

The Kentucky Press

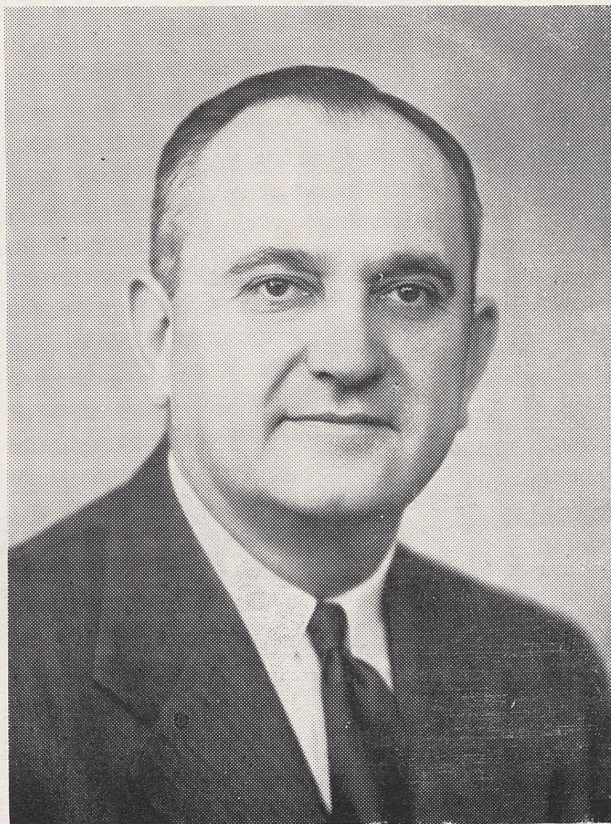
February, 1949

Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers



VOLUME TWENTY
NUMBER FOUR

Publication Office:
Room 64, McVey Hall
University of Kentucky
Lexington



Adolph Rupp,
"The Baron"
Kentucky's
World-wide
Goodwill
Ambassador

Official Publication Kentucky Press Association

The Kentucky Press Association

is an organization representing 160 weekly and semi-weekly community newspapers, 22 small dailies, and 7 major dailies, whose publishers desire to provide for advertisers the greatest possible coverage and render

the placing of advertising in their papers more easy and satisfactory. The Association maintains a Central Office in McVey Hall, University of Kentucky, Lexington, which provides for the all-inclusive plan of

One Order - One Billing - One Check

without additional cost to agency or advertiser. This office through a complete file of its newspapers attends to proof of publication through tear sheets and cares for the many details of placing advertising. Given a list of newspapers to be covered with mats or plates necessary, the office will place the orders, check the publication, provide tear sheets, and render one bill for the entire account. This eliminates a considerable expense to the agency or advertiser.

You can place space in any number of Kentucky weeklies, semi-weeklies, or dailies with a single order. Send us only a blanket insertion order, together with mats, stereotypes, or copy sufficient to cover. Individual

insertion orders will be issued the same day from the association office. No charge is made to the advertiser or agency for this service.

This office will service advertising accounts covering all or any part of this entire list. The cost of covering the community newspaper field, exclusive of the small and major dailies, is approximately \$64.00 a column inch for a circulation of 385,000 readers, almost all on a cash-in-advance basis. Seventeen weeklies are members of the Audit Bureau of Circulation; twelve dailies are members. More than 40 applications for membership are now on file.

National Advertising Affiliating Service

This Association is a state affiliate with the National Editorial Association, and is an affiliating and co-operating member of and with Newspaper Advertising Service, Inc., Chicago. National orders, placed thru NAS, are distributed from this office to our state newspapers under the one order, one billing, one check plan.

While our state average is higher, in the nation 52% of the nation's population, 70,200,000 persons, live in towns of less than 10,000 population—only seven larger cities in Kentucky. This "Mr. 52" had \$44,000,000,000 to spend last year, 43% of the Nation's buying power.

"Mr. 52" represents 6,000,000 farm families—2,000,000 electrified farms—60% of all automobiles, trucks and tractors—50% of all furniture—46% of clothing—and the Nation's highest percentage of Home ownership—IN FACT, the greatest potential market for far-seeing manufacturers.

"Mr. 52" in the past has been difficult to reach, living in 15,000 different small towns and on 6,000,000

farms—no national publications, no national radio hook-ups can reach him as Economically, as Thoroughly, as Easily, as HIS HOMETOWN NEWSPAPER with maximum readership—because "Mr. 52" knows the local editor—knows all the merchants—knows all the other subscribers—knows his Senator and Representative—knows that his Hometown newspaper is a Warm, Living, Influential part of his life—and directly influences it.

"Mr. 52" Hometown newspaper offers MORE local coverage than all other media combined—he can be reached by One Package and One Check through Newspaper Advertising Service, Inc., 188 West Randolph, Chicago, and through the Kentucky Press Association.

Remember "Mr. 52" and make him a customer by selling him today through his own HOMETOWN NEWSPAPER.

For information, call or Write Victor R. Portmann, Secretary-Manager, McVey Hall, University of Kentucky, Lexington 29, Kentucky.

POD Bill Will Raise Second Class Rates

Washington, February 22—A bill (H.R. 2945) was introduced in the House of Representatives today by Representative Tom Murray of Tennessee, Chairman of the House Committee on Post Office and Civil Service, at the request of the Postmaster General, which if enacted in its present form would cost newspaper and periodical publishers an additional \$125,000,000 in postal charges for the next two years. The drastic revision of the postal rate structure would abolish the free-in-county privilege; establish a minimum per copy rate; boost the publishers paid zone rates, re-define postal definitions of advertising to restrict so-called "puffery;" establish a differential in rates based on the percentage of advertising in a publication; charge 5 cents to publishers for notices of undeliverable copies, etc..

