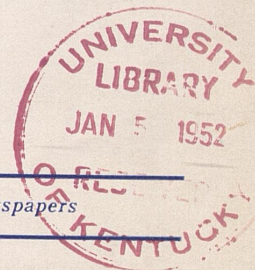


# The Kentucky Press

MARCH, 1951

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



VOLUME TWENTY-TWO  
NUMBER FIVE

Publication Office:  
University of Kentucky  
Lexington



Official Publication Kentucky Press Association



**world is the journalist's beat**



**but World**  
*is his newspaper*



News of the World might be office gossip. News of the world is the World's dish. And just which you mean, depends on where you put the capital "W's" and the lower-case "w's."

It's the same with Coke. When used as the friendly abbreviation for Coca-Cola, Coke—like any proper noun, such as the name of your newspaper—requires a capital initial. With a small "c," the word refers to something entirely different.

We keep reminding you about this for reasons of clarity and correct usage. There's another reason, too. Coke—with a capital "C"—is our registered trade-mark; and

good practice prompts the owner of a trade-mark to protect it diligently.

*Ask for it either way  
... both trade-marks  
mean the same thing.*



**THE COCA-COLA COMPANY**

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## Eight District Meetings Were Held Throughout State During March

A series of district meetings of KPA were successfully held during the month. President Douglas Cornette and Secretary-Manager Portmann (except one) attended the called meetings which were found to be highly successful from every standpoint. While the over-all attendance was somewhat disappointing, yet those present in each meeting expressed their gratification for the opportunity to get together for mutual understanding of the problems that face the Association and the individual newspaper today.

The purpose of the gatherings was to discuss the operation and problems of the Central Office and its services to the members; to receive suggestions and constructive criticisms of the members for possible increased services; to develop and outline a "program of action" for a better and more efficient Association activities; and to study economic trends, state and national, in their relationship to the problems of the press of Kentucky.

The results of these statewide meetings will be used as directives to the Executive Committee which will study the suggestions and criticisms of the membership with reports to be brought before the Association at the mid-summer meeting at Cumberland Falls, June 15-16.

The First district meeting was held at Kentucky Dam State Park on Friday, March 9, Paul Westpheling, chairman; Second district, March 10, Bowling Green, John Gaines and Mack Sisk, co-chairmen; Fourth district, March 17, Doe Run Inn, Brandenburg, James Willis, chairman; Fifth district, March 16, Moon River Inn, Warsaw; Charles Adams, chairman; Sixth district, March 18, Lafayette Hotel, Lexington, Enos Swain, chairman; seventh district, March 22, Hatcher Hotel, Pikeville, Fred Bullard, chairman; Eighth district, March 23, Montgomery Hotel, Mt. Sterling, James Wilson, chairman; Ninth district, March 24, Laurel Hotel, London, Martin Dyche, chairman. Editors in attendance were:

Kentucky Dam State Park — R. W. Graves, Bardwell News; Marshall Wyatt, Benton Courier; Mrs. Edith Lawrence and Miss Beatrice Stagner, Cadiz Record; Paul Westpheling, Fulton News; J. T. Howard, Hickman Courier; Mrs. Paul Shipley, Marion Press; Pat Magee, Wickliffe Yeoman; Dudley Taylor, Hopkinsville New Era; Joe LaGore and Joe Mitchell, Paducah Sun-Democrat; Trancele Armstrong and Don Pepper, Henderson Gleaner.

Bowling Green — Carlos Embry, Beaver

Dam Messenger; Landon Wills, Calhoun News; Larry Stone and Ralph Utley, Central City Times Argus and Messenger; Mack Sisk, Dawson Springs Progress; Howard Ogles, Franklin Favorite; Bob Towe, Madisonville Times; Otis White, Morgantown Republican; Mrs. Byrne Evans and Daniel Knotts, Russellville News Democrat; H. A. Ward, Scottsville News; Frances Pitchford, Scottsville Citizen Times; John Gaines, Bowling Green News; Perry Meloan, Brownsville News.

Brandenburg — W. G. Polk, Cloverport News; Col. Roscoe Downs and Irving Downs, Hawesville Clarion; Jim Willis, Brandenburg Messenger; Al Wathen, Bardstown Standard; J. S. Moran, Springfield Sun; George Wilson, Irvington Herald; Jodie Gozder, Campbellsville News Journal.

Warsaw — Charles Adams, Warsaw News; W. L. Dawson, LaGrange Era; Charles Drew, Lexington News; and Landon Wills, Calhoun News.

Lexington — Fred Burkhard, Liberty News; Alice French and Alma Burton, Berea Citizen; Enos Swain, Chauncey Alcock and Ida Tipton, Danville Advocate Messenger; Allen Terhune, Beattyville Enterprise; Norman Perry, Jr., Frankfort State Journal; Leonard Kelsey, Stanford Interior Journal; Dorothy Ann Davis, Harrodsburg Herald; Russell McClure, New Castle Local; Tom Adams and Ed Templin, Lexington Herald-Leader; Bill Caywood, Winchester Sun; M. H. Holiday and Garvice Kincaid, Holliday Publications; Mark Warren, Versailles.

Pikeville — Norman Allen, Prestonsburg Times; Tom Holland, John M. Ward and Mark Webb, Jr., Pikeville Daily News; Fred Bullard and Charles Metcalf, Hazard Herald.

