worth, Memphis,

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Atlanta, and Chattanooga to find out what they were doing to cultivate rural trade. In every city, they called on the secretary of the chamber of commerce, of the retail merchants' association, the president of the biggest department store, the advertising director and business manager of each of the newspapers, and learned one fact that was vital and that was borne out in other studies ~~we~~ <sup>the papers</sup> made: that in a normal city, rural trade supplies between <sup>20</sup> ~~twenty~~ and <sup>40</sup> ~~forty~~ percent of the customers of its stores. That was a highly significant fact....

~~It certainly was with us.~~ It indicated to ~~us~~ <sup>us</sup> that ~~we~~ <sup>he</sup> had to set up a trade-relations program.

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~~we~~ <sup>he</sup> shifted some of ~~our~~ <sup>his</sup> promotion money from trade papers, proclaiming how much circulation ~~we~~ <sup>the papers</sup> had and so on, and put it into this market program.

~~we~~ <sup>the papers</sup> reversed the idea of the average good-will concept <sup>men</sup> where a bunch of fellows get on a train and go out to a town where nobody expects them or wants them <sup>and</sup> say, "Good will to you" and go on to the next town and say, "Good will to you." ~~we~~ <sup>the papers</sup> made a study of Kentucky and Southern Indiana by which ~~we~~ <sup>they</sup> tried to find out every event of local significance to those people, and on those occasions ~~we~~ <sup>they</sup> sent John Hoagland to the town to ask, "What can we do to help you make your program a success?" Paris <sup>Paris</sup>, Kentucky, that is <sup>it</sup>

in effect in  
 promotion  
 at the  
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Ethridge

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p- ~~158~~

had, and I suppose still has, a <sup>Tobacco</sup> ~~Tobacco~~ Day at the opening of the market. The papers furnished radio entertainment and <sup>prevailed</sup> ~~prevailed~~ upon the Louisville Chamber of Commerce to send buses with 100 business men aboard there on the day that Paris wanted <sup>or hundred</sup> ~~200~~ men there. The papers made similar efforts for Mule Day at Franklin and Mayfield, for home<sup>e</sup>comings, county fairs - well, just <sup>about</sup> everything of that sort. The idea was that Louisville's good will ~~was~~ <sup>must be rooted</sup> in some definite help for those events in which the people were interested.

The Courier Journal and Times also set up a home and farm program ~~along the line of the Memphis Commercial Appeal's program.~~ It developed into a tremendous home and farm improvement campaign that went all year long and still continues. The papers didn't spend so very much money on it - probably around five or six thousand dollars each year, plus about three thousand dollars for prizes. It was the recognition that seemed to please the country people most.

In their effort to get people to come into Louisville and see that city people did not have horns, the papers brought the graduating classes of every high school in their circulation area at the time of their graduation. They gave them a sight-seeing tour, a luncheon and took them to a baseball game or some other form of entertainment.

To achieve their entertainment goal, the papers projected and underwrote half the cost of light opera for six weeks in the summer in an outdoor amphitheatre. Three or four of the main actors and singers were big-name stars from New York <sup>with</sup> local talent <sup>filling</sup> in the <sup>smaller</sup> bit parts and <sup>making</sup> up the chorus.

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~~the most important~~ For many years  
~~the~~ ~~operas~~  
~~we had~~ ~~which~~ provided a place  
 in <sup>what Mark described</sup> as  
 in fly-killing time, where people could find some  
 thing attractive about Louisville. <sup>they before</sup> We also origi-  
 nated a week of entertainment in October, right in  
 that <sup>the</sup> period between the end of summer and the  
 beginning of the fall season, so people would come  
 to Louisville instead of going to Cincinnati or  
 Indianapolis or any <sup>place</sup> else when they began to  
 buy their fall wardrobes. ~~we~~ <sup>They</sup> had during that  
 week a bridge tournament, an art exhibit, a photo-  
 graphic show, ~~and we~~ brought in such drawing cards  
 as Rudy Vallee, Mrs. Roosevelt, Wayne King, Gene  
 Krupa, Paul <sup>and</sup> Whiteman, Count Petocki, <sup>and</sup> a hundred  
 others. They also waged war against taxes that hampered legiti-  
 mate amusement.  
<sup>The papers</sup>  
~~we~~ became pretty much the booking bureau  
 for all local entertainment. <sup>They</sup> booked and handled  
 the  
 Kay Kyser and turned over ~~our~~ proceeds to the  
<sup>They</sup>  
 infantile paralysis fund. ~~we~~ booked Dorothy  
<sup>They</sup>  
 Thompson for 'Bundles for Britain.' ~~we~~ underwrote  
 in part the Louisville Symphony Orchestra ~~and they~~ and they  
 sponsored concerts for the University of Louisville  
 music school.  
<sup>projects</sup>  
~~All these~~ ~~and more~~ ~~we~~ <sup>They</sup> <sup>promote</sup> <sup>undertook</sup> did for the  
 betterment of Louisville and, incidentally, for