The proposed abolition of the free-in-county affects small daily newspapers more than weeklies. Postal data shows the smaller dailies have a ratio of 2 to 1 in volume as compared to weeklies in utilizing the free-in-county mailing. The bill provides that on publications mailed at a post office not having city or village letter carrier service addressed for local delivery, including rural and star route box delivery shall be 1 cent a pound.

Another section of the bill establishes a minimum of not less than 1/2 cent per piece on daily and weekly publications and not less than one cent per piece on publications issued less frequently than weekly. A change in local mailing conditions provides

"that copies of a publication mailed at a post office where it is entered, for delivery by letter carrier at a different post office within the delivery limit of which the headquarters or general business office of the publisher is located, shall be chargeable with postage at the rate that would be applicable if the copies were mailed at the latter post office, unless the postage chargeable at the pound rates from the office of mailing is higher, in which case such higher rates shall apply."

Postage computed at zone rates shall not be less than 1/4 cent per piece. The zones are combined, with two exceptions, and the rates are: Zone 1 (other than local delivery), 2 cents a pound or fraction thereof; Zones 2 and 3 . . . 4 cents a pound or fraction thereof; Zones 4 and 5 . . . 6 cents a pound or fraction thereof; Zones 6 and 7 . . . 8 cents a pound or fraction thereof; Zone 8 . . . 9 cents a pound or fraction thereof.

Zone rate publications would be subjected to rate differentials based on the percentage

of advertising in the publication. H.R. 2945 provides that on publications containing over 25 per cent but not more than 50 per cent advertising, the total postage computed at the rates prescribed by this section shall be increased by 25 per cent; on publications containing over 50 per cent but not more than 75 per cent advertising, the total postage computed at such rates shall be increased by 50 per cent; and on publications containing over 75 per cent advertising, the total postage computed at such rates shall be increased 100 per cent; and provided further, That when more than one-half of the issues of a publication during any period of twelve months contain over 75 per cent advertising, the publication shall be considered as being designed primarily for advertising purposes and its second-class mail privileges shall be revoked.

Stringent limitations on "write-ups" in news columns are also covered in the legislation. In a new definition of the term "advertising," the bill states it

"shall include display, classified, and all other forms of advertisements, as well as all editorial or other reading matter for the publication of which money or other valuable consideration is paid, accepted or promised, or for which the publisher has been or is to be compensated in any form whatever; also any articles, items, and notices in the form of reading matter inserted in accordance with a custom or understanding, explicit or tacit, that a "reader" or "write-up" is to be given an advertiser or his products in the publication in which his display or paid advertisement appears. When a publication advertises, in any form, its own services or issues, or any other business of the publisher, such matter shall be considered as advertising within the meaning of this section, as shall also any editorial or textual matter in the form of so-called "merchandise write-ups" which feature wearing apparel or other articles of merchandise, equipment or services and give the name of the manufacturer, dealer or other source of supply together with prices, or in connection with which the publication offers, either directly or indirectly, to furnish information obviously designed to enable the reader to obtain the merchandise, equipment or service described or featured in the publication."

It is expected that the proposed fee on notice to publishers of undeliverable second-class mail, which is now 2 cents and will be raised to 5 cents, would yield an estimated additional revenue of \$750,000. The notice

of change of address which is now 2 cents and would be raised to 5 cents, would yield an additional revenue of \$600,000. Third-class increases are calculated to yield \$65,525,000; parcel post \$39,300,000; catalogs \$2,900,000; books \$3,700,000; controlled circulation publications \$200,000 under the proposed schedules.

The P.M.G.'s memorandum states: "It is proposed that one year after the above rates become effective, a second-step increase be made by increasing these rates by 50 per cent." . . . "It is estimated that additional revenue of \$75,000,000 will be raised from the first-step and that an additional \$50,000,000 will be raised from the second-step, a total annual increase of \$125,000,000 based on the volume of publications second-class mailed in the fiscal year of 1948."

(The House Post Office Committee will decide on hearings policies March 3. Views of publishers on the effect of these rates on their particular business would be appreciated by the N.E.A. Legislative Committee which will present testimony at all hearings. Address communications to the N.E.A. Legislative Committee, 817 Investment Building, Washington 5, D. C.)

The Williamsburg Republican published by Harold and Mrs. Browning, has been increased to eight columns.

Ken Gregg, formerly with the Middleboro (Ky.) News, is now telegraph editor of the Baytown Sun, Texas. Gregg is a graduate of Missouri University.

"I've hit on the unique theory that the gross income from circulation and the net income of a weekly newspaper are approximately the same."

So spake L. L. Coleman of the Moberge, S. Dak., Tribune before a recent Kansas Press convention. He contends that "circulation is the number one essential of any newspaper, daily or weekly, the life-stream of a newspaper just as blood is of the body. Poor circulation will sap the vitality of the newspaper as it does of an individual."

Mr. Coleman likens a well-rounded newspaper to a cafeteria, with something to appeal to every customer, and characterizes display advertising as one of the most potent selling factors in building circulation. "Good advertising appeals to outside people as much as, if not more than, to the residents of your town."

Press Reprints Article On KPA History

All newspaper men who had any connection with the early days of the Kentucky Press Association have long since passed away, and, as there were no printed minutes of these meetings, it is difficult to write about their proceedings save to state that George D. Prentice and Walter N. Halderman were the first two presidents in the order named.

My first connection with the Kentucky Press Association began at the Bowling Green meeting in the summer of 1879. Col. J. S. Johnson, a distinguished citizen of Frankfort, and the editor of the Frankfort Yeoman, was president of the association at that time. Among other distinguished editors who attended that meeting were Hon. Henry Watterson, the greatest editor in the South of his day; Col. E. Polk Johnson, for many years afterward managing editor of the Courier Journal and editor of the Frankfort Capitol; Henry Stanton, of the Frankfort Yeoman, and poet laureate of the Kentucky Press Association who wrote among other things "The Menyless Man;" Emmet Logan, afterwards editor of the Louisville Times and the most brilliant paragrapher in the state; Sam Gaines, gifted editor of the Glasgow Times.

