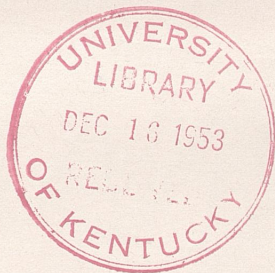


The Kentucky Press

APRIL, 1951

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



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NUMBER SIX

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journal is a diary



but Journal is a newspaper



A journal is a school girl's diary, an accountant's record book, or even that portion of an axle that rotates in the bearing. But Journal is the name of a newspaper.

It's the same with Coke, the friendly abbreviation for Coca-Cola. Like Journal, Coke is a proper name. Consequently it always rates a capital "C." Spelled with a lower-case "c," it means something entirely different.

Also, Coke and Coca-Cola are registered trade-marks.

And good practice requires the owner of a trade-mark to protect it diligently. So this is another reason why we keep asking you to use the upper-case initial on both names for our product—just as you do when you write or print the name of your publication.

Coke = Coca-Cola

Both are registered trade-marks which distinguish the same thing: the product of The Coca-Cola Company.

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Daniel Mac-Hir Hutton Worked Hard For His Beloved Town And Newspaper

By John Edward Wiltz

On March 11, 1951 Daniel Mac-Hir Hutton died. Not only did the life of a man come to a close on that Sunday night—an ear also passed away. An era ended in which Daniel M. Hutton was the power, the ingenuity—the very life—behind his newspaper, the Harrodsburg, Kentucky Herald.

His half-century career as editor and publisher of the Herald spanning one of the most turbulent periods in the world's history, Mr. Hutton saw his town and county and paper progress and grow until all three had become noted in their respective classes as among the best in the commonwealth of Kentucky.

In 1774 thirty-one men, led by Captain James Harrod, descended the Ohio River from Monogahela County, Virginia, and made camp under a well-known spring in what is now Mercer County, Kentucky. In the middle of June of that year Captain Harrod and his men laid off a town which they named Harrodstown. Subsequently the town was called Oldtown and eventually Harrodsburg.

These early settlers of the region suffered much torment at the hands of the hostile Indians in the territory, but by their courage the town survived and grew. By 1905 its population had reached 3500. Today its numbers more than 4000.

Harrodsburg, situated almost in the exact geographical center of the state of Kentucky and the seat of Mercer County, is within the famed Bluegrass region. It is supposedly the oldest town in the state, and here was born the first white Kentuckian. It is claimed that the first sermon ever preached in Kentucky was delivered in Harrodsburg, and that it was the home of the first church edifice in the state.

Compared to other counties of Kentucky, Mercer County is a heavy producer of corn, wheat and livestock. In the livestock department it is eclipsed by Fayette County, but, according to the 1905 souvenir edition of the Herald, only because "so much capital has come from the north, and it eclipses Mercer in fine horses."

The history of Mercer County journalism is, to say the least, sketchy, but it seems that the chain of newspapers which eventually resulted in the Harrodsburg Herald began around the year 1810.

The paper floundered along until, finally, in 1887 it was re-established under the management of a Mr. Spotswood and titled the Sayings and Doings. The first issue was turned out August 18 of that year on a

Washington hand press.

Mr. Spotswood was an able editor and under his guidance the paper increased in public favor, having a steadily growing circulation.

The plant was improved from time to time until by 1905 it was considered one of the best in Kentucky. It was equipped with a Babcock Cylinder Press, and a Chandler and Price paper cutter, both of which were driven by a Watkins gasoline engine.

About the time the Sayings and Doings was established, a fourteen-year-old boy, Daniel M. Hutton, went to work in the paper's office. He was to spend the rest of his life in it.

Under the efficient Mr. Spotswood young Hutton received a thorough journalistic education — an education that was to serve him well in future years.

In 1900 J. T. Boswell bought the Sayings and Doings from Spotswood. Not a very aggressive editor, he operated the paper for only two years.

In 1902 Boswell decided to dispose of the Sayings and Doings, and it was purchased in partnership by Mr. Hutton, then an experienced and distinguished young man of thirty, and John G. Pulliam, a practical printer who had worked for the Kentucky People and a number of metropolitan papers.

One of the first official acts of the new owners was to rechristen the paper the Harrodsburg Herald. The new name was the product of Miss Irene Moore, a friend of Mr. Pulliam, a bachelor.

It was written in the 1905 souvenir Herald by the special editor, a man called "Screw-taw": "These gentlemen (Hutton and Pulliam), when work is rushing, frequently go to the case and set up type without copy.

"It is a generally recognized fact that they print one of the best newspapers in Kentucky.

"The Harrodsburg Herald office is equipped for all kinds of work — can print anything from a visiting card to a big book, and enjoys a liberal patronage along that line.

"The subscription price is only \$1.00 per year, and I counted the names on the mail list myself — the number is 2,240. The paper is exceedingly popular in Mercer and adjoining counties."

From the outset of his career Mr. Hutton, who was from the beginning of the Hutton-Pulliam partnership the driving force behind the Herald, was a staunch devotee of the Democratic Party. He remained such until his death.

It is superfluous to say that this devotion

was reflected in the Herald's editorial policy. As a matter of fact, beneath the Herald's present-day nameplate there is the title, "A Democratic Newspaper."

As for this unwavering faith in the party of Jefferson and Jackson, and in Mr. Hutton's age, the party of Wilson and Franklin Roosevelt, it seems that he was simply born and bred a Democrat. Admittedly, he admired Theodore Roosevelt and had countless Republican friends, but he could never come around to seeing too much good in Republicanism.

The Herald prospered under the Hutton-Pulliam partnership, but in 1916 Mr. Pulliam decided to withdraw and leave the sole ownership to Mr. Hutton, who, he realized, was the actual power behind the paper.

Mr. Pulliam, nevertheless, remained in the Herald office, occupying a desk until his death in 1922.

Around 1921 Mr. Hutton bought the old Harrodsburg Republican, a paper whose politics betrayed its name. Mr. Hutton, operating it separately from the Herald, however, did not interfere with its editorial policies, permitting it to continue its support of the Republican party.

