

*The*  
Kentucky Press

Published In the Interest of Community  
Journalism - - Of, by, and for  
Kentucky Newspapers

*July, 1938*

Volume Ten Number One



## What Community Service Must A Newspaper Render?

By ERNEST HARRISON, Editor, Rittman Press, Ohio

What community service must a newspaper render?

The wording suggests that it is mandatory that a newspaper should give a community service. I interpret it to suggest also a choice for the editor in the service that he *must* render. Therefore, it falls upon me to pick out the most important community service and then to show why the editor should give his best efforts to carry it out in his community. For me and for the purpose of this discussion, it will be best also to limit the subject to its application to the small town by the small newspaper.

In Rotary we try to live under the motto "He Profits Most Who Serves Best." In the service club we try to keep our motives altruistic, our outlook community-wide and world-wide, and to take a sincere and helpful interest in our less fortunate fellow citizens.

### *Profits Measured by Service*

Newspaper publishing is not Rotary. It is a business—and a tough one. But in its broad community aspect it, too, offers a tremendous field for service. And in this big field he among us who serves best will profit most—in satisfaction to himself of having done something to ameliorate the lot of his neighbors throughout his community.

Therefore, for the purpose of this discussion also, we must place in the background the very important business side of newspaper work. We must, for the moment, overlook the note due at the bank, and consider ourselves the most outstanding individuals in the community with the best chance to give our several communities real service.

Now we are out looking for a community service to render.

The idea of exploding a bombshell of a big merchants' jamboree to drag in the countryside pops into mind quickly, because we have always wanted to do something really big in the sales promotion field. So we fly into that one and threaten, cajole or beg enough merchants to take enough space (with blanket circulation thrown in) to really make an impression on the community. We have a big paper, the merchants have a big day or three days, a carnival takes several thousand dollars out

of town, and we all wake up Sunday morning with a headache. Possibly we made money. Perhaps we even got some new subscriptions. Did we render a community service?

Next it seems a good thing to publicize the organizations of the community by running the pictures of the presidents, or to make as many parents as possible very happy by printing the pictures of their infants. So we run a long series, spend much time and money making many people feel good by breaking into picture-print. Perhaps we create a wave of good feeling in the community. We may increase the subscription list. Did we render a community service?

We run a prize puzzle contest, placing great emphasis on its simplicity and the fact that everyone can win something every week, and that the poor widow on First Street won the big prize last week, and she really needed the money. Did we render a community service?

We promote a marble tournament, we stage a homecoming celebration, we shout in big type and over many columns for many months about the virtues of our community. Are we rendering a community service?

### *Many "Services" Merely Stunts*

The answer, it seems to me, in most cases is NO. Most of these so-called "community service" efforts by newspapers are just stunts and are inspired by the same motive that induces a merchant to promote a sale, that is, to improve the business. A newspaper makes publicity for others and thrives on its own. It is a business, and so is entitled to use all of the devices known to business to improve its revenue, to create good will, and to perpetuate itself. But I think that most of us know we are acting only as business men or women when we do most of the things we do every day in newspaper publishing.

What I am concerned about is the *community service* that a newspaper *must* render. Permit me to rely on personal experience, brief though it is in comparison with the decades some of you have compiled:

A town is blighted by an unsightly highway approach. An insensible in-

dividual has taken advantage of the lack of zoning ordinance to fill a 50-foot lot with junk right out to the curb in a residence district. Bare embankments and a swamp add to the dismal scene. The paper repeatedly calls it to the attention of the calloused residents. It inspires resolutions and petitions to council. A license law is passed, finally forcing the junk yard out. Civic organizations make a project of beautifying the landscape. The whole community is proud of the effort.

An electric utility announced quietly that it would present a new rate ordinance to council to replace the one about to expire. The newspaper learned from a very reticent utilities committee that the proposed rate was higher. It immediately warned the community and council of the impending imposition. Council slept on. The newspaper printed the lower rates of neighboring communities. It printed many bona fide letters to the editor demanding a lower, not a higher rate. It wrote editorials, on the front page and inside. It urged people to attend council meetings and have their interests properly cared for.

### *Light Rate Fight Pays*

The results were slow but sure. The committee did not dare approve a higher rate, or even an equal one. The Civic Association passed a resolution. People, particularly women, appeared at council meetings. For nine months the matter was kept before the community nearly every week. The result: a rate ordinance that saves every householder at least 50 cents a month on his bill and every business man about 15 percent on his commercial bill. To top it off, the power company developed so much respect for that community during the long battle of wits and words that it moved its district office to the town, created jobs for several local people, rented a good building, established a local manager, and now participates actively in community enterprises.