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the financial betterment of the advertising departments. To have a successful advertising department meant money to better the news and editorial end of the papers. Mark's ~~goal~~ goal was to improve the papers, especially the morning Courier-Journal, and every step he took was toward that goal.

After his first four years in Louisville, on May 22, 1940, he told the Southern Newspaper Publishers Association convention in Mineral Wells, Texas, what he and his fellow workers had accomplished x

"They [the newspapers] must make money, of course," he said, "but before anything else they must be newspapers and they must be useful. Barry Mingham and his father invited me to come out there [to Louisville] because they felt about newspapers as I did, and I went because I felt about newspapers as they did. They felt that publishing a newspaper was the primary function of newspaper publishers and that all other functions ~~was~~ <sup>were</sup> ancillary."

He admitted without apologies he had improved the paper and by improving it had "enhanced the value of the property," and put it in "a sounder competitive position against other media" and improved its chances of living in a business that had too high a mortality rate.

Sixty-one papers had died just the year before (1939), Mark pointed out, and a great many more had lost their identity by mergers. And 460 had died in the past ten years. And it wasn't due to the high <sup>(production)</sup> costs of ~~production~~ <sup>Naturally</sup> (that had played its part; but the impact of competition had been the number one killer. In

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those early Louisville years radio took spot news and a good deal of entertainment value away from newspapers. Magazines, especially the news magazines, invaded the newspaper field and assumed the functions of weekly newspapers. Other magazines, too, offered fine color and printing. Plainly, newspapers, to surge ahead, had to do a better job in their news and editorial departments.

The Courier-Journal particularly <sup>had</sup> needed a complete overhaul, <sup>he said.</sup> It was using the same type it had been using for fifty years. Even the fourteen-point headline type was set by hand. ~~He~~ <sup>he</sup> spent \$70,000 <sup>for</sup> a lot of money in those days <sup>for</sup> modernizing the plant. He made an entire change of type, <sup>and</sup> ~~but~~ beyond that he checked every process from linotype mats to bearings on the press to see that the papers would get good printing. ~~He~~ put in a new comics press that enabled the Courier to print four colors throughout <sup>and</sup> also to cut the comic pages from sixteen to twelve, though the subscribers got more comics. He junked the old roto press and made color available there.

He  
threw out  
the whole  
paper a  
just  
type  
comics  
section?

<sup>have</sup> "We ~~hired~~ <sup>have</sup> an art director who aided ~~the~~ <sup>s</sup> editors and <sup>s</sup> styled <sup>or</sup> new pages ~~and~~ <sup>or</sup> sections," Mark

*From  
the  
Ethridge  
papers*

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recall  
on p. 156  
+  
"strong"  
writing  
on p. 160

From Ethridge  
with

elaborated. "I felt there was no more reason for a paper to look frowzy than there was for a woman to dress like a hag. I put considerable store in the appearance of the papers, though, of course, the appearance is not as important as the content.

scribble

scribble

~~"To make the content of the papers more relevant to the subscribers,"~~ we made every reasonable effort to find out what our readers liked. ~~As we did in Richmond,~~ we made a great many surveys of one sort or another of our whole field <sup>in</sup> rural as well as urban. We considered them necessary because ~~the~~ while general patterns may govern, there must be variations. ~~interests of the people differ in various localities.~~ For instance, in a survey we made in Washington several years <sup>ago</sup> ~~I recall when I was working on the Post,~~ we found that Washington <sup>is</sup> ~~was~~ perhaps the best movie town in the country. The reason is obvious: its payro<sup>15</sup> are steadier than any other city's. We ~~learned~~ <sup>know now,</sup> ~~for instance,~~ ~~from the experts,~~ for instance, that Louisville is a good race town, a good tennis ~~town,~~ and a ~~good~~ poor football town. The studies extended down to the last detail of likes and dislikes and even to trade channels. We ~~found out~~ <sup>can tell you</sup> where the women ~~buy~~ <sup>by</sup> their sixty-cent stockings and where ~~they~~ <sup>they</sup> buy ~~their~~ <sup>they</sup> \$1.50 stockings and ~~where they~~ <sup>they</sup> formed the ~~foundation~~ <sup>basis</sup> of a great many things ~~we~~ <sup>we</sup> have done.