The Republican was not a very profitable concern, though, and in 1936 it was merged with the Herald. Needless to say, its Republican policies died with its name.

Mr. Hutton was first, last and always a Mercer Countian, devoting his life to making that county a better one in which to live. His achievements in that direction were many.

He was a prime mover in the Kentucky Pioneer Memorial Association, organized June 26, 1943, whose efforts gave to Harrodsburg the Pioneer Memorial State Park, one of the finest parks in all Kentucky.

He was an outspoken advocate for the preservation of the green pasture land for the cattle of Mercer County.

He worked for the improvement of the Harrodsburg schools and for the building of the new hospital in that city.

He was also partly responsible for one of the greatest days in the history of Central Kentucky, that day in 1934 when President Franklin D. Roosevelt — Mr. Hutton's president — came to the Bluegrass to dedicate Pioneer Memorial State Park.

"In short," according to his wife, Mrs. Grace Hutton, "he was interested in and worked for everything that was for the betterment of his county and his city."

Deeply interested in young people to begin with, Mr. Hutton was an excellent teacher of young journalists. Perhaps he never forgot the way in which Mr. Spotswood had taught him. As a result, some of Kentucky's leading journalists are Herald alumni.

Although he entered the newspaper business more than sixty years ago, Mr. Hutton kept abreast of the modern trends in the journalistic world. In the words of Mrs. Hutton, "He had a young view point."

Unlike others who, when the day at the office is ended, choose to forget their work, Mr. Hutton, according to his daughter and the present Herald editor, Miss Jane Hutton, even in his off-hours "lived" the Harrodsburg Herald.

"Nearly all of his studies and reading were concerned with Kentucky and Mercer County and consequently the Herald," she said.

Mrs. Hutton, however, adds that he never brought his worries home from the office.

In conjunction with his studies, Mr. Hutton, an excellent historian, wrote several books and many papers, all of which added to his understanding of his people and their problems.

Another member of the Herald staff whose influence was pronounced down through the years was Miss Neva L. Williams, a member of the paper's staff from 1902 until her death in December, 1950.

Pulliam-Hutton trained, Miss Williams began writing social items for the Herald while a mere girl. Later she developed into an accomplished newspaper woman of all trades.

And like Mr. Hutton, Miss Williams was a walking encyclopedia on Harrodsburg and Mercer County.

"When I wanted facts," Miss Hutton says, "I just went to one of the two as they always had them at their fingertips. And, believe me, this is direly missed now that they are no longer here."

Mr. Hutton was an editorial writer par excellence, his editorials frequently finding their way into the Weekly Bulletin, a publication which reprints the leading editorials of the nation each week. It seems that he had the uncanny skill of approaching a problem from the most effective angles.

As with most great editors, the editorial page was Mr. Hutton's pride and joy. And he stubbornly refused to relinquish the reins, even while on his deathbed. His last Herald editorial was written from his hospital bed and was printed two days prior to his death.

In 1918 Mr. Hutton was president of the Kentucky Press Association. Some years later he wrote a code of ethics for the association which is still official. At his death he was the KPA's oldest member.

With his passing Mr. Hutton was succeeded by his wife and daughter who became publisher and editor respectively of the Herald. They have stated that the paper's policy will remain unchanged.

Miss Jane Hutton, a graduate of Kentucky Wesleyan in 1935, has served the Her-

ald since she was a child. At first she was mostly an errand girl, but in 1936, during the Christmas rush, the Herald's advertising manager quit and Jane took the job. She held it until becoming editor.

At present Miss Hutton is laying plans to expand the Herald. A new Miehle No. 1 press is on order and is expected to be delivered in the near future. And because of its size the Herald will either have to move or expand its present building.

Miss Hutton is approaching her new job philosophically, fully realizing that she has some of the biggest editorial shoes in Kentucky to fill. Few will dispute this.

When Mr. Hutton passed away tributes poured into the Herald office and the Hutton home. One of the finest bouquets to the fallen editor, and one which pretty well summed up his character and achievements, took the form of an editorial in the Louisville Courier-Journal. It read:

"Daniel Mac-Hir Hutton, editor and owner of one of the state's most respected newspapers, was throughout his long life, first last and always a Kentuckian, always a Mercer countian, always a Harrodsburgian. His deep interest in his community lay not only in its reputation as the oldest town in Kentucky with its wealth of historical background, but also in its present and future.

"As a historian and a public spirited man he worked hard to raise the Mercer County Fair to its high position among county fairs. As a warm friend he did what he could to inform his fellow citizens about the fearful march on Bataan and to assuage their grief when over half the Harrodsburg national guardsmen fell. He shared their joy when the rest returned years later. He will be missed in the city where he lived for more than 70 years."

(Editor's Note: This is the second in the historical series on Kentucky newspapers and newspapermen. The series started in the March issue of the Press.)

Georgia Plans Tax

Developments in Georgia applying to the new three percent state sales tax for newspaper circulation can have important bearing on various sales tax problems in the other 47 states. Conferences between newspapers and state officials in Georgia make it clear that the sales tax applies to circulation but the responsibility of collecting and remitting to the state belongs to carrier, dealers, and distributors. Newspapers in Georgia are proceeding in the belief that the sales tax does not apply to advertising because of being a service and not tangible personal property. The tax also applies to commercial printing.

Regulations Presented On Small Newspapers

Newspapers doing a gross volume of commercial work of less than \$50,000 per year have been exempt from all price ceiling regulations by Office of Price Stabilization General Overriding Regulation No. 8. This regulation exempts sales of all newspaper products when sold by persons engaged primarily in the business of publishing, printing typesetting, plate making, binding or rendering related services, or any combination thereof, whose total gross sales for the calendar year 1950 or subsequent years did not exceed \$50,000.

In determining total gross sales, revenue obtained from advertising and circulation are excluded. Also exempt from price ceilings are sales of commodities whose price value depends upon editorial content, expression of ideas or dissemination of information, and includes pamphlets, leaflets, catalogs, directories, programs, house organs, menus, an advertising matter printed on paper except such articles as contain labels and book matches.