There were about one hundred newspaper men present at this meeting and about two hundred outsiders who sold something to newspapers. The entire three hundred were quartered in the private homes of the people of Bowling Green where they were entertained free of cost. It was hardly a meeting of any value to the members of the association, but was more in the nature of a social outing and a big spree.

The same performance was repeated the subsequent year at Ashland, with the same amount of hangers-on who got free passes and free entertainment. This broke up the Kentucky Press Association for several years. It was, however reorganized in Louisville in 1887 at the court house where James W. Hopper, an editorial writer on the Courier Journal was elected president. At the meeting a committee was appointed to draft the constitution and by-laws to be reported and adopted the following summer when the association was to hold its meeting in Danville.

The writer of this article was the chairman of the committee to draft the constitution and by-laws and it was at Danville where the membership was limited to bona fide editors and publishers of newspapers. The people of Danville were also given to understand that no longer were editors expected to be entertained by them free like preachers at their conferences and association, but that they were to go to hotels and pay for their own expenses. Col. E. Polk Johnson was elected

(Note: The following article, from the pen of Harry A. Sommers, long connected with the Elizabethtown News, and president of KPA in 1891, was written especially for the first issue of the Kentucky Press dated February, 1929. The article is offered in connection with our 80th anniversary celebration.)

president and was the last president to serve more than one year. From this time on the association adhered strictly to its constitution in regard to the election of members and only met in such cities and places where hotel accommodations were ample for the membership.

Following the meeting at Paducah in 1891, when R. E. Morningstar was the secretary of the association, there began a period when the summer meeting consisted of an excursion into various parts of the country with free transportation wherever it went. These excursions embraced the lake resorts of Michigan, Salt Lake City, a trip down the St. Lawrence to Quebec, Portland, Me., the Atlantic and Asheville expeditions, and several others which we do not recall. Following this period of the associations history the summer meetings were mostly held at summer resorts like Olympia Springs, Estill Springs, Crab Orchard, Grayson Springs, Dawson and Cerulean Springs. At these meetings there was plenty of time for business as well as pleasure and the association began to take on forms of an organization to promote the interests of newspapers.

The old hand press had disappeared by 1890 and country newspapers were neat and attractive publications on cylinder presses, and the circulation of the papers in better towns and counties had increased from a few hundred to a few thousand. John G. Craddock, of the Paris True Kentuckian, was no longer the only Kentucky editor who made more than a bare living out of his newspaper, but there were some twenty or thirty successful publications in country towns. Drunkenness was practically prohibited in the association and at the meeting at Middlesboro a member was suspended for being drunk.

I am not certain as to the exact time when the association began to hold in addition to its summer session a mid-winter meeting, doing something practical for the advancement and progress of country publications. Better advertising rates and a standard of price for job printing was adopted, and finally, through the power and influence of the press such legislation was secured as to require most things of a public nature in which the taxpayers were interested to be published in newspapers. Most of these mid-winter meetings have been held either in Louisville or Lexington. They have been well attended and they have had a tremendous influence, not only in helping the editors in a financial

way, but in raising the standard of the publications and in improving the ethics of the profession.

Thirty or forty years ago there were very bitter personal controversies between editors in which the public was really not interested and which invariably caused a great deal of bad feeling. These have almost entirely disappeared due to the personal understanding and the personal acquaintance between the editors and a proper appreciation of their relations one toward another.

There has been a wonderful increase in the circulation of most country newspapers and a still greater increase in the amount of advertising handled by them so that there are very few newspapers in the state, if in the hands of good newspaper men, that are not country editors who have given their entire time and thought to their business have been quite successful financially as other professional men or merchants.

There has been only one change in the constitution since it was adopted at Danville in 1899. This change provided that the chairman of the executive committee, instead of being appointed by the president, should be elected by the Association. This grew out of the fact that a new president was elected every year, and that he was the vice president the year preceding his election and that the chairman of the executive committee was in line for promotion following the vice president. The change was made to prevent the president from naming his own successor by giving to the association the authority and power to elect the chairman of the executive committee.

In the early days many newspaper men had some other business in which they made a living and merely ran a newspaper for political purposes. This had entirely passed away as it became evident that a newspaper could be conducted with a profit without any other sources of revenue upon the part of the editor.

It begins to look as if the summer meetings were falling short in attendance on account of the fact that most of the business of the association is attended to at the mid-winter meetings. It is exceedingly probable that unless some special thing other than the social intercourse is provided for the summer meetings that they will finally be discontinued altogether, as the Kentucky Press Association is a strictly business body and most editors have little time for summer outings which are almost entirely social in their functions.

I have endeavored to cover in this article the important facts connected with the Kentucky Press Association since I have been associated with it in 1879. There are many de-

(Please Turn To Page Five)

A Newspaper Ad That Helped Us Get The Answers



Last fall we ran an ad in about 2,000 newspapers that was a little different from most ads we regularly schedule in these papers.

We at A & P have always believed in the effectiveness of newspaper advertisements in telling the story of A & P quality, price, service and of the policies behind them.

This ad, however, asked our customers how A & P looked from their side of the counter instead of telling them how it looked from ours. It asked them to write to us and give us their suggestions as to how we might make our stores better places to shop.

We did this because we sincerely believe that the success of any business depends upon its ability to find out what its customers want and give it to them.

The ad did a good job. It brought in thousands of letters — thoughtful, intelligent, helpful letters telling us just what these customers wanted in food . . . in stores and in service.

Those letters have helped us blueprint our activities for 1949. And we hope, through further word from our customers, to continue to keep our activities geared to public demand.