Mt. Sterling — Jim Wilson, Cynthiana Democrat; Sag Kash, Cynthiana Log Cabin; Mrs. Earl Kinner, West Liberty Courier and Sandy Hook News; Clifton Prewitt, Mt. Sterling Advocate; Edmon Burgher, Clay City Times; Lucien Fluty, Louisa News; William Fluty, Carlisle Mercury; Paul Lewis, Owingsville Outlook; Everett Parker, Frenchburg News; M. H. Holliday, Jr., Holliday Publications.

London — James Shannon, Burkesville News; Clarence Martin, Tompkinsville News; Leonard Busby, Manchester Enterprise; George Joplin, Somerset Commonwealth; Mrs. Mae Williams, Somerset Journal; Ruel Buchanan and Martin Dyche, London Sentinel Echo; G. H. Basham, and Maurice K. Henry, Middlesboro Daily News; Cecil Wilson, Barbourville Advocate; H. T. Chappell, Middlesboro Three States; John Crawford,

## Editor D. M. Hutton Dies At Harrodsburg

Daniel Mac-Hir Hutton, editor and publisher of the Harrodsburg Herald and past president of the Kentucky Press Association, died March 11 at a Harrodsburg hospital. He had been ill a short time.

Hutton, 79 years old, was one of the oldest members of KPA. A native of Harrodsburg, he entered the newspaper business there when he was 14 and in 1916 became sole owner of the Herald.

He was the author of many books and pamphlets on Mercer county history and belonged to several historical societies over the state. Survivors include his wife, Mrs. Grace L. Hutton, and two daughters, Mrs. James Pyles, Maysville, and Miss Jane Byrd Hutton who was associated with her father in the publication of the Herald.

## Vine Grove Paper Suspends

The Hardin Sentinel, Vine Grove, announced in its March 22 issue that it was suspending publication with the current issue, Number 14, Volume III, because of publication difficulties. In a front-page story the paper said it was following the lead of "other weekly papers" which have taken the same step.

"Linotype operators are in short supply," the article stated. "One of the paper's operators entered college and the other joined the Air Force. There is not enough revenue from a paper the size of The Sentinel to justify hiring a full time man." Job printing will be continued at the plant.

Editor Elmo Royalty stated all persons who have paid a year's subscription to the paper would receive a refund at the rate of eight and one-third cents per month.

## Courier-Journal And Times Awarded Fifth Certificate

For the fifth consecutive year the Louisville Courier-Journal and Times has been awarded a certificate for "best promotions" by the Editor and Publisher. The award was announced in its March 24 edition. The award was presented "for community service aimed at improving the economic aspects of the area. Award was made for the papers' sponsorship of a year 'round farm incentive program." Congratulations.

Corbin Tribune; M. H. Holliday, Holliday Publications; Auva Hoffman, Mt. Vernon Signal; Andrew Norfleet and J. E. Irwin, Russell Springs Times Journal; Allen Terhune, Booneville News.



### Editors Should Write For Community Service

The following suggestions on editorial writing were made at the Better Newspaper Clinic of the Washington State College:

We believe the greatest offenders in newspaper publishing so far as "community service" is concerned are those who neglect or omit editorial pages.

And we would like to advance the theory that failure to function editorially stems as often from an editor's fear that he isn't "big enough" as it does from space limitations or lack of time.

Ironically, most observers will admit that the publisher of a weekly is usually a "bigger" man in his community than the editor or publisher of a metropolitan daily is in his. Few, if any, individuals are better informed on local conditions in a given community than the editor of that community's weekly newspaper.

If the editor, who admits that timidity has restrained his editorial-page efforts previously, will begin a series of editorials devoted to complimenting deserving community efforts, his professional inferiority complex will begin to disappear, we believe. The volunteer fire department's faithful services, the works of local youth leaders, and the town-beautifying benefits of a merchant's remodeling are among the hundreds of subjects in this vein.

From the beginnings in the safe field of compliment, it is not a difficult step to the necessary role of dissatisfied critic. Communities are all beset by human failings; the editors of those communities' newspapers must speak out occasionally for the people who have no more effective voice than their newspaper.

To those editors who think their six-, eight-, or 12-page papers are too small physically, we'd like to suggest that one, two, or three short editorials placed beneath a two-column masthead provides a dignified editorial section. This main facet of a newspaper's personality should not, we contend, be neglected in any organ of community record and information-dissemination.

For those editors who already have real editorial pages, we often find it necessary to recommend a reduction in volume and a toning-down in mood of advertisements placed there. Frequently, we observe, editors would do well to collect their more intellectual offerings from all the paper (i.e., columns, by-lined features, book reviews, letters-to-the-editor, etc.

Whether an editor can "afford" a full page for editorials or only a quarter-page, we of the Better Newspaper Clinic feel certain that the initiation and continuation of that feature will serve as a profitable institutional

### A Sales Autopsy

Reason 1. I made the sale because I won my way through to the real buyer instead of spending my time on the person easiest to reach.

Reason 2. I made the sale because I met the buyer courageously.

Reason 3. I made the sale because I knew when to keep quiet.