Did that newspaper render a community service? It did, because it helped everyone by its efforts. And the Ohio Newspaper Association awarded it a prize in that field last year.

Here is another page from my personal diary, which many of you may have read in news dispatches:

One June day two years ago a minority group of radical union laborers took a large factory out on strike. They barricaded streets leading to the plant, threw up picket posts, held very frequent, noisy meetings, and were whipped through all of the regular technique



mapped out by well-paid labor organizers. This was rebellion forced upon a peaceful, prosperous community by outside interests.

The company moved its records out of the offices and announced the plant closed until pickets were removed. Three weeks of supposed negotiations netted nothing but more credit accounts on the merchants' books, distraught wives of non-union workers, fear and more fear. The braggart picketers solicited business men for donations for the picket line canteen. The merchants gave—in fear. The newspaper printed news about the condition of workers' families who were unwillingly at the mercy of the radicals. It printed letters to the editor asking for a chance to go back to work.

#### *Editor Stands By Guns*

Then the picketers stopped the editor's car and told him to print only what they told him to. Then they warned every merchant who advertised in the paper that his store would be boycotted. Merchants bowed to their threats. The newspaper became less and less profitable each week.

Then it printed a strong editorial denouncing labor racketeering, with insinuations about the local strike. Action came immediately. Two carloads of hoodlums poured into the newspaper office, ordered everybody out on threat of smashing the place, closed the door after them and picketed the plant. A union compitor was even denied admittance to get his tools. The element of lawlessness had taken the last institution of progress in town. They held full sway. And people were getting really hungry after four weeks of no work.

The editor was no coward. He had eleven of the picketers tried for riot and nine were convicted after a three-day trial that packed the county courthouse. The newspaper grew in influence as a defender of peoples' rights. It was looked to for authoritative news of developments in the strike.

The editor had to suffer another indignity from out-of-town paraders who hung him in effigy. But he was one of two men in town who was able to keep the factory managers hopeful of ever reopening the plant. Working together and with those hundreds of men who wanted to return to work, they saved the situation. In a short time the demand became so overwhelming to return to work that even a controlled union vote got out of control and went for acceptance of an agreement.

The newspaper was fortunate to be

first to announce the result.

In those black three months did that newspaper render a community service? The harmony and prosperity of the community in the year following reopening of that industry were ample proof that it had.

#### *Press Meets Challenge*

In that situation lies the very heart of this subject. It was a time when the souls of men were tried in that community. The very existence of the community was at stake. There were principles that had to be fought for at any risk. Only one institution in the whole community was in position to meet the crisis. It met the challenge. The community was better for it.

That is my idea of *community service* that a newspaper *must* render.

Of course not every community can offer a newspaper an opportunity like the one I enjoyed. I hope you never have to live through such a time in your community. I often think that only my youth and inexperience provided the courage to wade into that mess and stop the wave of lawlessness before it engulfed the whole town.

In many communities there will be schools and public services to build, there will be safety programs and other educational work to perform. In the midst of all of these challenging projects will I continue only to run a business called a newspaper?

The test for a real community service is: Will it leave my community improved permanently when it is done? Will this place be better for my having published a newspaper in it?

Subject of course to maturing of years, it is my opinion that a newspaper *must* render this kind of community service. I say *must* because we are living at a time when every community is flooded with forms of entertainment other than the newspaper and when mere news is thrown at us every hour of the day. For the newspaper to survive as a minister to public welfare it must stand above an ordinary business. It must render a community service that will improve the community and benefit all the people.

#### *False Advertising Defined*

The Wheeler-Lea Federal Trade Commission bill contains a definition of false advertising which applies to food, drugs and cosmetics, as follows: "The term 'False Advertisement' means an advertisement, other than labeling, which is misleading in a material res-

pect; and in determining whether any advertisement is misleading, there shall be taken into account (among other things) not only representations made or suggested by statement, word, design, device, sound, or any combination thereof, but also the extent to which the advertisement fails to reveal facts material in the light of such representations or material with respect to consequences which may result from the use of the commodity to which the advertisement relates under the conditions prescribed in said advertisement, or under such conditions as are customary or usual."