Newspapers which cannot qualify for above exemption are covered by either General Ceiling Price Regulation or General Price Regulation 22 insofar as commercial work is concerned. If gross sales amount less than \$250,000 per year, either GCPR 22 may be used. However, if gross sales exceed \$250,000 CPR 22 must be used.

The General Ceiling Price Regulation "freeze" of prices at the highest level during the base period (December 1949 to January 25, 1951) with no allowance for increases in labor and material. On the other hand, CPR 22, which became effective May 28, 1951, permits adjustment for cost increases. The base period for CPR 22 is April 1 through June 24, 1951, or any one of the three preceding calendar quarters selected by the seller. The ceiling price is the highest price charged during the base period. Manufacturers must use OPS as to proposed ceiling prices less than those under GCPR and must wait 30 days after OPS receives the notification before selling at the new figures.

Publishers using the Franklin Price Catalog in setting prices for commercial work may, according to legal opinion, satisfy the ceiling price list requirements by certificate attached to the catalog stating the prices and formula set out thereon used. If a definite mark-up or discount on the prices in the catalog is observed, the certificate should set out the established percentage.

Are you getting your share of Advertising dollars?

WHAT IS THE FOOD OUTLOOK?



No one can predict the full impact of our defense effort on the food industry.

But the prospects are bright that the American people will continue to receive an adequate supply of food this year for the following reasons:

- 1. The nation's farmers have been producing more food than at any other time in history and have the equipment and technical knowledge necessary to expand that production.**
- 2. Food processors have made great technological strides in recent years and they possess expanded production facilities which can be readily adapted to meet changed conditions.**
- 3. Efficiency of food distribution in all its phases is at an all-time peak.**

The food industry's job is to maintain and improve those practices and developments that tend to keep distribution costs down and standards of consumer service up.

The men and women of A & P are determined to do their part by constant devotion to the 92-year-old, low-cost, low-profit policies which have enabled this company to do the nation's most efficient job of food distribution.



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The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume 22, Number 6

Kentucky Press Association

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Bennett Roach, *Vice-President, Shelby News, Shelbyville*
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New Salary Board To Pass On Wage Increases

Pay increases for many salaried workers will now be judged by a new, three-man Salary Stabilization Board. The Board, composed entirely of representatives of the public, will rule on the pay of workers employed in "bona fide executive, administrative, professional, and outsidesalesmen" capacities as defined by the Fair Labor Standards Act, except those represented by labor organizations. Unionized employes fall under the jurisdiction of the Wage Stabilization Board.

To date, official forms and procedural rules for requesting approval of wage increases have not been released by the Wage Stabilization Board. However, the Wage and Hour Division has advised that petitions may be filed for approval direct with the Wage Stabilization Board, Washington 25, D. C. Five copies of the petition are required, and must contain the following information:

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.

1. All the facts of the case;
2. Old wage rates;
3. Proposed wage rates;
4. Justification for the increase.

A form is now available from local offices of the Wage and Hour Division for use by employees in requesting rulings under the regulations of the Wage Stabilization Board. This form, known as WS-1 (Feb. 1951), is for use in requesting rulings under the regulations only, and not for obtaining approval of proposed increases. The procedure outlined above should be followed for wage adjustments.

Charitable Campaign

A publisher in another state has asked if the cost of setting type for news stories and advertising space donated to the various charitable campaigns might be charged off under "contributions" on his income tax return. The opinion of Wolf and Company tax consultants, follows:

"Your publisher who asked about charging off the cost of setting news and advertising in behalf of charitable drives for the Red Cross, Community Chest, Christmas Seals, etc., has already charged these expenses of business items in the form of cost of the newsprint, the cost of labor, advertising and editorial services. Should he wish to charge them off under another classification such as charitable contributions, he should at the same time include that value as revenue, both of which will involve him in a long argument with the Treasury Department. The net result will be just the same, that is he is only entitled to charge off these expenses one time."

Procedure Outlined On Equipment Priorities

The National Production Authority Regulation 4, issued recently from Washington, D. C., affects the purchase of materials and equipment for your maintenance, repair and

operation. Your suppliers of such parts asking your cooperation when buying in order that they will be in a position to keep you supplied.

When you order Maintenance, Repair and Operating (referred to as MRO) supplies or items of "capital improvement" with a unit value up to \$750, it is important to expedite delivery, that you place the following certification on all purchase orders and letters of purchase:

"DO-97 certified under NPA Regulation 4"

Signed, _____
(authorized signature)

It would also be highly desirable to specify a desired delivery date for the parts "immediately," not "soon as possible," but a definite date. This will help the supplier take care of your needs, and also help him to keep his own usual supply of parts on hand to take care of you in the future.

The A.N.P.A., the N.E.A. and other newspaper associations are cooperating in essential activities. Publications were the many classifications dropped in a revision by the Secretary of Commerce list is for the guidance of the Defense Department in scheduling calls on reserves to active duty and for the information of Selective Service in determining draft preferences. However, it is known that government agencies often are guided by such a list in determining such things as priorities on materials, etc.

Rep. Harold Hagen of Minnesota introduced a bill (H. R. 3750) to provide for the purchase of materials and equipment for the Post Office Department. The bill was referred to the House Post Office Committee, of which Rep. Hagen is a member. Newspaper associations and individual publishers long have opposed competition at a definite loss by the P. O. Department in handling such envelopes.

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Kentucky Gains 99,179 In Population; Many Counties Lost Ground In Decade

Final 1950 Census Bureau figures for Kentucky counties, recently released, give the state a population of 2,944,806. The 1940 census gave her 2,845,627, or a population gain of 99,179 persons in the last decade.

In general, the counties with cities and villages of more than 1,000 inhabitants showed population increases over the last 10 years, while the counties without them showed population losses.

This is a national trend, a Census Bureau official commented.

The figures given out were for counties only and just for the 16 states which must be redistricted. Interested congressmen wanted the information in advance. Kentucky is slated to lose one of its nine districts.