Reason 4. I made the sale because I covered my sales story thoroughly. I remembered that to reach home you've got to touch each base.

Reason 5. I made the sale because I had studied my prospect's business and could talk his language.

Reason 6. I made the sale because I sold myself thoroughly to the buyer, remembering that I am part of the package my prospect buys.

Reason 7. I made the sale because I side-stepped arguments with the buyer. I knew that an argument won may mean a sale lost.

Reason 8. I made the sale because I told my own profit and quality story instead of knocking my competitor.

Reason 10. I made the sale because I overcame the customer's story of reciprocity and a personal friendship with a competitor.

Reason 11. I made the sale because I generated desire for my product.

Reason 12. I made the sale because I planned my presentation carefully.

Reason 13. I made the sale in spite of price-cutting competition because I had the facts to prove my product was worth the money.

Reason 14. I made the sale because I worked out a plan to meet a ticklish credit situation.

Reason 15. I made the sale because I was on the job when my competitor came to ask for the order.

Reason 16. I made the sale because I knew how to close.

Reason 17. I made the sale because I settled a complaint hanging over from a previous negotiation between my prospect and my company.

Reason 18. I made the sale because my story was newsy and fresh. — Texas Press Messenger.

### Franklin prices are right prices.

promotion.

Beyond its usefulness as an attraction for readers, the editorial page is something the editor owes to himself and to his community. When Thomas Jefferson said he thought newspapers-without-a-government would be less an evil than government-without-newspapers, he was not talking about newspapers without editorial pages.

### State Printing-Publishing Third Largest Industry

Figures received from the federal Bureau of Census, Washington, compiled from given in the 1947 manufacturers' census show Kentucky's printing and publishing industry third among major industrial groups of the Commonwealth.

A total of 304 establishments combined with 577 in the food category, which is the state, and 520 in lumber. The printing and publishing concerns listed 6,194 employees on a payroll of \$16,913,000 annually.

Production value, that added by manufacture, for the 304 companies, is listed at \$28,745,000, and represents the work of 19 newspapers, 19 magazines, 98 commercial lithographing and 22 printing service plants.

The 142 newspaper plants published 1,194,700 copies an issue, of which 113 weeklies issuing 278,892 copies. This exceeds the 10 morning daily total of 249,317 and was near the 20 evening dailies reported total of 380,291 copies.

Subscriptions and sales accounted for \$5,442,000 revenue, and advertising contributed \$10,711,000 for these newspapers.

In the magazine group 19 publications showed 29 publications with aggregate issue circulation of 726,700 copies; circulation revenue of \$518,000 and advertising receipts totaling \$998,000.

Why editors skip town . . .

"They are taking a tent and will be by the side of the road."

"Mrs. M——, who broke her arm recently, is recovering under the car of Downs."

"The Ladies of the Cherry street club have discarded clothing of all kinds."

"The Wee Playhouse is rehearsing 'The Jury,' a three-cat play."

"Experienced girl — cooing and working."

"The mayor commended the tax collector who completed in 160 days what normally would have taken 90 days."

Mrs. Carlos B. Embry, associate editor of the Ohio County Messenger, Beaver has been named publicity director of the Kentucky State Federation of Women's publican clubs.

For Sale — The Mt. Vernon Signal, a consolidation, has the following machinery for sale: Chandler and Price jobber with one-fourth h.p. motor; folder: Miller feeder. Write Editor Hoffman if interested.



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# *An Easter Feature*



**Both newspapers and food stores offer special features at certain seasons of the year.**

**About now, for instance, Easter eggs are good copy.**

**And, of course, eggs are heavily featured in food stores, too.**

**During the week before Easter Sunday egg sales rise; and, because people want eggs they can dye, there is greater demand for those with white shells.**

**A & P's job of getting these millions of dozens of top quality eggs in good condition to all our stores in the varying amounts needed is a complex one, calling for the best combined efforts of many skilled people.**

**The same thing applies to other foods in special demand during the Easter season . . . sea food and hot cross buns for Lent, and hams for Easter. And it applies, too, to the many foods for which there is special demand on other holidays throughout the year.**

**The point is that selling food, like selling news, is not a routine activity. Each day brings changes in the available supply. There are constant shifts in consumer preference.**

**That is why the men and women of A & P are so proud of their 91-year record of efficiently meeting both the special and everyday demands of the public we serve.**



# **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 22, Number 5

## Kentucky Press Association

Douglas Cornette, *President*,  
*Courier-Journal*, Louisville  
Bennett Roach, *Vice-President*  
*Shelby News*, Shelbyville  
Victor R. Portmann, *Secretary-Manager*  
*University of Kentucky*, Lexington

## District Executive Committee

*Chairman*, Enos Swain, *Advocate-Messenger*,  
Danville (*Sixth*); *First*, Paul Westpheling, *Fulton County News*, Fulton; *Second*, John B. Gaines, *Park City News*, Bowling Green; *Third*, Niel Dalton, *Courier-Journal*, Louisville; *Fourth*, Alfred S. Wathen Jr., *Kentucky Standard*, Bardstown; *Fifth*, Charles E. Adams, *Gallatin County News*, Warsaw; *Seventh*, Fred Bullard, *Herald*, Hazard; *Eighth*, James G. Wilson, *Log Cabin*, Cynthiana; *Ninth*, Martin Dyche, *Sentinel-Echo*, London; *State-at-Large*, William Caywood, *Sun*, Winchester; *State-at-Large*, Mack Sisk, *Progress*, Dawson Springs; *Immediate Past President*, Joe LaGore, *Sun-Democrat*, Paducah.