#### *Thirteen Advertising Reasons*

Thirteen reasons for using newspapers as advertising mediums are listed by Publishers' Idea Exchange. The copy was prepared by L. H. Sample, Royal Oak, Mich., Daily Tribune, and released through permission of the publisher, Floyd J. Miller.

One ad was run a time at stated intervals, in simple display with plenty of white space, 3 by 4, each ad being headed: "Reasons for Using Newspaper Advertising." Here are the ads:

1—Newspaper reading is a universal habit. Newspaper advertising, therefore, reaches virtually all who read and buy.

2—A newspaper advertisement can always be seen by the reader.

3—The newspaper advertisement, as part of the complete paper, goes into the home as a welcome guest.

4—The newspaper advertisement can have as much news value and reader interest as the news item.

5—The amount of text used in newspaper advertisements is dependent only on the size of space.

6—Newspaper advertising is flexible.

7—Newspaper advertising is quickly controlled.

8—Newspaper advertising may be adjusted to different conditions.

9—Newspaper advertising enables manufacturers and dealers to state where their products may be bought.

10—Newspaper advertising is inexpensive. Merchants have learned that it covers more families, for less money than any other form of advertising.

11—Newspaper circulation is known and is comparatively unaffected by daily change.

12—Nearly all of a newspaper's circulation is concentrated in its own market.

13—Newspaper advertising reduces selling costs because it entails no waste in circulation. This helps reduce costs for the consumer.



# The Kentucky Press

Official Publication of the Kentucky  
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

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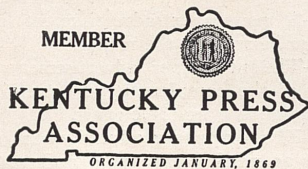
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## Congratulations

The Press joins in extending congrat-  
ulations to Editor John Stoll, Manager  
Fred Wachs, and all their associates on  
the splendid Anniversary edition of the  
Lexington Leader on June 30. It con-  
sisted of 176 pages of historical news  
and valuable data on Kentucky, more  
especially on Lexington and the Blue  
Grass. It was a credit to the efficient  
staff of the Leader and showed the re-  
sults of many hours of hard work and  
research. Again, hearty congratulations.

## Contributor Best Reader

The reader who is also a contributor  
of your newspaper is a more interested  
reader than the one who is only a read-  
er. The more an editor encourages the  
practice of getting his readers to "help  
him edit his newspaper" by starting dis-

cussions on current topics in which they  
can take part, by seizing the opportunity  
of getting them to participate in infor-  
mal contests and by giving them the  
feeling that "this is OUR paper," the  
less he is going to have to worry about  
keeping up his subscription list.—Can-  
adian Newspaper Association Bulletin.

## A Newspaper's Obligation

While it is necessary for the newspaper  
to be considered by readers in its proper  
relation to society, it is equally impor-  
tant for newspaper publishers to give  
new consideration to their public obli-  
gations. The press must realize that it  
has a function in national life greater  
than the selection of news, the distribu-  
tion of advertising, and the privilege of  
criticism. The independent press should  
be the highest expression of human li-  
berty. Its independence should not be  
used as a political excuse to find fault, or  
as a license to condemn. Still less should  
it imply the right to pursue reportorial  
practices which, if continued, will invite  
corrective measures by the public, there-  
by limiting its freedom. The press has  
contributed to the building of American  
institutions. It must not now become  
the tool for their destruction by permit-  
ting itself to be used by those whose  
object it is to destroy.—Carl W. Acker-  
man, dean of the graduate school of  
journalism, Columbia university.

## Nine Years Old

With this issue, the Kentucky Press  
enters its tenth year of publication and  
service to the Fourth Estate in Kentucky.  
The past nine years have never pre-  
sented a smooth path for the Press and  
its readers, but we look back in retro-  
spection and review the many excellent  
results accomplished—the mistakes and  
errors are relegated to oblivion. If we  
have accomplished something worth-  
while for journalism in Kentucky, it  
has been due to the many valued friend-  
ships that we have formed, to the kindly  
counsels of these friends, willingly and  
graciously offered, and to the many kind  
words of encouragement that have been  
afforded us. With such encouragement,  
who can but do their best.

The Press reaches you in a new for-  
mat. Instead of a four-column, 12-pica  
page, set in 7 point Ionic, the body type  
is now set in 15 picas, 10 point on 11-  
point slug, in the Baskerville family.  
The larger heads are set in Barnhard  
Gothic medium—all heads set flush-left.  
Personal news items are set 15 picas,  
7 point Ionic on 9-point slug. In this

new format we hope to accomplish bet-  
ter legibility and a more pleasing ap-  
pearance.