This is one more example of how newspaper advertising, year in and year out, helps the men and women of A & P to do the nation's most efficient job of food distribution.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume Twenty, Number Four

Kentucky Press Association

James M. Willis, *President*
Messenger, Brandenburg
Joe La Gore, *Vice President*
Sun-Democrat, Paducah
Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

District Executive Committeemen

Chairman, Douglas Cornette, *Courier-Journal*,
Louisville (*Third*); *First*, Frank Evens, *Mes-*
senger, Mayfield; *Second*, John B. Gaines, *Park*
City News, Bowling Green; *Fourth*, Albert S.
Wathen Sr., *Standard*, Bardstown; *Fifth*, Charles
E. Adams, *Gallatin County News*, Warsaw; *Sixth*,
Enos Swain, *Advocate-Messenger*, Danville;
Seventh, Thomas Holland, *Pike County News*,
Pikeville; *Eighth*, J. W. Hedden, *Advocate-Senti-*
nel, Mt. Sterling; *Ninth*, Martin Dyche, *Sentinel-*
Echo, London; *State-at-Large*, William Caywood,
Sun, Winchester; *State-at-Large*, Bennett Roach,
Shelby News, Shelbyville; *Immediate Past Presi-*
dent, Fred B. Wachs, *Herald-Leader*, Lexington.



Paper Consolidations Continue To Grow

Despite the diatribes against mergers and consolidations of newspapers, the record continues to mount at an alarming rate. Even publishers not affected by the movement are wondering how far it will go and are asking what the public reaction will be if it goes too far. In all the critical studies of the press, the factor of mergers has been given prominent position with the questioning in the balance. Even one of the most supere critics of mergers admits there is no way to determine how many newspapers can be supported by a local economy.

Perhaps the most clear-cut statement on the reason for mergers of newspapers was that given recently by the retiring publisher in a merger deal who explained that "annual wages to mechanical production workers, a major cost to newspapers, which before Pearl Harbor ranged between \$2,400 and \$2,800, now reached a level between

The Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth in the Canons of Journalism. It advocates strict ethical standards in its advertising column. It opposes the publication of propaganda under the guise of news. It affirms the obligation of a newspaper to frank, honest and fearless editorial expressions. It respects equality of opinion and the right of every individual to participation in the Constitutional guarantee of Freedom of the Press. It believes in the newspaper as a vital medium for civic, economic, social, and cultural community development and progress.

\$5,000 and \$6,000, a fact which will startle most other workers in the community. It should not remain unsaid that certain collective bargaining units, unmindful of economic consequences, after earnest and repeated explanations and warnings, have insisted on pay check increases that not only have exceeded increased costs of living but disregarded economic parity and logical reasoning. In doing so they have contributed heavily to their own present insecurity, that of their fellow employees and the company which furnished their livelihood."

That statement is important because it comes from within the industry. What effect it will have in stemming the tide is questionable. Representatives of collective bargaining units will probably insist that continued rising costs of living justify wage demands often 200 per cent above wages of eight years ago and will point to the fact that the spiral of wage increases is not peculiar to the production of newspapers.

But they fail, and have failed, to realize that newspaper income is restricted to two sources — advertising and circulation — and beyond a rather fixed ceiling for both these sources is where local economy ceases to support the newspapers.

Granted that the limited source of and ceiling on newspaper income is no justifiable excuse for maintaining wage scales at a ridiculously low level, it is a factor which mechanical workers in the organized field should have considered in making their demands for increases that go beyond the ability of local economy to support, thus leading to mergers. The shortsighted apprenticeship policies of the newspaper mechanical unions, plus wage demands beyond local economy, plus no greater and often less production, have undoubtedly combined to cause mergers of newspapers.

There may be a reversal of the trend and the establishment of more newspapers. But that may depend in a large part on the attitude of the public, which generally

thinks of a newspaper in terms of roaring presses and mechanical equipment. As a matter of fact, the only competition between opposition newspapers has been in the news, editorial, advertising and circulation departments. The same mechanical operation that produces one newspaper enters into the production of its opposition.

The difficulty has been in the popular thought that publishing and printing are one and the same operation, or that they are so closely associated they cannot be conducted separately. There appears never to have been any reason why two or more opposing newspapers could not be published separately but all be printed on the same presses. That may be the solution to mergers unless a more economical plan of production is devised.—The Indiana Publisher.

Photographs of portraits of four Kentucky-born vice-presidents — Alben W. Barkley, John Brockenridge, Richard Johnson and Adali Stevenson — appear in the winter issue of *In Kentucky*, a quarterly. The portraits hang in the Kentucky Historical Society's museum, in the old state capitol in Frankfort. All Kentucky newspapers are now receiving the society's monthly communique to provide news and column items relating to the state's history and the society's activities.

Georgia Passes Gag Libel Law

The stringent new libel law for Georgia sponsored by followers of Gov. Talmage was passed by the Georgia Legislature recently. The bill repeals a provision in existing libel laws under which a newspaper may retract an "honest" mistake. The bill was introduced, so I am informed, only because a group of politicians are annoyed with editorial comment in a few newspapers.

Local Photos Pay Big Returns In Weeklys

(Note: John Boyd, publisher of the Louisville, (N.Y.) Leader, is chairman of the National Editorial Association's Committee on Photography. Many years ago Boyd discovered that the camera could be made a valuable adjunct to his business. As a consequence he has been a consistent user of pictures in the news and advertising columns of The Leader—to the financial advantage of his publication. In the accompanying article Boyd tells how he makes pictures, and makes them pay.)

Who said a weekly or small daily newspaper can't photograph the news? I said so once—but I've changed my tune!

Just as feature stories help make the average weekly newspaper, so do feature pictures. The best picture is the one in which the story is told without the use of captions. For instance, here at the Louisville Leader we faked a picture for our April 1 edition. We showed a New York Central engine right up on the Four Corners. It was a simple thing to take two pictures, one of the new Diesel and one of the Four Corners. We carefully trimmed the engine shot and superimposed it upon the other picture, and made the cut.

There was a feature shot that actually needed no caption! However, we ran one because even with the explanation that it was an April Fool's picture, there were folks who believed it was real!