## Daniel Mac-Hir Hutton

The Press joins all the KPA members in extending sympathy to Mrs. Hutton and the daughters in the death of our colleague, Daniel Mac-Hir Hutton, long publisher of the Harrodsburg Herald. Mr. Hutton was one of the outstanding community editors in the state and his editorial column was quoted widely. He served as thirty-fourth president of the Kentucky Press Association in 1918 and his wise counsel and guidance have been outstanding incentives in the growth and progress of the Association.

## 1951 Newspaper Contests

Have you sent in your entry for the 1951 newspaper contests? Remember, the deadline for entries in the 12 contests is May 1. Send in your entry in all contests TODAY. Bring your job printing exhibits to Cumberland Falls.

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.

## Cumberland Falls Meeting

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

## To Attend NEA Meeting

Secretary-Manager Portmann will attend the Spring Meeting of the National Editorial Association and its affiliates at New York on April 18-22. He will attend board meetings of NEA, Newspaper Advertising Service, and Newspaper Managers Association. Editor and Mrs. Bennett Roach, and Editor and Mrs. James Willis have also made reservations for the conclave.

The legal department of the United Nations has advised the National Better Business Bureau that the United Nations flag may not be used under any circumstances in connection with advertising and selling.

The general assembly of the UN passed a resolution recommending that UN members take such legislative or other measures as are necessary to prevent the use of the emblem, the official seal and the name of the United Nations for commercial purposes.

Congratulations to Editor Bennett Roach, of the *Shelby News*, on his second annual Green Pastures edition. The edition which merits congratulations to his office force, was replete with farm and pasture news and pertinent advertising. Our editors are advised that a Green Pastures edition, not only is a profitable to the newspaper, but carries on a worthwhile promotion which will mean many dollars in the pockets of his farming community.

Editors can consult their county agent for information concerning the Green Pasture

projects with a view toward a similar spanniversary edition. William Johnstone, Agricultural Extension, University of Kentucky, will also operate in preparing for this special editorial and congratulatory.

## Your Newsprint

Your present newsprint situation is explained — you add your comments. NPA, in February, ordered paper mills reserve for government use five per cent of their monthly newsprint and up to ten per cent of other types of paper. The balance of the nation's newspapers.

The NPA said the order "is not explained to reduce the amount of paper available for civilian consumption." Add your comments to this.

Under the order mills are to hold their reserves for the first 10 days of each month. The reserves are not purchased for government use within that period, it said, they be released for private commercial orders.

NPA said if the producers fail to follow government paper orders "voluntarily," the issue directives requiring them to do so.

The NPA said the order is designed to make possible the handling of government orders with the least possible disruption of normal paper production and distribution.

## Your Association

We like the way Arthur H. Lee, president of the Associated Plumbing Contractors of Georgia, closes his column in a recent issue of *Plumb*, official publication of that trade association. Here they are:

"Work for your Association and work for you.

"Every man owes some of his time to the upbuilding of the profession to which he belongs." Those words of Theodore Roosevelt take on added significance under present trying conditions. What is a better way to upbuild your profession than to take an active part in your Association?"



# Oldham Era, LaGrange, Celebrates Its Diamond Anniversary In 1951

With this issue The Oldham Era completes its 75th year of publication and begins next week the first leg on the fourth quarter of a century. Ordinarily this is an event that would be observed with a special commemorative issue but present conditions are such as to discourage such a project. Production costs both of labor and material would make the undertaking most expensive.

Older readers of The Era recall the 50th anniversary of The Era which was issued in June, 1926. That was a tremendous task for a small plant but the venture was successful and The Era received commendation and congratulations in and out of the county. That issue of The Era had 44 pages—the largest single issue ever published in Oldham County.

The feat could be duplicated and exceeded if conditions were more favorable. Without any fanfare The Era merely calls attention to the fact that it has passed its seventy-fifth year and for the present does not plan to publish an anniversary edition.

The past 25 years have brought about remarkable changes in the American way of life, and Oldham County has changed. But The Era has kept abreast of the times.

(Editor's Note: This history of the Oldham Era was taken from the issue of January 26. It is the first of a series of histories of Kentucky papers and Kentucky newspaper people that the Press has inaugurated. Journalism students in the History of Journalism class are helping the editor in getting material for these sketches. Editors are also urged to submit sketches of their newspapers or inclusion in this series.)

Since 1926 every bit of machinery has been replaced with modern equipment and the paper has never enjoyed a greater patronage than at the present time. Nor has the character and general appearance ever been better or more attractive. Excellent work in the office and fine support from patrons, both essential, have enabled the management to produce one of the best weekly papers in Kentucky. That is the opinion of men who know the newspaper business and who see all Kentucky weeklies.