We again reiterate our pledge to Ken-  
tucky Journalism and to Community  
Journalism everywhere:

That we will strive to promote the  
interest of community journalism, so-  
cially, economically, and professionally;  
that we will promote and advocate the  
important and far-reaching principles,  
standards, and ethics in Journalism until  
said Journalism has reached the high  
standard of a Profession; that we will  
continue to serve the press of the state  
and the Kentucky Press Association to  
the best of our ability and resources.

## Shopping News Not A Newspaper in Ohio

A ruling of the court of common  
pleas of Lorain County, Ohio, holds  
that The Lorain Shopping News is not  
a newspaper of general circulation. The  
case arose over a mortgage sale which  
was set aside on the ground that it was  
not legally advertised.

Like Kentucky, Ohio law does not  
have a clear definition of a newspaper.  
Most states with law defining a news-  
paper contain a provision that a paper  
must be eligible to enter as second class  
mail matter and have bona fide paid  
subscribers, along with other qualifica-  
tions.

## Maybe You Can Save On Fire Insurance

Looking around for places to make  
economics, a newspaper might take a  
look at fire insurance costs.

After going into the matter of fire  
hazards and fire insurance rates for  
newspapers, your KPA secretary is con-  
vinced that practically any newspaper  
plant can reduce its insurance rates by  
eliminating minor hazards. Insurance  
rates are based upon penalties, and re-  
moval of hazards eliminates the pen-  
alties and reduces the rates.

Slight changes in electrical wiring,  
protection around heating units and  
a dozen other minor corrections can  
easily save you several dollars on your  
insurance.

It shouldn't cost you a cent to have  
your insurance agent go over your plant  
and make recommendations and give  
you the exact amount of the annual  
saving by elimination of the hazards.  
Since they receive a percentage of the  
premium, insurance men can hardly be  
expected to take the initiative in this  
matter.



*Importance Of Legal Publications*

Up in Wisconsin a heated battle was recently staged according to an editorial in the Medford Star-News, and the conclusions could well be reprinted for the information of the public. The article is as follows:

A very heated battle was staged at Marshfield over the publication of the proceeding of their board of education. Iron and Dane counties have county boards dominated by majorities that think public business should be transacted in private.

With the increasing interest in the publication of financial statements of counties, school districts and municipalities, and in the publication of other legals in connection with legal procedures, the layman, and even public officials, might say, "Why is it necessary that such publications be made?"

In the first place, the money which is expended by county officers, school boards, and city councils is your money, Mr. Taxpayer. You have a right to audit these expenditures at regular and frequent intervals. You have a right to know what is being done with your money without being put to the inconvenience of going to the records of the several political subdivisions and of digging out such information. The publication of financial statements in the newspaper is a convenience for the public; it also saves the time of the public officials who might otherwise be put to too much unnecessary work should they be asked to open records and go over the accounts with a multitude of individuals.

From the standpoint of the public official there is a very important reason why he wishes to publish an accounting of his office. From his point of view it is very fortunate that the law permits and requires him to make these legal publications. The public official's safeguard against unfair criticism is the fact that he makes a public accounting through the local newspaper. To make such an accounting in any form other than in complete detail, so as to inform the public just what is being done with the tax money, places the official in a position where his acts may be very easily misunderstood.

When a client places his affairs in the hands of his attorney he expects and gets an accounting so that he knows what is going on. The lawyer will insist that the client receive and read a report of such an accounting. It is quite obvious that this procedure is for the pro-

tection of the lawyer as well as of the client.

Another safeguard for the public official, when he makes a publication in complete detail, is that it explains to the taxpayer the reason for higher taxes, if such prevail. In almost all cases where there are excessive expenditures the tax payers are responsible for it themselves. Instead of directing criticism toward the public official, the citizen understands the reason for the financial condition of the respective political subdivision. He has had it fully explained in the published financial statement. Publication in full detail lift the criticism from the public official and places it on the door step of the taxpayer, where it usually belongs.