A list of Kentucky counties and their 1940 and 1950 populations follows:

| County | 1940 Census | 1950 Census |
|--------------|-------------|-------------|
| Adair | 18,566 | 17,603 |
| Allen | 15,496 | 13,787 |
| Anderson | 8,936 | 8,984 |
| Ballard | 9,480 | 8,545 |
| Barren | 27,559 | 28,461 |
| Bath | 11,451 | 10,410 |
| Bell | 43,812 | 47,602 |
| Boone | 10,820 | 13,015 |
| Bourbon | 17,932 | 17,752 |
| Boyd | 45,938 | 49,949 |
| Boyle | 17,075 | 20,532 |
| Bracken | 9,389 | 8,424 |
| Breathitt | 23,946 | 19,964 |
| Breckinridge | 17,744 | 15,528 |
| Bullitt | 9,511 | 11,349 |
| Butler | 14,371 | 11,309 |
| Caldwell | 14,499 | 13,199 |
| Calloway | 19,041 | 20,147 |
| Campbell | 71,918 | 76,196 |
| Carlisle | 7,650 | 6,206 |
| Carrroll | 8,657 | 8,517 |
| Carter | 25,545 | 22,559 |
| Cass | 19,962 | 17,446 |
| Christian | 36,129 | 42,359 |
| Clark | 17,988 | 18,898 |
| Clay | 23,901 | 23,116 |
| Clingman | 10,279 | 10,605 |
| Crittenden | 12,115 | 10,818 |
| Cumberland | 11,923 | 9,309 |
| Daviess | 52,335 | 57,241 |
| Demonson | 11,344 | 9,376 |
| Elliot | 8,713 | 7,085 |
| Estill | 17,978 | 14,677 |
| Fayette | 78,889 | 100,746 |
| Fleming | 13,327 | 11,962 |
| Floyd | 52,986 | 53,500 |
| Franklin | 23,308 | 25,933 |
| Gulton | 15,413 | 13,668 |
| Gallatin | 4,307 | 3,969 |
| Garrard | 11,910 | 11,029 |
| Grant | 9,876 | 9,809 |
| Graves | 31,763 | 31,364 |
| Grayson | 17,562 | 17,063 |
| Green | 12,321 | 11,261 |
| Greenup | 24,321 | 24,887 |
| Hancock | 6,807 | 6,009 |
| Hardin | 29,109 | 50,312 |

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|------------|---------|---------|
| Harlan | 75,275 | 71,751 |
| Harrison | 15,124 | 13,736 |
| Hart | 17,234 | 15,321 |
| Henderson | 27,020 | 30,715 |
| Henry | 12,220 | 11,394 |
| Hickman | 9,142 | 7,778 |
| Hopkins | 37,789 | 38,815 |
| Jackson | 16,339 | 13,101 |
| Jefferson | 385,392 | 484,615 |
| Jessamine | 12,174 | 12,458 |
| Johnson | 25,771 | 23,846 |
| Kenton | 93,139 | 104,254 |
| Knott | 20,007 | 20,320 |
| Knox | 31,028 | 30,409 |
| LaRue | 9,622 | 9,956 |
| Laurel | 25,640 | 25,797 |
| Lawrence | 17,275 | 14,418 |
| Lee | 10,860 | 8,739 |
| Leslie | 14,981 | 15,537 |
| Letcher | 40,592 | 39,522 |
| Lewis | 15,686 | 13,520 |
| Lincoln | 19,859 | 18,668 |
| Livingston | 9,127 | 7,184 |
| Logan | 23,345 | 22,335 |
| Lyon | 9,067 | 6,853 |
| McCracken | 48,534 | 49,137 |
| McCreary | 16,451 | 16,660 |
| McLean | 11,446 | 10,021 |
| Madison | 28,541 | 31,179 |
| Magoffin | 17,490 | 13,839 |
| Marion | 16,913 | 17,212 |
| Marshall | 16,602 | 13,387 |
| Martin | 10,970 | 11,677 |
| Mason | 19,066 | 18,486 |
| Meade | 8,827 | 9,422 |
| Menifee | 5,691 | 4,798 |
| Mercer | 14,629 | 14,643 |
| Metcalfe | 10,853 | 9,851 |
| Monroe | 14,070 | 13,770 |
| Montgomery | 12,280 | 13,025 |
| Morgan | 16,827 | 13,624 |
| Muhlenberg | 37,554 | 32,501 |
| Nelson | 18,004 | 19,521 |
| Nicholas | 8,617 | 7,532 |
| Ohio | 24,421 | 20,840 |
| Oldham | 10,716 | 11,018 |
| Owen | 10,942 | 9,775 |
| Owsley | 8,957 | 7,324 |
| Pendleton | 10,392 | 9,610 |
| Perry | 47,828 | 46,566 |
| Pike | 71,122 | 81,154 |
| Powell | 7,671 | 6,812 |
| Pulaski | 39,863 | 38,452 |
| Robertson | 3,419 | 2,881 |
| Rockcastle | 17,165 | 13,925 |
| Rowan | 12,734 | 12,708 |
| Russell | 13,615 | 13,717 |
| Scott | 14,314 | 15,141 |
| Shelby | 17,759 | 17,912 |
| Simpson | 11,752 | 11,678 |
| Spencer | 6,757 | 6,157 |
| Taylor | 13,556 | 14,403 |
| Todd | 14,234 | 12,890 |
| Trigg | 12,784 | 9,683 |
| Trimble | 5,601 | 5,148 |
| Union | 17,411 | 14,893 |
| Warren | 36,631 | 42,758 |
| Washington | 12,965 | 12,777 |
| Wayne | 17,204 | 16,475 |
| Webster | 19,198 | 15,555 |
| Whitley | 33,186 | 31,940 |
| Wolfe | 9,997 | 7,615 |
| Woodford | 11,847 | 11,212 |

Police Are Seeking Slick Salesman

Police at Franklin, Ky., have been asked to investigate the selling of fraudulent franchises for the distribution of Underwood typewriters in Franklin and adjoining Logan and Allen counties.

Howard W. Ogles, publisher of the weekly newspaper, the Franklin Favorite, said a man identifying himself as H. G. Innings of the Underwood Typewriter Exchange, 530 E. 23rd Street, New York City, sold him five reconditioned typewriters for \$525, together with a franchise right permitting exclusive resale of the machines in Simpson, Logan and Allen counties.