To those who have become citizens of Oldham County since the publication of the 50th anniversary edition, an excerpt from that edition will be of interest. It was written in 1926 by the late Garnet S. Morris and gave many historical facts about the beginnings of the publication in 1876. Portions of the article are omitted. The essential

facts as contained in that article are as follows:

"In 1876, just 50 years ago, W. W. Rowlett, then a resident of Henry County, came to LaGrange and announced that if the field looked promising enough he would start a newspaper. With this prospect of such an advancement in view, some of the leading citizens got together and resolved that no stone should be left unturned to bring about this great improvement for LaGrange and Oldham County. Mr. Rowlett, it seems, had all the necessary qualifications for the work but the funds were lacking. D. H. French, Joseph Sauer, Charles Sauer, James Russell and James DeMoss finally agreed to finance the undertaking and \$250 was raised and turned over to Mr. Rowlett.

"Thus began one of the hardest fights, covering a period of 28 years and ending in the death of Mr. Rowlett, for the existence of a business enterprise ever witnessed by the public. With its close proximity to Louisville and the limited field at that time the prospect did not look any too good. But with the indefatigable efforts of Mr. Rowlett and those to follow, the paper has enjoyed continuous publication to this day and is now recognized as one of the best county newspapers published in the state.

"When the paper was first published it was known as 'The Owl' and its home was in a building in the courthouse yard, which before the old courthouse burned had been used as a clerk's office. The paper was printed here for several years on an old Washington press. With this press the form was bedded on a metal table and after the paper was placed a long hand lever was pulled round which brought the paper in contact with the type, thus making the impression. Following each operation the type was inked with a hand roller. Enjoying only a limited circulation and little advertising, Mr. Rowlett was unable to repay the money which was now past due for the equipment, so it was returned to the original backer and D. H. French later became the owner. Mr. Rowlett was able to stir around and get possession of an improved press and continued the publication, now under the name of 'The New Era.'

"Letcher Alsop and Tom Gathright took the old press over to one of the rooms in the Sauer Building, now Odd Fellows, and began the publication of a paper known as 'The Herald.' The opposition too had its troubles and Alsop and Gathright soon had enough. I. B. Sparks came on the scene and moved The Herald to a little building that sat near

the pavement on the east side of the residence of James Netherton (this same building is now back of the Netherton residence). Mr. French sold the equipment to Sparks 'on time' and one day, stepping into Sparks' office, he picked up a copy of the paper and noticed a scandalous article about one of the leading citizens who was a deacon in one of the churches. He told Sparks that the paper must not go out to the public. Sparks with an oath removed his apron and said: 'Mr. French, you've got a paper,' and thus Mr. French again became the owner of the outfit. He later sold the equipment to a man named Pendleton who removed it to Hartford, Kentucky.

"The New Era was moved from place to place in the following years and finally located in a little building just back of Ballard's Store, now Masonic Temple, where after again changing the name to 'The Oldham Era' and in spite of opposition it enjoyed some measure of prosperity until the death of its founder, W. W. Rowlett, in 1904 (?).

"After the death of Mr. Rowlett the work was carried on by two of his sons, Bushrod and Felix, who from time to time added new equipment until 1910 when the plant became the property of G. W. and M. G. Peak, who continued to advance. In 1912 they sold an interest to A.A. Strange and the paper was operated under the firm name of The Ezra Publishing Company.

"In 1917 it became the property of W. L. Dawson. The Oldham Era is now firmly entrenched in its new home, The Oldham Era Building, on Main Street near Walnut, which was built by its present owner in 1922."

Editor Dawson has been a valuable member of the Kentucky Press Association since 1917 and has given much of his time and knowledge to its deliberations during these 34 years. He served long on its Board of Directors and was elected the thirty-seventh president in 1921. He is the second oldest living former president today.

The Press wishes both Editor Dawson and the Oldham Era many more years of service to the LaGrange community.

G. Henry Basham is the editor of the Middlesboro Daily News, and Maurice K. Henry, general manager, instead of the mixup as reported in the February Press. Basham joined the News in November, 1949, coming to Kentucky from Oceanport, New Jersey, where he was managing editor of the Eatontown Sentinel. Prior to that he worked on the Daily Tribune, Oak Hill, W.Va., an Airforce veteran of World War II, he flew 37 missions over enemy territory in the South and Central Pacific.



### University Library Presented Old Tome

There's a 453-year-old incunabulum on the University of Kentucky campus. But don't get upset — it's harmless. The rare specimen, a native of Venice, is a book, write Joe Reister.

Specifically, it is a book printed in 1497 by Aldus Manutius, according to Dr. Lawrence S. Thompson, director of the university's Margaret I. King Library.

He said this latest addition to the school's collection of rare books is the oldest printed volume on the campus and one of the oldest in the state.

Manutius, according to Dr. Thompson, was quick to take a cue from news filtering over the Alps from Germany of Johannes Gutenberg's invention. The Venetian later became one of the foremost practitioners of early printing art. In fact, Dr. Thompson described him as perhaps the "greatest craftsman of them all."

The Manutius work that has finally come to rest in the university Library, together with all its fellows that went to press before midnight December 31, 1500, is defined by Webster and bibliographers as an incunabulum.

The university's incunabulum is a handsomely printed inch-thick, 8-by-12 inch book. Considering its age, it is remarkably well preserved. The volume was looked upon with veneration in its day, principally because it contained a treatise "On the Egyptian Mysteries" by a Fourth Century Syrian philosopher, Iamblichus.