*So complete and detailed publication of financial statements and other legals, through the newspapers, is the American way of protecting our public office holders. The actual responsibility of public officials is to lay bare honest, honorable facts before the citizens so that no wrong conclusions can be drawn. Were it not for legal publications the processes of democratic government would face a breakdown.*

It is quite plain that the interest being shown by citizens in the legal publications in the Star-News bespeak a healthy situation. We find extreme safety in such a situation, both for our taxpayers and for our public officials.

*Small Business Concerns*

There are about 2,000,000 business concerns in the United States, but only 6.3 per cent of these have a net worth of more than \$75,000. Actually three-fourths of American business is unincorporated.

The United States Chamber of Commerce has been digging up some facts, and from Merle Thorpe's organization we learn that in 1935 there were 1,633,961 retail stores doing a business of \$33,181,000,000. Of these 1,474,149 were independently owned and operated. During the same year there were 517,000 service establishments — barber shops, shoe repair shops, etc.—owned by 577,181 proprietors.

Merle Thorpe reminds us again that an average capital investment of \$8,000 in machinery and equipment is required for every factory worker in the United States. The American workman receives in real wages—measured by purchasing power—five times as much as the Italian, nearly three times as much as the German and almost twice as much

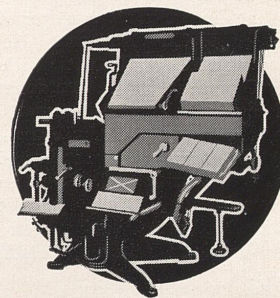
as the British.—Shining Lines, Mergenthaler Linotype Company.

Mrs. Katherine Carlisle, editor of the Bracken Chronicle, Augusta, is in Christ Hospital, Cincinnati, where she underwent an operation Thursday. Friends will be glad to learn that she is on the road to recovery.

The Owingsville News Outlook is now featuring a history of Bath County, that was originally published in the Owingsville Opinion in 1893.

# Jack

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and . . .



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*Young Kentuckian  
Buys Third Weekly*

Publisher of the Arlington Citizens Courier and the Clinton Hickman County Gazette, Harry L. Waterfield, 27 years old, has purchased a third weekly, the Bardwell Carlisle County News, from Tom C. Pettit, publisher of the News since he founded it in 1894.

Mr. Waterfield has announced that Dan Bingham, son of the late George Bingham, will be editor of the Carlisle County News and Mrs. Ettya M. Jennings will edit the Citizens Courier. He will edit the Hickman County Gazette himself.

Mr. Pettit was the oldest newspaper publisher and editor in Western Kentucky, and probably in the entire State. Waterfield has added new stereotyping equipment to the News plant.

Waterfield entered the newspaper field in 1932, at the age of 21, as editor of the La Center Weekly Advance. He became connected with the Hickman County Gazette in 1934. A graduate of Murray State College, he is a past president of the West Kentucky Press Association and at present a member of the Executive Committee of the Kentucky Press Association. He is a member of the Kentucky Legislature, having been elected last year from Fulton and Hickman Counties.

*Recondition Accounting*

Whether a printing plant is operating a small or a large cost accounting system, it is necessary occasionally to bring it out into the daylight for reconditioning, just as it is essential to oil the presses, repaint the floors, or make other needed repairs. Holding it up to the light of inspection will reveal just how much value it has in it, or whether it will have to be discarded and a new start made. There are plants which have operated the same efficient system for a great many years and are perfectly happy and satisfied with it, which is all well and good. They are quite confident their costs are being determined correctly, and there is no need for them to make improvements. Any system becomes cumbersome and outdated in time, regardless of its efficiency when installed, and improvements have to be made to save wasted time and effort on unnecessary items.

For instance, a small plant installed a very simple system of its own some ten years ago. The system at the time was sufficiently large to take care of the plant production. The system has been oper-

ated continuously as originally installed, though now it is difficult to ascertain correct costs, for the system is inadequate under the present expansion of business. A little time should be devoted to its revision, for the fault lies not with the system entirely but with the fact that it cannot possibly cover all the details of production evidenced in the business growth.

Many plants claim their success has been due to the operation of an efficient accounting system, and they are reluctant to disturb present conditions, but have these systems not been placed in the background too long, haven't they been taken for granted and allowed to become a "habit"? There is a tendency, too, on the part of the workmen to slide into a rut after awhile, to cease to take time tickets seriously, to keep their time in a slipshod manner about as they please. A check-up occasionally will clear the air and impress upon the workmen the need of accurate time figures on production.