Ogles said he later learned a similar franchise had been sold to the weekly News Democrat at Russellville in Logan county. Further checking, he said, revealed the New York address given by Innings was apparently fictitious and that franchise rights for the sale of Underwood machines in the area had already been taken and were handled out of Louisville and Bowling Green.

The franchise offered by Innings also covered Sunstrand Adding Machines.

Ogles said local police had been called in to investigate the case and Underwood officials at Louisville indicated they also would start an investigation.

Courier-Journal Awarded High Journalistic Honor

The Louisville Courier-Journal has been awarded third honorable mention for excellence in typography, press work, and make-up by judges of the N. W. Ayer annual exhibition of newspaper typography.

Approximately 800 English-language daily newspapers in the United States submitted entries. Judges selected award winners in four classifications and chose The Daily News-Tribune, La Salle, Ill., as winner of the F. Wayland Ayer Cup as best in all classifications.

The Courier-Journal won its award in the classification for newspapers of more than 50,000 circulation. First honorable mention went to the New York Herald Tribune and second honorable mention to The Christian Science Monitor.

This was the second award the Louisville paper has won in Ayer competition. First honorable mention went to The Courier-Journal in 1946, when 1,200 papers competed.

The Casey County News, Liberty, changed from six to seven columns in April, and during the past four years has grown from four to ten pages per week.

Rules Regarding 'Industry Rates' Cited

The following is a summary of circumstances under which "Industry Rates" may be used in computing the base period net income of a corporation under the 1950 Federal Excess Profits Tax Law, according to Wolf and Company, KPA consultants:

1. Abnormalities During Base Period:
 - (a) Where taxpayer's production or operations, in the base period, were adversely affected by events peculiar to the taxpayer (strikes, floods, fires, etc.)
 - (b) Taxpayer's business was depressed because of temporary and unusual economic circumstances.
2. Changes in Products or Services:

Where, during the last 36 months of taxpayer's base period, there was a substantial change in taxpayer's products or services.

To qualify, the taxpayer must show that in at least one of its three taxable years after the change it met both of these tests: (a) More than 40 percent of gross or 33 percent of net income for year was attributable to the new products or services; (b) Excess profits net income for that year is more than 125 percent of its average excess profits net income for the months in the base period prior to the change.
3. Increase in Capacity for Production or Operation:

Where, during the last 36 months of the base period, taxpayer substantially increased its productive capacity. This increase must take place during the last 36 months of the base period. Substantial increase occurs if: (a) Capacity for production doubled, or (b) Total facilities doubled, or (c) Capacity for production increased 50 percent and total facilities increased 50 percent.
4. New Corporations:

A corporation which began business after the first day of the base period shall be considered a new corporation.
5. Depressed Industry Subgroups:

Where corporations which commenced business prior to the base period and which are members of depressed subgroups determined and proclaimed by the Secretary of the Treasury.

Retired Printer Dies

David H. Griffith, Sr., 68, retired printer, died April 10 at his Lexington home, after an illness of several years. He was a former linotype operator for the Lexington Herald and from 1928 to 1941 was associated with the Kentucky Kernel, University of Kentucky printing plant. A native of Lawrence county, Griffith moved to Lexington at an early age and was a member of the Blue Grass Typographical Union and the Masonic order.

Papers in Dry Counties Can Advertise Liquor

Newspapers published or circulated in dry counties can carry wet advertising, Assistant Attorney General William F. Simpson said recently. Simpson said the applicable statutes prohibit the distribution of handbills or posters advertising alcoholic beverages in dry territory.

Newspapers and magazines do not come under the definition of a handbill or poster, he said.

Simpson also cited a case from Graves County in which the Court of Appeals said the advertising of beer on highway billboards in Graves County, even after the county voted dry.

The opinion went to Guy C. Shearer, commissioner of the State Department of Alcoholic Beverage Control.

Simpson said also the City of Cumberland cannot control the hours beers may be sold at a V.F.W. post there.

Cumberland is a fourth-class City and

State law authorizes the sale of beer from 6 a.m. to midnight, excluding Sunday.

He pointed out that Cities of the three classes and the Counties they can regulate the hours beer may be sold including sales on Sunday. But all other and counties are under State regulation added.

The opinion went to Clarence R. D. Lynch, past commander of the 14th District V.F.W.

Cumberland is the only wet spot in dry Harlan County.

The plant of the Bracken Chron Augusta, has added an automatic job saw and router, and an addressograph.

The Crittenden Press, Marion, has installed a new model 31 Blue Streak type machine, and plan other improvements in the future. Joe Wakefield is the compositor, and Mrs. Paul Shipley is editor business manager.



CORONA No. 2 . . .

a new entrant in the
Corona Popularity Contest

There's no question about the popularity of Corona! More than 450 newspapers have switched to this big, economical face since it was first introduced.

Now there's a new bid for even greater popularity—it's the new 8 point Corona No. 2. This new Corona No. 2 is just what you've wanted in the trend to larger sizes—a true extension of the popular 7½-point size, with the same big look and space economy. Every refinement for greater legibility and cleaner reproduction is designed into Corona No. 2—making it a sure bet to win new friends for your newspaper.

Sporting a lower-case alphabet length of 126 points, Corona No. 2 looks sharp, contrasty and open when compared with other body faces. Climb aboard the popularity bandwagon—talk to your Linotype Production Engineer about Corona No. 2 today! Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, New York.

• LINOTYPE •

corona

Spartan, Erbar and Corona Families

Watch Promotion Pix

Wray Fleming, counsel for the Hoosier State Press Association, suggests that publishers using "success storie" in connection with the promotion of classified, should obtain permission of the person running the original want-ad before using his or her name in further promotion. One paper, which used success stories regularly but which did so without obtaining specific information, recently found itself in a jam when it used front page space to report that a want-ad had obtained a bassinnet for a young lady of the community. The young lady, not married, was furious. She wanted the bassinnet for her married sister, and has sued the paper, claiming "invasion of privacy." "Invasion of privacy" is becoming more and more the grounds for suits against newspapers.

Clarence Coleman, 70, Louisville, former city editor of the Somerset Journal, has retired from the U. S. Postal Service in which he has worked the last 44 years.