It's very unlikely that modern readers would recognize the names of Proclus, Porphyry, Psellus, Prisilius Ficinus, and Alcinous — all of whom were other authors represented in the early anthology.

Dr. Thompson said it is the craftsmanship shown in the book's appearance, and not its contents, that makes it a valuable acquisition. That, plus the fact that it's the university library's first incunabulum.

The Manutius book was obtained by the university in a trade with the library of Emory University, Atlanta.

Mrs. Isabelle R. Bullard, mother of Fred B. Bullard, publisher of the Hazard Herald, died March 29 at Hazard following a long illness.

A new Kentucky weekly, the Wilmore News, has been started by the Wilmore Business Men's club. Dedicated to the "welfare of Wilmore and surrounding country," the paper is edited by Mrs. E. L. Rounds and Arthur Conn, Fred Ketner is business manager and Elmer Rounds, advertising manager.

### Free Ticket Stunts Declared Illegal

The widespread promotion stunt of awarding prizes, usually free movie tickets, to readers finding their names hidden in the classified section is illegal, according to a recent interpretation of the postal laws.

Frank J. Delaney, Solicitor for the U.S. Post Office Department says such stunts constitute lotteries and make the newspaper conducting them non-mailable. His ruling came in reply to an interpretation request from the American Press magazine.

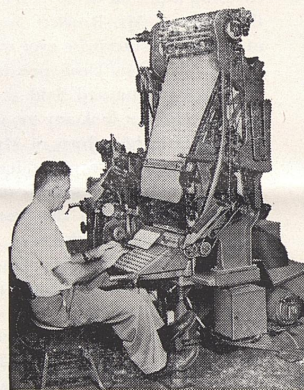
Delaney's full comment was, "The winning of the prize in this plan is a matter of chance. In view of the substantial amount of time and effort that would be expended in examining all of the classified advertisements to determine whether or not one's name appears therein, the element of consideration would be deemed to be present also.

"The plan is accordingly in conflict with

the postal lottery laws and all matter thereto is non-mailable. Of course, the purchase of the paper is in any way required and an additional element of consideration must be present."

The American Newspaper Publishers Association has announced that daily newspapers in the United States consumed an estimated 2,257,280 tons of newsprint in the first six months of 1950. This was six and one-half per cent greater than the amount consumed in the same period during 1949.

Readers of the Gallatin County News, Warsaw, are paying subscriptions as much as five years in advance to take advantage of the old subscription rates of \$1.50 a year. E. Adams, editor-publisher, boosted rates March 1 to \$2 and gave readers the option of renewing at the old rate before the date.



Make  
press time  
on time...

... with the new **BLUE STREAK COMET!**

Practical design and construction, easy operation and simple maintenance, make the new Comet the ideal machine for steady hour-after-hour production of regular features, or the last minute rush of late news items.

Assembling, casting, distributing... all functions of the two-magazine Comet have been simplified to provide maximum economy in maintenance and operation. Here are a few of the many new Comet features:

**Swing-out Front**—the entire front, from the magazine down, swings out for easy maintenance.

**Removable Keyboard Rod Frame**—for saving time when lubricating or servicing adjacent parts.

**Simple, Positive Distributor Clutch**—safeguards matrices and machine during distribution.

**Standard ½ H. P. Motor**—for dependable, economical power.

**New Magazine Shift and Counterbalance**—makes switch from one magazine to another faster and easier than ever.

**Dozens of Other Exclusive Features**—to help you cut costs. Ask your Linotype Production Engineer for complete details.

MERGENTHALER LINOTYPE COMPANY  
Brooklyn 5, New York

• **LINOTYPE** •

Linotype Gothics 17 and 19; Erbar Bold and Corona No. 1



### Effective Letters Reduce Cost Of Getting Subs.

The consensus of opinion gleaned from recent surveys in the circulation field is that the publisher can reduce the cost of getting new subscriptions and renewals by using effective circulation letters.

Where such a system is used, the surveys show that the cost of getting the subscriptions rarely goes above 15 per cent of the subscription price, while the cost where canvassers are used often reaches 50 per cent of the price. And the letter system is said to give results just as good as those of the canvass method.

The most effective letter system, the surveys reveal, is one utilizing a series of five letters, printed in typewriter style type or similar type other than display, with a facsimile signature.

Best results have been obtained where the letters were accompanied by a blank or partly filled out subscription order and a business reply envelope.

For new subscriptions, the campaign schedule will determine when the initial mailings should begin. But, for renewals, the first letter should be mailed about 60 days before the subscription is to expire.

The second letter should go out about ten days to two weeks after the first, according to the surveys, and should be sent to all those who have not returned subscription forms.

The same pattern is followed throughout the remaining three letters, the mailing in each case becoming progressively smaller. Response returns should have increased proportionately.

A ten-point check is offered by the Tennessee Press for those who would use the system effectively:

1. Bear down heavily on "you". The letter should be written from the reader's point of view. Avoid "I" or "We".
2. Present the publication's merits as benefits to the subscriber.
3. Clever letters should be used sparingly, if at all. The letter should be made to sound as natural as possible.
4. Comments of pleased subscribers together with other facts will tend to support the publisher's reasoning and point of view.
5. Simple, plain English will make the letters easier to read.
6. Reader should be given good reasons for subscribing today. Incentives are unpredictable. Some times they are good; other times not. The publisher should be the judge of this.
7. If the prospect can be made to feel like a trusted friend, he will probably subscribe.
8. The prospect should be told just what he has to do to subscribe.