Plants that have not in past years felt the need of a cost accounting and time-keeping system are now realizing the value of a good system in profitable plant management. Every cost accounting system ought to be dragged out into the daylight and criticized without fear, for like house-cleaning, it will be a relief to know everything is right after the cleaning is over, for cost systems, like everything else, need rejuvenating once in a while.—Porte Publishing company.

*Situations Wanted*

Several young men and women who have had special training in the edi-

torial and business problems of weekly newspapers have completed their work in the Department of Journalism of the University of Kentucky and are now available for employment in Kentucky and nearby newspaper offices.

Several others who had special work in local advertising are also available from the 1938 class.

Any publisher interested may obtain names and qualifications from the Department of Journalism, University of Kentucky, Lexington.

*Amateur Writers Elect  
Kentuckian President*

Maurice E. White, Neon, Ky., was re-elected as president of the United Amateur Press Association at the forty-second annual convention held July 3, 4, and 5 in Seattle. Seventy-five members from all parts of the country attended the affair, for which the Seattle Amateur Press Club, a local unit affiliated with the U. A. P. A., served as host.

The United Amateur Press Association was founded in 1895 in Philadelphia, and has had as its members in the past some of the greatest professional journalists in the country. It is devoted to the hobby of amateur journalism, and accords both training for a journalistic career and personal enjoyment from a hobby standpoint. Members' ages range from 15 to 80 and include both sexes.

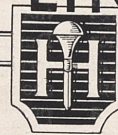
President White is a regular contributor to the Neon News and the Whitesburg Mountain Eagle. Only 27, he is an ambitious and determined writer, and very well known to prominent Government officials.

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James W. Cook, father of J. Guy Cook, employee of the Scottsville News, died at his home in Morgantown July 6, following several months of ill health.

Mrs. Harry McCarthy, editor of the Nicholasville Journal, received three fractured ribs and other injuries when she was thrown from a car following an accident July 1. Mrs. McCarthy, who was already suffering with a broken bone in her ankle, was being returned to her home when the collision occurred.

E. W. Creal, editor of the Hodgenville Herald News, recently started a subscription contest with bicycles as prizes. Miss Anibel W. Dawson, nine years old, entered the contest July 2 and the morning of July 5 turned in 32 subscriptions as her quota to receive a bicycle. Thirty-four other boys and girls are also working toward a coveted prize.

J. Curtis Alcock, Danville Daily Messenger editor, was installed as president of the local Rotary club at its last regular meeting.

The June 30 issue of the Morganfield Advocate hit the streets containing 12 pages chock full of advertising, interesting features and local news. R. M. Munford is the owner and manager of this wide-awake newspaper.

Nelson Gay of Mt. Sterling has accepted a position with the Corbin Tribune as advertising manager and assumed his new duties last week. Mr. Gay is an honor graduate in journalism at the University of Kentucky, class of 1938, where he was also sports editor of the Kernel, school paper.

E. D. Sargent, editor of the Bellevue-Dayton News at Dayton, and Mrs. Lula B. Miller of Covington, stole a march on their friends and were married in Hamilton, Ohio, January 15. Editor Sargent is well known in newspaper circles. A native of Kentucky he formerly owned and published the Berry Citizen in Harrison county. Afterwards he was associated with the daily field in Chicago and the Post and Commercial Tribune in Cincinnati, then owned weeklies in Ohio, West Virginia, and Pennsylvania. As a specialty writer and promoter of advertising ideas he is well known through the Central states.

In an effort to bring more news to the Herald readers, J. C. Koppenol, editor of the Campton Herald, has increased the size from five to six columns.

C. A. Hummel's staff of local news correspondents, which numbers over 50, were recently entertained in the home of Mr. and Mrs. John J. Luhr. For a number of years Mrs. Luhr has been a most loyal member of the club and her home one of its popular meeting places.

The local Girl Scout troop of Carlisle has dedicated a bird bath as a memorial to the late Warren R. Fisher, former editor of the Carlisle Mercury. Mr. Fisher's great love for birds prompted the action, and the installation was done with a fitting ceremony, which also included the reading of some of Mr. Fisher's writings.

An attractive booklet, "Scenic and Historic Garrard County and the Lake Herrington Region," was recently published by S. B. Goodman in his Lancaster Record plant. Interesting reviews and pictures of the scenic beauty and historical background were well presented.

Percy H. Landrum resigned his position as editor of the Ohio County News, Hartford, on July 9. He did not state his future plans. Lynn C. Barratt, linotyper, son of Publisher—Postmaster L. G. Barrett, took over the interesting column, Rough River Ripples, founded and written by Mr. Landrum.