A picture story is a natural for the weekly newspaper of today which has a magazine type of circulation in that it is around a home for seven days or more. And think of all the picture stories that are possible! We did one recently that told the story in six pictures of the installation of the radio telephone on the dash boards of the New York State Police cars in this area. Pictured was a police service to the community that words could never adequately describe.

There are any number of picture stories in any weekly newspaper's trade area that the enterprising photographer can dig up. Wheat growing, haying, local industries, a nearby village—there is no limit to picture possibilities.

Here at the Leader there are three people who can take pictures—myself, my assistant who is a reporter, and a high school senior who handles all of the darkroom work.

Here's how we handle pictures each week. Our newspaper comes out on Wednesday night. On Thursday morning we plan our

stock shots for the next week. Stock shots are those of events such as happen in every community—meetings, fairs, social events, etc. Then there are the feature pictures that can sometimes be planned ahead and sometimes just happen. Spot news pictures of accidents and fires obviously cannot be planned, but they can certainly be quickly and accurately handled in the rush of the day's events, if you're ready for them—if you have learned to think in terms of pictures as well as you think in terms of type.

A photographer for a weekly newspaper will get more cooperation and better pictures if he schools himself to inspire the confidence of his subjects. He must be dignified. He must know how to address everyone, from the big shot to the common laborer. He must be neat about his job, not leaving empty film boxes, flash bulbs or other trash at the scene of the picture.

Every weekly newspaper and small daily can use pictures today. Engraving prices are low. Nearly every town has a camera enthusiast who will help with the processing of the pictures. If we take a picture on a Tuesday morning, we ship it out of Louisville the same night and have the cut back Wednesday afternoon. Our nearest engraver is 28 miles away.

News pictures also have what we call a by-product payoff. When we took a news shot of a library meeting involving a couple of state library officials, they ordered a dozen 8 x 10 enlargements at \$30 a dozen—not bad. A store opened here and we took six shots, one of which was to be used in a "Thank You" advertisement the following week. As a result we sold \$24 worth of enlargements to not only the proprietor but also to the girls working in the store.

The revenue possibilities are therefore three-fold: added circulation income, extra advertising lineage, and the sale of extra prints.

Singing increases the blood pressure, says a southern doctor, but he neglected to say whose.

(Continued From Page Five)

tales which were necessarily omitted as they would have made contribution entirely too lengthy for the purpose which it is intended.

The school of journalism is starting this publication to be known as the Kentucky Press; is doing a splendid thing to promote journalism in Kentucky, and to bring about a closer and better relationship between the editors of the state.

KPA Prexy Willis On Atlantic Maneuvers

James M. Willis, president of KPA and publisher of the Brandenburg Messenger, left Tuesday, February 8, for Morehead City, N. C., where he boarded a naval vessel for the annual maneuvers of the United States Fleet in the Caribbean Sea.

He is one of nine weekly publishers from over the nation who were invited to be with the fleet on special invitation of the Navy. This is the first time that this invitation has been extended to a weekly newspaper man. The nine observers were selected by the National Editorial Associations.

While Mr. Willis is away, his father, J. W. Willis, former publisher of the Irvington Herald, will assist Mrs. Willis in the publication of the Messenger. The maneuvers will last about six weeks.

NAS Offers Large Composite Circulation

Newspaper Advertising Service, the affiliate of the National Editorial Association representing weekly newspapers, offers to advertisers and agencies a weekly newspaper circulation of over nine million.

A total weekly circulation of 9,809,826 is offered prospective advertisers through the one-order, one-bill, one-check system of NAS, with the cooperation of many state press associations. This combined weekly circulation is made up of 5,311 weeklies now represented by NAS. The market analysis made by Crossley, Inc. last year reveals an average of 3.7 persons per weekly newspaper family. This could put the total readership at well over 36 million!

Nationally, the average cost per inch of advertising space is just over 51 cents—\$.517. Advertisers may purchase the entire package for only \$2,745.10, the aggregate rate per inch. This means that the cost per thousand readers per inch is about 7.6 inches.

These tabulations were made by the NAS staff in their continuing effort to sell more space in the weekly newspapers of the country.

Miss Helen Henry, graduate of the Department of Journalism, University of Kentucky, has accepted a position on the news staff of the Central City Messenger & Times Argus.

Frederick M. Reuter, foreman of the Owensboro Messenger composing room for 22 years and an employee of 29 years, died February 24 at his home.

Should Weekly Take Outside Advertising?

Refusal of newspapers to accept advertising from merchants in neighboring towns is no protection to their own local stores, is the conclusion of Louis Spilman, editor of the News-Virginian at Waynesboro, Va. He says, "It is perfectly obvious that a newspaper has but one commodity to sell, namely — space. That space should be available, under our democratic free enterprise system, to all purchasers who conduct honorable legitimate business, and who possess adequate credit rating.

"All good newspapers hold the building and strengthening of their own communities as their paramount responsibility. Newspapers should lead in the effort to gain proper recognition for the community in which they are published.

"But to say that our obligation to our community entails the restriction of our business and the establishment of arbitrary limitations on the sale of space is not compatible with our democratic system of free enterprise.

"How can refusal to accept an ad from a legitimate retail outlet in a neighboring city possibly increase the ability of a retailer in the newspaper's own city to secure values, offer lower prices and better service? I grew up in the retail business. The only threat to any given retailer is his ability to stock needed items at proper prices and to offer courteous, attentive service.

"In this day of rapid transportation, cross distributing of newspapers, intermingling of radio appeals from all points and the availability of direct mail to carry the message of retail values to all parts of the country, it is altogether unlikely that the mere refusal of one newspaper to accept advertising will keep the readers of that newspaper in ignorance as to what the rest of the world offers.