Billy Allen, former owner of the A & K Printing Co., Lebanon, has joined the Marion Falcoln as production and job shop man. He has disposed of most of the equipment and stock of the Lebanon firm.

The Big Sandy News, Louisa, has recently purchased a model 31 Blue Streak Linotype machine and a Hammond Easy Caster. They also have bought a complete family of Bernhard Gothic and Bodini Bold Italics type.

The printing plant for the Beattyville Enterprise and the Owsley County News have been moved to a new location on Main Street in Beattyville.

The Winchester Sun has installed a new Model 33 Linotype, making four machines now in operation at the plant. Other new equipment include a router, saws, stitcher, perforater and drill for the job department.

State Sen. Dalph E. Creal of Hodgenville has been appointed Larue county judge by Gov. Lawrence Wetherby. He replaced Judge E. L. Cantrill who died recently. Creal, 41, said he would continue as editor and publisher of his weekly newspaper, the Hodgenville Herald-News.

The Mayfield Messenger has installed a new Ludlow with new type faces, a new Elrod casting up to 18 points, a new Miehle vertical for job department, and a new Rouse band saw for the engraving department.

After 45 years as publisher of the Three States, Middlesoboro, H. C. Chappell has retired and turned the business over to a son, Henry T. Chappell. New equipment recently acquired by the Three States include a new model 32 Linotype and a new Cox-O-Type webb press.

Proposed Postal Rates

Wire reports said this week that the House Postoffice Committee would probably vote to increase second class postal rates by 60 percent. Postmaster General Donaldson has already ordered an increase of 25 percent in parcel post rates, effective Oct. 1. The Committee has already voted to raise the penny postcard to 2c. Predictions are that the President's requested 100 percent in postal rates will result in a 50 or 60 percent increase—and no more—with the increase graduated at 20 percent a year for 3 years.

FOR SALE: Multigraph, Model 50, 4 yrs. old. Reconditioned. \$150. FOB, Lexington, Ky. Write Lexington News, P. O. Box 1388.

Want To Buy: Weekly newspaper, official county, with gross of approximately \$25,000. Have considerable down payment available. Prefer possession around August 15. Give 1950 gross and net. Have newspaper experience as publisher. All replies answered and confidential. Dean B. Nelson, Albert City, Iowa.

Congratulations to the Glasgow Evening Journal on an interesting 12-page Green Pastures edition which was published during the Green Pastures tour of western Kentucky April 18 and 19.

The NAS report for the first three months of 1951 shows that Newspaper Advertising Service is making further progress in national advertising sales in behalf of weekly newspapers in the U. S. Total billing for the three months amounted to \$606,469.13. This is an increase over the same period last year of \$143,000.

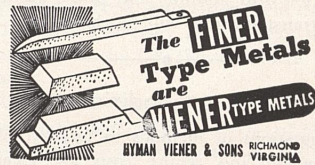
Breckinridge News, Cloverport, is having Ludlow slugs made with commonly used words and signatures of regular advertisers—all in different styles and column widths. This will eliminate much hand setting.

The plant of the Somerset Commonwealth and Journal is purchasing a new Model 31 Linotype machine. This will be the third new Linotype installed in the past four years.

Miss Emily Asbury, Carlisle, has been appointed editor of the Nicholas County Star. Paul Brannon, publisher, announced the appointment. Miss Asbury has been engaged in newspaper work for about three years. She is a graduate of Carlisle high school and was a journalism student at the University of Kentucky.

Binding News Files

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Since organization, we have maintained paid subscriptions to every Kentucky newspaper.

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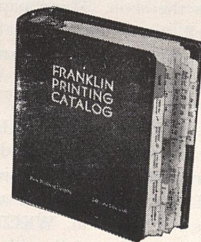
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ADMISSION TICKETS
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WELDON, WILLIAMS & LICK
Specialists in Numbered Printing
FORT SMITH, ARK.

Proof Of The Pudding Is In The Eating

We're using it here to say there is no substitute for the FRANKLIN PRINTING CATALOG in figuring printing quotations. Try it yourself and see if you don't agree that there's much to gain - - nothing to lose.

Write Today for 60-day Free Trial
PORTE PUBLISHING COMPANY
P. O. BOX 143 SALT LAKE CITY 5, UTAH



ABC Revises Rates

On October 1, 1950, the Audit Bureau of Circulations revised its dues structure. Under the new schedule the publisher pays dues to cover his share of the general operating expenses of the ABC and pays separately for the cost of his own individual audit.

The yearly dues structure for weeklies audited every other year, \$5.00; for weeklies, dailies and semi-weeklies audited every year, under 5,000 circulation, \$15.00; 5,000 to 10,000 circ., \$25.00; 10,000 to 25,000 circ., \$45.00; 25,000 to 50,000 circ., \$65.00; 50,000 to 75,000 circ., \$85.00; 75,000 to 150,000 circ., \$130.00; 150,000 to 500,000 circ., \$180.00; and over 500,000 circ., \$230.00.

In computing the cost of any audit, hourly rates for field auditors and house auditors, plus transportation, will be charged.

Improve Shop Conditions

Suggestions of methods to improve shop production and reduce costs are gleaned from our exchanges. These ideas include:

"Sooting" of the mouthpiece of slug-casting machines will eliminate many backsquirts. Simply take an oil-soaked rag, attach it to the end of a wire, light it and permit the soot to accumulate on the mouthpiece and mold. Once a week should do the trick.

Use of matrix contrast will speed composition and reduce errors because of the operator's ability to read a line of mats at a glance.

"Cutting" fractions to run in channels controlled by the keyboard instead of running pi will save several minutes a day if many fractions are used.

Metal furniture and hispeed quoins not only save time in job work but also make better forms because they are accurate and square.

Use of copy-hooks will help smooth out the operation of the composing room. Some weeklies have three or four hooks and the operators are instructed to work the hooks from left to right, with "must" copy immediately needed placed on hooks to the extreme left and "time" copy on the extreme right.

Some publishers say that the use of shell casts instead of type-high stereotypes save time in the shop. Many papers are attaching shell cuts to either metal or wood base through the use of double-coated scotch tape.