An entire section of six pages appeared in the June 24 issue of the Lebanon Enterprise, devoted to the formal opening of a new motor company. Only once before in the history of the Enterprise has a six-page advertisement from a single firm appeared and Editor Oliver Kelly is to be congratulated on the splendid printing and makeup shown.

A new publication, the Sharpsburg Courier, made its first appearance June 29, with Paul M. Runyon as owner and publisher and Walter Boyd of Maysville as editor. Mr. Runyon is owner of the Bourbon Publishing company which also publishes the Millersburg Courier and both papers will be printed in the Millersburg plant. Mr. Boyd is the son of Walter Boyd, widely known throughout Kentucky political circles, and is a graduate of the University of Kentucky where he majored in journalism. The new publication will follow the policies of Mr. Runyon to provide a variety of good features by including a printed service in addition to local news.

Henry R. Chandler has changed the publication date of his Barbourville Advocate from Friday to Thursday. The first issue under the new policy was printed June 23.

Albert Van Zant, editor and publisher of the Edmonton Herald-News, was recently married to Miss Virginia Huddleston of Monticello.

John Samuels of Mt. Sterling, editor of the Maysville Independent for the last few weeks, is now at Harrodsburg where he has accepted the position of secretary for the Mercer County Board of Trade.

At the age of 12, Billy Spragens, son of Mr. and Mrs. T. E. Spragens, of Lebanon, owns, edits and publishes a newspaper a sort of tabloid in miniature, which comes out once a week as the News Flash.

The News Flash entered the field in 1937, a single page of notebook paper. Its growth has been remarkable, as this tophead, lifted from the last issue, clearly shows:

A Record!

With thirty pages today, the editors of The News Flash break all previous records, the largest number before being twenty-two pages on April 30.

At present the circulation stands at a peak of twenty-five. If it continues to grow, the editors may have to deal with a case or two of writer's cramp, for the whole thing is printed in pencil.

Billy's chief assistant is 9-year-old Tommy Collins, son of Mr. and Mrs. L. A. Collins.

J. Curtis Alcock has made an improvement in the makeup of his Danville Messenger's editorial page. Each feature is now set a column and a half wide instead of a single column, making them more attractive and easier to read.

The Shelbyville Sentinel published by Daniel and James O'Sullivan, observed its ninety-eighth birthday June 24. The Sentinel was established in 1840 and has continually advanced in its field. It has the recognition of being the first stream-lined paper in Kentucky and has one of the largest circulations in the state.

A. S. Wathen, manager of the Bardstown Standard, recently registered a "scoop" when he carried a news story on the confession and life sentence of two convicts several hours before any other news agencies had an account of it. The sentence was given at 1:37 p. m. and the Standard was on the street shortly afterward.

Do you like the new format of the Kentucky Press? The editor will appreciate your comments on this and other suggested improvements to make it outstanding and efficient.

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## BUSINESS DIRECTORY

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### 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"

**RUSSEL DYCHE**  
LONDON, KY.

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### Louisville Paper Company

"A PAPER FOR EVERY NEED"

Permanized Bond Papers — Howard Bond —  
Maxwell Bond—Cherokee News (Blue-White)

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### Southeastern Paper Company

LOUISVILLE, KY.

Hammermill Products In Fine Papers

Guy B. Roush, Representative  
125 Hillcrest, Louisville

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### Imperial Type Metal

H. L. Felix, 1648 Sutton Ave., Mt. Washington, Cincinnati Ohio

### Immediate Shipments From

THE DICKSON COMPANY  
234 W. Main St. Louisville

THE McHUGH EXPRESS COMPANY  
346 W. Fourth St. Cincinnati

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# WHO CAN SHOW A BETTER RECORD?

**F**ood, clothing, rent, fuel and the other items that you use every day make up the **COST OF LIVING AVERAGE**, which is now 43 per cent **HIGHER** than it was in 1913.

The **COST OF GOVERNMENT** (federal, state, county and municipal) has risen 908 per cent in the same period.

But the **COST OF RESIDENTIAL ELECTRIC SERVICE AVERAGE** is 51 per cent **LOWER** in 1938 than in 1913 . . . in spite of all the handicaps put upon the industry by politicians.

**KENTUCKY UTILITIES COMPANY**  
Incorporated  
and Associated Companies

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