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M. W.

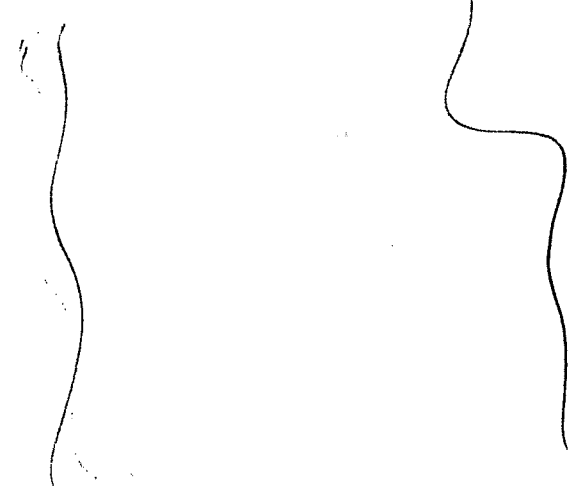
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It must always be kept in mind that while a survey can tell you what readers think of a feature, it can never tell ~~you~~ you what a reader thinks of a feature you may be passing up...."

Mark ~~boasted~~ <sup>stated</sup> he had increased the news content of the papers from the ninety columns daily that they had ~~been~~ carried back in 1935, the year before he arrived, to 121.2 daily average by 1939. Their percentage was 57 news, and 43 advertising. The net increase was strictly for news and interpretive pieces, for he did not up the feature content. However, every feature was reworked; a great many were changed, and the papers gave the readers ~~xxxxxxxxxxxx~~ every worthwhile news and picture service.

He put in a picture page; a section page for state news on the early editions and local news on the final. <sup>He said he believed that</sup> the most important of the news pages he created was the Opposite Editorial, which a great many newspapers <sup>have</sup> ~~had~~ added since. <sup>The editorial staff</sup> He used it for think pieces, from the heads of the papers Washington bureau and the Frankfort bureau; the Merry-Go-Round column, which was a Washington column by Drew Pearson and Robert Allen; a homespun philosophy or hillbilly type of column; a gently written, informal essay by some members of



Ethridge

1550

the Courier Journal  
the staff; and once a week ~~we~~ carried a column  
written by some distinguished Republican, whom ~~we~~ <sup>xx</sup> the paper  
invited to be ~~our~~ <sup>its</sup> ~~guest~~ <sup>xx</sup>, as well as a column from  
a Negro weekly. Also a round-up of the best recorded  
music.

The Op-Ed page was ~~and still~~ is an extension  
of the editorial page, with heavy emphasis on  
interpretation of what was going on in the world.  
~~Our~~ The Washington correspondent worked under the  
editor. He had only the rarest chance to scoop  
the AP, the UP, and the INS on a news story, but  
he was free to think and write interpretative  
pieces without being hedged in by rules and restric-  
tions.

The Courier  
~~we~~ also carried on the editorial page the  
very conservative, Republican-oriented Frank Kent  
as an antidote to ~~our~~ <sup>the paper's</sup> liberal leanings, except  
on Saturday mornings when ~~we~~ <sup>it</sup> frequently had knock-  
down-and-drag-out debates on live subjects. For  
instance, ~~we~~ <sup>it</sup> had a heated debate on birth control  
in the late thirties <sup>H</sup> between the mother of three  
children, an advocate; and a Catholic priest, in  
opposition of course; and another on whether the  
Derby was good or bad for Louisville.

*[Handwritten scribble]*

*[Handwritten note: "Review over... but..."]*

*[Handwritten note: "See 3 p. 155"]*

*[Handwritten note: "W.C. 155"]*

*[Handwritten mark: "4"]*

The most striking and notable changes in these early years were in the Sup<sup>d</sup>day Courier Journal, with the magazine <sup>local</sup> ly edited, replacing the syndicated magazine; the roto section, which was opened ~~x~~ up as a news feature; the Passing Show or brain section <sup>with</sup> the review of the week's news, the heavy, interpretive articles, and other features; and the Women's section, done in magazine style, in which the paper tries to capitalize <sup>d</sup> on what <sup>was</sup> ~~we~~ learned from the surveys about women's <sup>?</sup> habits and preferences. ?

In conclusion ~~he~~ <sup>a</sup> he repeated his simple formula  
 "Printing a good newspaper is the most effective way of selling it." time

xxx