### Watch "Little People"

"Don't overlook the 'little people' in any organization you call on."

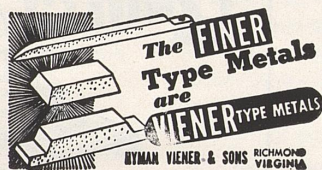
This is the advice given to advertising and printing salesmen by an authority on salesmanship. No salesman can fortell who is going to be promoted to a position of authority, nor how soon he may be trying to sell some young man or woman who is now only a minor employee.

The good advertising and printing salesman knows every employee in the stores and offices he calls upon, and he knows them by their first name so he can stop and say a word to each of them when he calls. His greatest asset is his ability to put himself over with these "little people" who are to become "big people". It is these "little people" who can make or break him as a seller.

Byron Royster, editor-publisher of the Sebree Banner, has announced his candidacy for the Democratic nomination for railroad commissioner for the First district, 41 counties west of Louisville.

The Lexington News has resumed its old tabloid format. An announcement stated that the full-size paper printed since last August 25 was being dropped due to the newsprint shortage.

9. The publisher should ask for the subscription at least twice in each letter.
10. Make it as easy for the prospect to subscribe as you can. Fill out the forms for him as much as possible and help him in other ways to make the subscribing painless.



## 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



The Franklin Price List will make you money.

Are you getting your share of ABC advertising dollars?

### KUP—KOT

For Press-Room—Bindery—Stockroom

The Efficient, Sanitary Aid to Paper Handling  
 Inexpensive—Durable—Attractive

Worn like a wrist-watch, it is always where you need it, and eliminates the mess and discomfort of old paper-handling methods

Order one for every press-feeder bindery girl and paper handler

INTRODUCTORY PRICE:  
 KUP-KOT Dispenser and Bottle of lotion, both for

**\$2 Postpaid**

Order from your Association office, or send check with order to:

Vegas Manufacturing Company  
 P.O. Box 1174, Salt Lake City, Utah

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

Central Press Clipping Service  
 309 North Illinois St.  
 Indianapolis, Indiana

## Extra Profits

FOR YOU, MR. PRINTER  
 Send Us Your Orders

for ADMISSION TICKETS  
 COUPON BOOKS  
 LICENSE STICKERS  
 SCALE TICKETS  
 NUMBERED FORMS

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



### Dealer Mat-Cut Service Big Aid In Selling

Another good rainy day job for the ad department is to build up the supply of cuts and mats furnished free by manufacturers.

It pays to get a wide collection of illustrations of brand name products handled regularly by local stores. This is particularly true of such products as refrigerators, radios, washing machines and kitchen ranges in the appliance field, and of such items as hats, suits, overcoats and footwear in the ready-to-wear field. Similarly, certain items in the fields of furniture, farm implements and hardware are repeatedly advertised by local stores, and the cut and copy service doesn't always fill the bill.

You can usually get a good start simply by picking up cuts and mats which already are lying around the offices of local merchants and carrying them to your own office for proper care and filing. This supply can be built up further by writing to the manufacturers of the products most advertised by your local stores. Most manufacturers seem to be glad to furnish these illustrations free and direct to the newspaper on written request.

The trick to the plan lies in first providing a suitable storage file in the newspaper office and, second, making a careful selection of illustrations which will actually be used instead of cluttering up a file.

Some ad men prefer to file such cuts and mats alphabetically by name of the product. Others prefer to file them under the name of the local store. Still other ad men combine the two methods.

Polk "Polk-a-Dot" Ross, 79, former Paducah newspaperman died March 30 at a Tullahoma, Tenn., hospital where he had been a patient since he was struck by an automobile March 19. Ross, close friend of the late Kentucky humorist Irvin S. Cobb, became a reported on the Paducah News-Democrat in 1894. Two years later he went to Tennessee where he became editor and eventually publisher of the Tullahoma Guardian. Polk wrote a daily column which, at Cobb's suggestion, was called "Polk-a-Dots." He had retired in 1948 after 53 years in the newspaper business.

Surely the people of America are aware that wherever in the world the press is shackled, the hearts, the minds and the souls of the people are in chains.

If there was ever a time in all history when the confused people of America needed enlightened, honest, courageous and conscientious press leadership, that time is now.

### Dime A Copy—Why Not?

Why should publishers continue selling single copies of their papers for only a nickel — the price of a half cup of coffee in most places? That price is the same publishers were receiving in the '30's, and what other commodity is still at the same price?

Reports from various parts of the country indicate similar reactions to a raise in price. Usually a slight drop in sales occurs, but soon the old sales volume is restored, and generally a few new mail subscriptions come from people who had been buying the paper by the single copy.

An Idaho paper reports that after an increase from a nickel to a dime it gave the dealers 3 cents instead of 2 and kept 7 cents. — Louisiana Press.

The dignity and the integrity of the press rests in the hands of folks like you and me, as does the defense of its freedom. And there is no question where the publishers — all publishers — will stand if there should come the one great hour of challenge.