The Park City News, Bowling Green, converted to teletypesetter production last December with the distinction of being the second paper in the state to do so. The paper's radio station, WKCT, went on the air full time last fall with 930 KC, 1000 watts.

Correspondent Taxes

A country correspondent who covers news for a newspaper without assignment as to a particular news story is a self-employed person covered by social security law if net earnings total \$400 or more in any one year. The tax rate for such self-employment is 2 1/4 percent, due March 15, 1952. Such a correspondent is not a newspaper employee and hence subject to newspaper contribution for social security taxes or for unemployment compensation. Tax consultants warn that giving an assignment to a correspondent establishes an element of control which might result in an employer-employee relationship, subjecting such a correspondent to employer contributions of social security taxes as well as other federal regulations. (Note: The Wage-Hour Law does not apply to newspapers of 4,000 or less circulation.)

A new Miehle Vertical press has been installed in the Harrodsburg Herald plant, and a No. 1 Miehle is expected within one or two months.

The Central City Messenger and The Times-Argus have purchased a new building and expect to move by September. The two weeklies have also bought a new Hammond Trim-o-saw and plan to buy a used Goss Comet, Cox-o-type or Duplex press. The shop force has grown in the past four years from two to five full-time employees.

Cumberland Falls Meeting

Plans are being made for an outdoor program at the Mid-Summer meeting of the KPA at Cumberland Falls, June 15-17. You have not made your reservation, so get it at once. Commissioner Henry Ward has promised that the park will be in first condition for our meeting. You cannot afford to miss it.

James (Bummy) Rhody, outdoor editor of the Western Newspaper Union and managing editor of the Frankfort State-Journal, was elected a director of the new Outdoor Writers Association of Kentucky at an organizational meeting in Frankfort April 15. Today's president of the new association is John M. radio station WCKY, Covington, and these officers are Marvin Wachs, Lexington, president; Mike, vice-president; Mike, Kentucky Times-State, Covington, secretary; Harry Towles, Happy, treasurer; Harry Towles, Happy, Ground, bulletin editor, and Burt, Louisville Courier-Journal, director.

Under a 2-column head, "Same Old Brand New Face," the Union County, Morganfield, recently gave its the following information about a new change: "As a reader, perhaps you new type looks the same. As a fact the type face is exactly the same, as Corona Erbar, which doesn't mean thing to you, and not much to us. new face is clean and neat."

ONE OF KENTUCKY'S TRADITIONS



Quiltin'

Patch by patch the glowing colors of a Kentucky quilt take form and pattern. Turkey Foot, Lincoln's Cabin or Solomon's Dream, all are recognized at a glance, for quiltin' is a cherished Kentucky tradition.

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

Like quiltin', the enjoyment of beer is a tradition of the Commonwealth. To Kentuckians beer is the beverage of moderation to be enjoyed at home and among friends anywhere.

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KENTUCKY DIVISION, U. S. BREWERS FOUNDATION
 1523 Heyburn Building • Louisville, Kentucky

Homemaker Sections Gain Newspaper Favor

Six months ago, Mrs. Marguerite Mickelsen, home and food editor of Newspaper Advertising Service, set out to furnish a "Household Forum" feature to weekly newspapers.

Mrs. Mickelsen, working through NAS, a subsidiary of National Editorial Association, prepared a weekly page of food and household features. Each week, she included an illustrated food feature in mat form, prepared by an outstanding home economist, representing food manufacturers, packers or food processors.

Today, more than 400 weekly newspapers are carrying a special page or section for homemakers. Mrs. Mickelsen is furnishing these papers with illustrated food articles and other household editorial material.

"Newspaper publishers are becoming enthusiastic about the service as they see definite results in increased local food advertising and, in some instances, increased circulation," she said. "From time to time, we give them ideas that may be helpful in selling tie-in ads to their local grocers. Publishers, in turn, encourage their local dealers to set up special displays and use tie-in ads relating to items mentioned in the food stories and recipes. We do not mention brand names in our releases."

Mrs. Mickelsen cited a recent letter from the weekly editor who has added the food and home page to his paper. The editor stated:

"For months we had about 1,400 to 1,600 circulation, but after starting the feature, we felt a sudden jump and none of us could at first realize what had happened. Then the light dawned. Without advance warning, we suddenly found our paper much more in demand. I can find nothing responsible for this condition but the woman's page and editorials. And I am frank to admit, I think the woman's page is the biggest contributor. We now have over 2,200 circulation."

Another publisher reports that local food stores appreciate the new feature and are requesting position on the food page, featuring recipes and household hints. The household Forum features are supplied free members of NAS.

A new two-story, fireproof building to house the Corbin Times-Tribune, the job plant, and radio studios for station WCTT now under construction. It is expected ready for occupancy by July 1. Station CTT will increase its power to 1,000 watts and change frequency from 1400 to 1500 about June 1.

Newsprint Situation In Critical Stage

American newspaper publishers who get as much newsprint this year as they did in 1950 "will be fortunate," was the report made to the American Newspaper Publishers Association.

The report to the 65th annual ANPA meeting said that informed persons estimate current newsprint manufacturing capacity is "at least a million tons less than potential usage."

The report warned that estimated newsprint supply for the U. S. this year was 5,920,000 tons—16,941 less than actual consumption last year—and that many mills have told customers they couldn't supply the minimum tonnages called for in 1950 contracts.

"Publishers may avoid otherwise inevitable government controls by practice of economies applied during the war-time shortages," the report said.

Despite the double problems of supply and price of newsprint, daily newspapers in the U. S. and Canada set all-time highs for circulation in 1950, the report said.

Compared with figures of previous years, the 1950 mark means a gain of more than 1,000,000 copies a day over 1949, more than 1,500,000 over 1948, almost six million over 1945, more than 13,500,000 over 1940, and more than 27,500,000 over 1920.

At the same time, the Canadian Defense Production Department declared newsprint an essential material and prepared to bring it under Government control.

Two other scarce wood products, mechanical and chemical pulps, used in the production of such things as rayon and writing paper, also were declared essential.

An official of the department said the Government does not now plan any compulsory rationing of newsprint, but he pointed out that an international pulp and paper allocation committee is being organized.