"I am, no doubt, old-fashioned. I believe the policy of a newspaper should be based on public service; that the newspaper's first responsibility is to its readers. Whenever policy is established through fear of losing business through an unreal effort to "protect" certain elements of business, or through an unnatural belief that any one type or section of business can be helped by injuring another type or section of business, it is destined to decay."

The NEA monthly mat service will please you, and give you service plus.

Former Springfield Publisher Die

Hugh Lee Smith, 60 years old, retired newspaper editor-publisher, died unexpectedly of a heart attack at his home in Springfield, February 7. Because of failing health, Mr. Smith retired in 1947 as editor of the Springfield Sun which he operated in partnership with J. S. Moran. He was a native of Bardstown and went to Springfield in 1904 when he became associated with J. Rogers Gore, owner and founder of the Sun. In 1907, Mr. Smith bought the paper from Gore. In 1916, the Sun was consolidated with the Springfield News-Leader and the paper has since operated under the name of the Sun.

Mr. Smith was a member of St. Dominic Catholic church and the Rotary Club. He is survived by his wife, Mrs. Nell Greene Smith; a daughter, Miss Marion Nash Smith; three sons, Hugh Lee Smith, Jr., Springfield;

Charles Greene Smith, Seattle, Wash., and Marshall Smith, in the U.S. Army at Fort Knox.

Herald Buys Building

The owners of the Paintsville Herald, Johnson county's progressive weekly newspaper, have purchased a two-story brick building which will be remodeled for the composing room and front office of the Herald. The paper's staff consists of Mrs. Douglas Auxier Wheeler, Hermalee Wheeler, Mrs. Pauline Adams Young, Homer Daniel, F. O. Trusty, Ernestine Arrowood, James Cook and James Polk Auxier. The Herald is owned by Mrs. D. H. Dorton, Mrs. John Dorton and John and Douglas Wheeler.

A good place to trade is in the same place you earn your livelihood.

**NOW
AVAILABLE**

Thousands of genuine



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Thousands of items are now available so that you can put your machines in first-class operating condition. Prompt shipments are being made and each part meets the strict Linotype standards for precision workmanship and quality materials.

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An Interesting Contest For Weekly Readers

A few months ago the Wisconsin Press carried a story about the unique public affairs contest being sponsored by The Greenwood City Tribune for high school and graded school youths in the Glennwood City area.

We are sure that the contest is most worthy and that it will induce students to make a closer study of governmental mechanics.

Cash awards totalling fifty dollars for each division are being offered by The Tribune. A written examination will be held in April to determine the winners.

You will perhaps be interested in the questions which are being studied by the students in their quest for the prize money. Here they are:

Your Local Government

(The following questions are based on the pupil's place of residence, not on where his school is located.)

1. Name your town board members, or village board members, or your city mayor and alderman. Who is your local treasurer? Assessor?

2. When are these officials elected, and how long are their terms of office?

3. Who represents your town, village or city on the county board of supervisors? How are these supervisors elected?

4. How is the tax rate established for your town, village or city? What are the duties of the town, city or village treasurer?

School District Government

1. Name the director, treasurer and clerk of the school district in which you live.

2. When are these officials elected, and how long are their terms?

3. Who hires the teacher or teachers for your school?

4. What is the relationship between your district and the county superintendent of schools? What is the duty of the county superintendent and of the supervising teacher?

5. In what manner is tuition collected for pupils attending schools outside the district in which they live? How is transportation of school pupils paid for?

Legislative Procedure

1. Who represent your county (Dunn or St. Croix) in the Wisconsin state assembly? How long is the term? When is he elected?

2. Who is your state senator? How long is his term? When is he elected?

3. When does the state legislature meet? How often does the legislature meet?

4. Who represents your county in the national house of representatives? What other counties are in your district? How long is the term for this office? When is the representative elected?

5. Name the Wisconsin senators. How are they elected? How long are their terms?

County Government

1. When are county officials elected? Are they all elected at the same time?

2. Name the following officials for your county: county judge, county superintendent of schools, county clerk, county treasurer, register of deeds, district attorney, sheriff, clerk of circuit court, circuit court judge.

3. Who is the chairman of the county board of supervisors in your county?

4. When does the county board meet (outside of special sessions)?

5. Name at least three members of the county school committee in your county.

6. Who is the highway commissioner in your county?

State Government

1. When are state officials elected? How long are their terms of office?

2. Name following state officers: governor, lieutenant governor, secretary of state, state treasurer, attorney general, chief justice of the supreme court?

(Note: This article is published with the thought that Kentucky publishers might adopt the idea as an adjunct to their public relations program. It is true that the ignorance of the average citizen on matters of the functions of local government is appalling. Perhaps the contest would also arouse all the newspaper readers to learn something about their government. Surely, the answers to the questions of the composite examinations, if factual, will make a good feature series for the hometown newspaper.)

The classified ad rates of the Hodgenville Herald-News edited by Dalph Creal, have been increased. The minimum charge is now 50 cents, repeat ads 35 cents and ads 17 words or more three cents per word.

Oliver James Cromwell, native of Warsaw, who worked for Louisville newspapers more than sixty years ago, died February 24 at his home in Rockaway Beach, N. Y. In newspaper work for 63 years, Cromwell joined the old Louisville Commercial, and later worked on the Courier-Journal and the Louisville Evening Post. He then moved East and worked on newspapers in Boston, New York, and Providence.

Four Advertising Rules

In its regular monthly letter to the public the Royal Bank of Canada, Montreal, recently set forth four basic and eminently sound rules about advertising and advertising expenditures. Editor & Publisher reprinted them with highly favorable comment, and we in turn lift this short but powerful dissertation from E&P.

"One of the first positive rules is that advertising is an investment, not a speculation. Gambles in advertising, followed by disappointment and retrenchment, are wasteful. They upset the economic equilibrium.

"Another rule is that advertising is fruitless if the advertiser does not offer something which will genuinely serve some human want.