### Binding News Files

Is Our Specialty  
Write for Information

O. J. Forman Company  
Monmouth, Illinois

**KEYS TO SPRING PROFITS...**



**WNS 1951**

**GRADUATION GREETING ADS**

**THE COMMUNITY SERIES**

34 tasteful, handsome ads in convenient TYPE-HI stereotypes.

and this year--  
**FOR THE FIRST TIME**

**THE GOOD WILL SERIES**

20 large-size ads in mat form only. ★ ★ ★

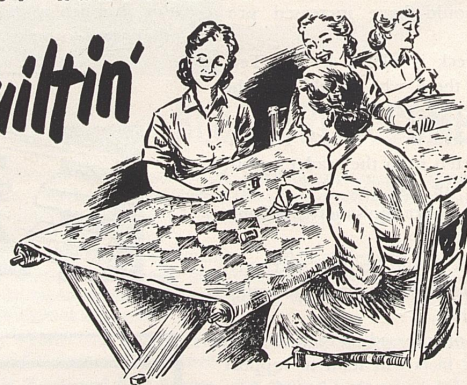
Purchase both Series together in the GRAD AD SPECIAL at a money-saving combination rate.

**WNS FEATURES**

... FOR BETTER NEWSPAPERS ...

### 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.



Copyright 1951  
**KENTUCKY DIVISION, U. S. BREWERS FOUNDATION**  
1523 Heyburn Building • Louisville, Kentucky



## 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.

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## 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.

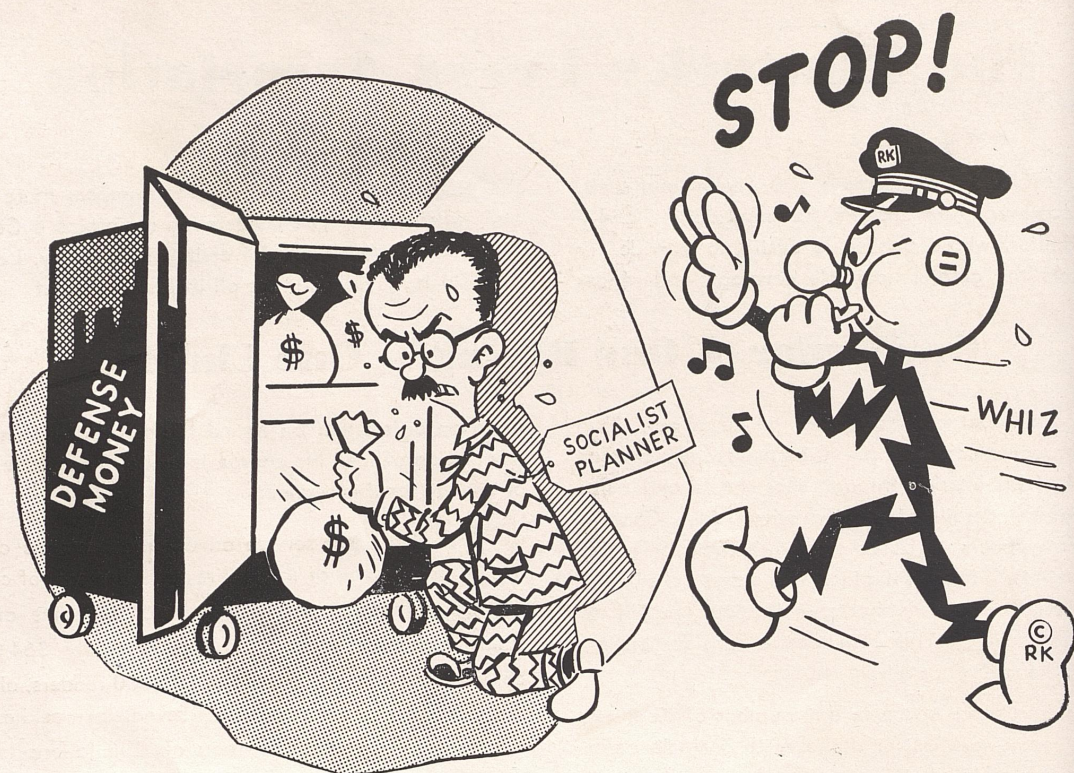
"Mr. 52" Hometown newspaper offers MORE local coverage than all other media combined—he can be reached by One Package and One Check through Newspaper Advertising Service, Inc., 188 West Randolph, Chicago, and through the Kentucky Press Association.

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

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





## This is YOUR tax money!

Let's all blow the whistle on this character. He's trying to grab YOUR tax money for unnecessary schemes — and he's doing it in the name of defense.

We don't want inflation. America can be ruined by inflation, whether it's done in the name of defense, or as high-level, economic sabotage. We can't pay for non-essential government spending, and do a job on our defense planning.

When more and more money is spent for fewer and fewer things, when you and your neigh-

bors compete for these few goods, prices go up and up, until the prices of more and more things are higher, your dollar buys less and less. That's inflation.

Will it get worse? Will it wipe out much of your life savings? That depends on you and every other American. We can halt inflation, if all 150 million of us pull together.

**REDDY KILOWATT**

Your Electric Servant

**KENTUCKY UTILITIES COMPANY**  
INCORPORATED