Canada, the world's largest producer of newsprint, had an output last year of about 5,250,000 tons. About 90 per cent of this went to the United States.

Newsprint and other wood products, all widely in demand in a rearming world, will come under supervision of a new Defense Production Department branch to be headed by R. M. Fowler, president of the Canadian Pulp and Paper Association. Two other members of the association, F. L. Mitchell and J. M. Smith, will be associated with Mr. Fowler in the new department branch.

Declaring the products "essential" was a step taken "to insure that the Government could more carefully scrutinize and, if necessary, regulate the international trade in

these important commodities," the department said.

Similar steps were taken before steel and nickel were brought under Government control.

A number of countries have been seeking a larger share of Canada's newsprint production. France has appealed for more but the Government previously was unable to increase France's share because there was no Government control.

High School Editors Meet At U. of K.

Approximately 300 Kentucky high school students from 31 schools attended the two-day annual convention of the Kentucky High School Press Association held March 30-31 at the University of Kentucky under sponsorship of the UK Department of Journalism.

The program consisted of lectures, laboratories and round-table discussions of phases of newspaper work conducted by Dr. Niel Plummer, Prof. Victor R. Portmann, Prof. J. Ardery McCauley, Miss Marguerite McLaughlin and Dr. William Moore of the Department of Journalism.

The students participated in competitive contests covering newswriting, current events, spelling, and vocabulary.

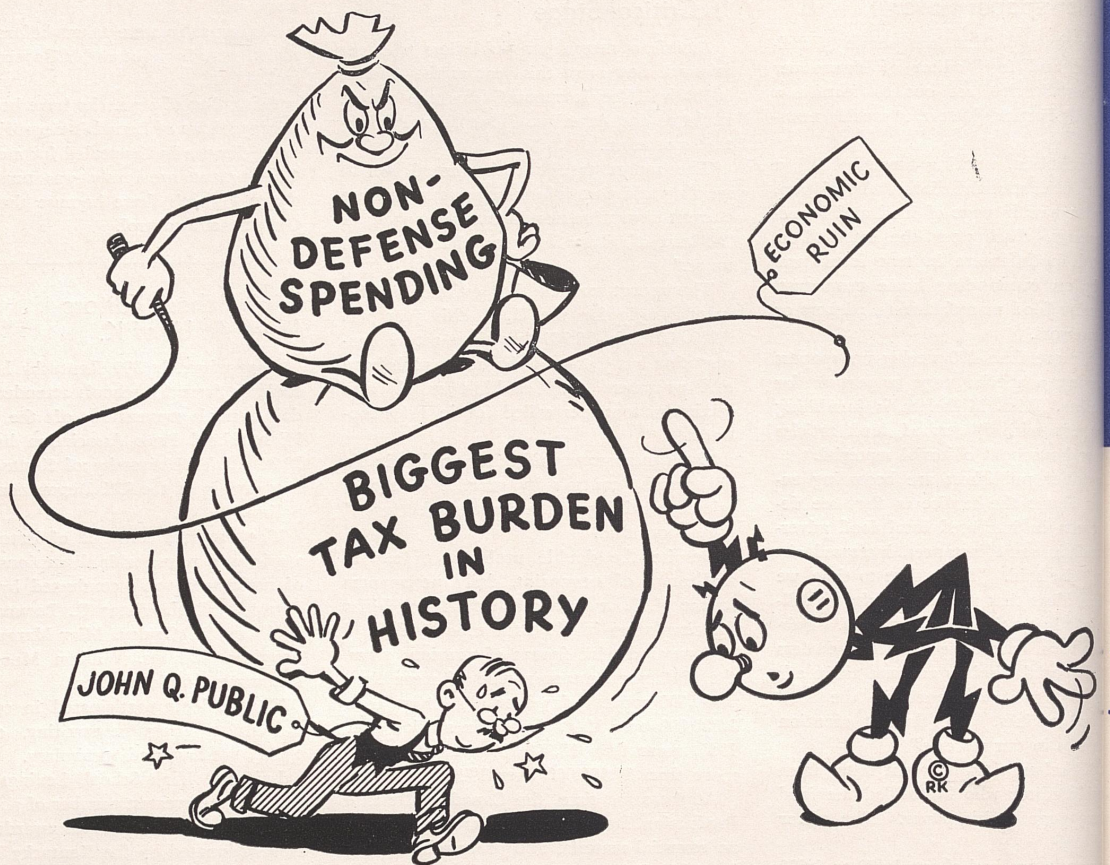
Lafayette High School, Lexington, which received the greatest number of points based on these aptitude tests, was awarded a silver trophy donated by the Kentucky Engraving Company, Lexington. Second place went to St. Xavier High School, Louisville, and third place to Danville High School.

Newspapers from the various high schools were submitted for criticism by special committees arranged by Theta Sigma Phi, women's honorary journalism fraternity, and by the Henry Watterson Press Club, men's professional organization.

Paul Hughes, Sr., Louisville, was elected president of the Centre College board of overseers at its annual meeting in April. A Courier-Journal Sunday-department writer, Hughes succeeds Ben Cregor, Anchorage.

Keep the main metal pot at the proper temperature and run the mouthpiece temperature as low as possible in order to insure good, solid slugs.

Four fundamentals of good presswork: Bearers should be kept clean and cylinder bearers must ride bed bearers; packing should be tight and free of wrinkles; all parts of the form must be of even height; and ink rollers must be clean and set lightly on a type-high block.



Get Rid of the Rider!!

If we are to halt inflation, non-essential government spending must be curtailed. Non-defense spending, increasing as it does, the amount of money in circulation, permitting more people to compete for fewer goods, can be one of the prime causes of inflation.

When there's a greater supply of money than goods . . . when it takes more money to buy fewer things — that's inflation.

That situation exists. The danger of inflation is here. Will it get worse? Wipe out the real value of your life savings? That depends on you and every other American.

We can halt inflation, if all 150 million of us will follow the rules, if we pull together to lick it. It's everybody's fight.

REDDY KILOWATT

Your Electric Servant

KENTUCKY UTILITIES COMPANY
INCORPORATED