"The third rule is not to expect overwhelming returns in the way of sales from the first ad or two. Advertising does not work that way. It deposits in the mental storehouse of the prospect impression after impression until he has a well-defined picture of the product and the service it will perform for him.

"And last, but not least in this small list of principles, the business executive is headed for disappointment if he satisfies his ego merely by matching the competitor's advertising appropriation dollar for dollar, or even by topping it. Not the size of the appropriation, but the quality of advertising is important. Every campaign should be tailored to the needs of the particular business concern."

These rules are tailor-made for newspapers, the only medium in which advertising can be tailored to the needs of the particular business concern.

"Advertising is here to stay," the Royal Bank of Canada states, "Whatever some academic people may say, the activities of marketing are a part of the work of production. No one can think of anything more futile than a factory producing goods and stockpiling them forever."

Expansion of the newspaper-sponsored newsprint mill at Lufkin, Texas will be deferred indefinitely due to "excessive cost of equipment and materials." No machines are projected in Canada beyond those being installed by Bowater in Newfoundland. The new Gary, Ind., newsprint mill, sponsored by five daily newspapers, is about 75% complete. It will make newsprint deinked pulp. International's net income for the first quarter, 1948, after setting aside \$1,500,000 for reserves, was \$11,813,408 compared with \$11,660,540 one year ago.

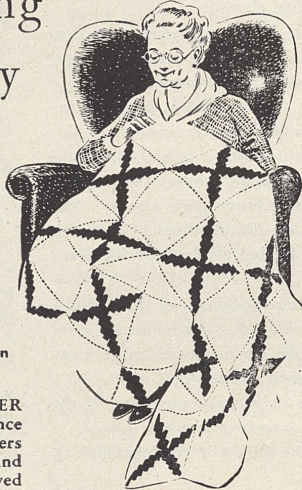
ONE OF KENTUCKY'S TRADITIONS

Quilt making in Kentucky

The soft glowing colors of Kentucky's quaintly designed quilts are proudly displayed on beds from Maine to California. "It's a Kentucky quilt" adds to the luster of the friendly American atmosphere that surrounds these traditional Kentucky coverlets.

Yes, and beer is a tradition in Kentucky, too!

Like quilt making, BEER BELONGS in Kentucky. Since the days when the first settlers arrived through Cumberland Gap, Kentuckians have enjoyed beer, *the beverage of moderation.*



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Martin Dyche New Publisher At London

In a re-organization of the London Sentinel-Echo, Martin Dyche became publisher and general manager, succeeding his father, Russell Dyche, who retains his title as editor. Russell Dyche became publisher of the Sentinel Echo in 1907. Rouel Buchanan, a partner in the publishing firm, became superintendent of production in charge of the back shop.

Martin makes the third generation of the Dyche family to publish the Sentinel Echo. His grandfather, A. R. Dyche, purchased the paper 70 years ago from Vincent Boreing and John Henry Wilson. He remained as publisher for more than 25 years and, with the exception of the three years from 1904 to 1907, the paper has been under the control of the Dyche family ever since.

1949 Slogan Announced

Howard W. Palmer, chairman of the 1949 National Newspaper Week Committee, manager of the New York Press Association, has announced the slogan for this year's observation, October 1 to 8 inclusive. The slogan will be, "Freedom Goes Where the Newspaper Goes." Newspaper Association Managers, Inc., will again offer a trophy for the best observation of the week. The 1948 slogan was "The Right To Know Is The Key To All Your Liberties" and the plaque for the best promotion of the week, which included all the papers in the United States, was awarded to the Plainfield Courier-News.

About the most discouraged person we've ever seen was the fellow who had written a long over-due letter, and then lost it before getting it mailed.

S. F. Matheny, one of the new editors of the Standard Interior Journal, has been elected president of the Lincoln County National bank of Stanford. Previously he had been the cashier and executive vice-president.

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 Calhoun, McLean County News
 Campbellsville, The News-Journal
 Campton, Wolfe County News
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 Carlisle, Nicholas Co. Star
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 Corbin, Tri-County News
 Cumberland, Tri-City News
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 Cynthiana, The Log Cabin
 Danville, Boyle Independent
 Dawson Springs, Progress
 Earlington, News
 Eddyville, Lyon County Herald
 Edmonton, Edmonton Herald-News
 Elizabethtown, Hardin County Enterprise
 Elizabethtown, News
 Elkton, Todd County Standard
 Falmouth, The Falmouth Outlook
 Flemingsburg, The Fleming Gazette
 Flemingsburg, Flemingsburg Times-Democrat
 Franklin, The Franklin Favorite
 Georgetown, Georgetown News
 Georgetown, Georgetown Times
 Glasgow, Glasgow Republican
 Glasgow, Glasgow Times
 Grayson, Journal-Enquirer
 Greensburg, Record Herald
 Greenup, News
 Greenville, Leader
 Harbingsburg, Breckinridge Banner
 Harrodsburg, Harrodsburg Herald
 Hartford, Ohio County News
 Hawesville, Hancock Clarion
 Hazard, Plaindealer
 Hazard, Union Messenger and News
 Hickman, Hickman Courier
 Hindman, Hindman News
 Hodgenville, Herald News
 Horse Cave, Hart County Herald
 Hyden, Thousandsticks
 Irvine, Estill Herald
 Irvine, Irvine Times
 Irvington, Herald
 Jackson, Jackson Times
 Jamestown, Russell County News

Jeffersonton, Jeffersonian
 La Grange, Oldham Era
 La Grange, La Grange Times
 Lancaster, Central Record
 Lawrenceburg, Anderson News
 Lebanon, Lebanon Enterprise
 Lebanon, Marion Falcon
 Leitchfield, Gezette
 Leitchfield, Grayson County News
 Liberty, News
 London, Sentinel-Echo
 Louisa, Big Sandy News
 McKee, Jackson County Sun
 Manchester, Manchester Enterprise
 Marion, Crittenden Press
 Middlesboro, Three States
 Monticello, Wayne County Outlook
 Morehead, Rowan County News
 Morganfield, Union County Advocate
 Morgantown, Republican
 Mt. Olivet, Tribune-Democrat
 Mt. Sterling, Advocate
 Mt. Sterling, Sentinel-Democrat
 Mt. Vernon, Signal
 Munfordville, Hart County News
 Murray, Murray Democrat
 Neon, News
 New Castle, Henry County Local
 Nicholasville, Jessamine Journal
 Nicholasville, Nicholasville News
 Olive Hill, Carter County Herald
 Owenton, News-Herald
 Owingsville, Bath County Outlook
 Paducah, Paducah Press
 Paintsville, Paintsville Herald
 Paris, Kentuckian Citizen
 Pikeville, Pike County News
 Pineville, Pineville Sun
 Prestonsburg, Floyd County Times
 Princeton, Princeton Leader
 Princeton, Caldwell County Times
 Providence, Journal-Enterprise
 Richmond, Madison County Post
 Russell, Russell Times
 Russellville, News-Democrat
 St. Matthews, Sun
 Salyersville, Salyersville Independent
 Sandy Hook, Elliott County News
 Scottsville, Allen County News
 Scottsville, Citizen Times
 Sebree, Sebree Banner
 Shelbyville, Shelby News
 Shelbyville, Shelby Sentinel
 Shepherdsville, Pioneer News
 Shively, Kentucky Gazette
 Smithland, Livingston Leader
 Somerset, Commonwealth
 Somerset, Somerset Journal
 Springfield, Springfield Sun
 Stanford, Interior Journal
 Stearns, McCreary County Record
 Sturgis, Sturgis News
 Taylorsville, Spencer Magnet
 Tompkinsville, Tompkinsville News
 Vanceburg, Lewis County Herald
 Versailles, Woodford Sun
 Walton, Walton Advertiser
 Warsaw, Gallatin County News
 West Liberty, Licking Valley Courier
 Whitesburg, Mountain Eagle
 Wickliffe, Advance-Yeoman
 Williamsburg, Whitley Republican
 Williamstown, Grant County News

Dailies

Covington, Kentucky Post
 Covington, Enquirer
 Covington, Times Star
 Lexington, Herald-Leader
 Louisville, Courier Journal & Times
 Ashland, Independent
 Bowling Green, Park City News
 Bowling Green, Times Journal
 Corbin, Tribune
 Danville, Advocate-Messenger
 Frankfort, State Journal
 Fulton, Leader
 Harlan, Enterprise
 Hazard, Herald
 Hazard, Times
 Henderson, Journal-Gleaner
 Hopkinsville, Kentucky New Era
 Madisonville, Messenger
 Mayfield, Messenger
 Maysville, Independent
 Maysville, Public Ledger
 Middlesboro, News
 Murray, Ledger & Times
 Owensboro, Messenger-Inquirer
 Paducah, Sun-Democrat
 Paris, Enterprise
 Richmond, Register
 Winchester, Sun

Collegiate Section

Kentucky Kernel, University of Kentucky, Lexington
 College Heights Herald, Western Teachers College, Bowling Green
 College News, Murray State College, Murray.
 Trail Blazer, Morehead State Teachers College, Morehead
 Alumni News, University of Kentucky, Lexington
 The Progress, Eastern State Teachers College, Richmond
 The Stub, Nazareth College, Louisville
 Orange And Black, Union College, Barbourville

Farm Papers

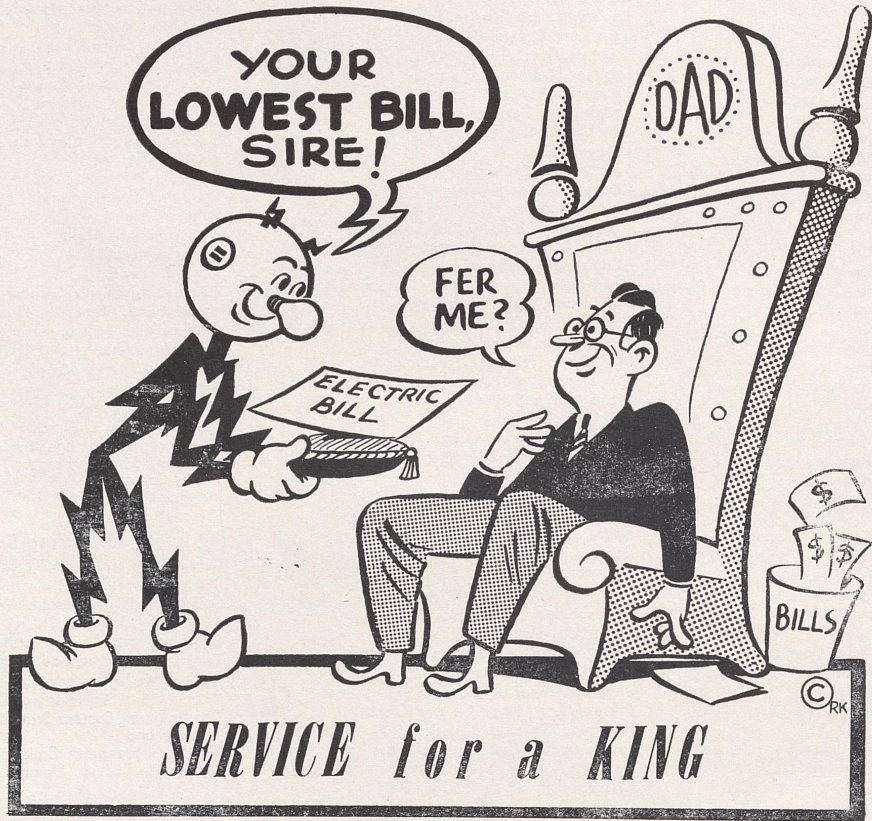
Kentucky Farmers Home Journal, Louisville
 Farm Bureau News, St. Matthews

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