

# The Kentucky Press

May, 1949

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



## ANNOUNCING

Mid-Summer Meeting  
On To Kentucky Lake!  
Tested Advertising Methods  
Advertising Surveys Pay

VOLUME TWENTY  
NUMBER SEVEN

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



Official Publication Kentucky Press Association

## The Kentucky Press Association

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

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

### One Order - One Billing - One Check

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

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

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

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

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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.

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

## Tentative Plans Made For The 80th. Mid-summer Meeting At Kentucky Dam

Tentative plans have been announced for the 80th mid-summer meeting of the Kentucky Press Association at Kentucky Dam State Park, June 17-18. The meeting is planned more for vacation and recreational than for a serious business program, and most of the time will be spent in and on the water.

Registration will start at 10 o'clock on Friday morning. The registration fee has been set at \$4.00 per person which includes the cost of the formal dinner on Saturday evening. The day will be spent in fishing, boating, swimming, golf, and a visit to the new production plant of the Pennsylvania Salt Company near the Park in the afternoon, or inspection of the dam and power plant, or both.

Friday evening, in the recreational room, James P. Sullivan, Kentucky Fire Safety Commission, will discuss the State Fire Prevention Program illustrated by new and excellent motion pictures.

The formal business program will be held Saturday morning with President James M. Willis presiding. Speakers and their subjects on the program will include Henry Ward—"Our Kentucky State Parks"; J. O. Matlick—"Plans For The Kentucky State Fair"; Norman J. Rockey—"Opportunity Bond Drive"; and an address on "Printing Labor Problems" by F. E. Wood, Louisville, member SNPA Labor Committee. If time permits, a discussion period will follow each address. The 1949 newspaper contest awards will be presented by the chairman. As time permits, the meeting will be closed with a general round table on "Newspaper Production Problems".

Saturday afternoon will again be devoted to the recreational program as "each member wills." Those who are interested in fishing can procure boats at the Dam. Larger boats will be available for those

who wish to make exploratory trips. Golf enthusiasts will be accorded privileges at the Mayfield and Paducah country clubs.

The annual dinner will be held Saturday night at the Park Hotel. The menu will reflect traditional Kentucky hospitality. Following the dinner, a Hammond organ band will play for the dance. An invitation has been extended to Vice-president Barkley to attend the dinner.

KPA members are making direct reservations at the Park. The Committee has been requested to advise those who are making reservations that a \$10 deposit fee should be included with the reservation.

Members, who cannot procure reservations at the park or prefer to stay at tourist camps, are advised that the closest camps are Kate's Cabins, West Gilbertsville, four miles from the Dam, and olomon's Motor Court, four miles north of Benton on U.S. 68. These are the closest to the Dam. The other facilities listed on the enclosed memo sheet, range from the Big Bear Camp, fourteen miles, to the camps around Eggner's Ferry Bridge, twenty to twenty-two miles away.

This mid-summer meeting should be outstanding at the newest Kentucky State Park, giving all members the opportunity for a restful and recreational weekend. Some members are making early reservations and expect to spend the whole week at the Park.

Co-chairman Frank Evens, Mayfield Messenger, and Joe LaGore, Paducah Sun-Democrat, with the aid of their loyal citizens, are making every effort to make this outing one of the outstanding mid-summer meetings of the Press Association.

Chairman Douglas Cornette has called the official meeting of the Executive Committee for 11 o'clock, Friday morning, June 17. ...

### Wolf & Company Official Consultants

Wolf and Company, Certified Public Accountants, were appointed KPA official accountants and consultants by the Executive Committee. Member newspapers are advised that they are welcome to make requests, through the Central Office, for any information relative to Wage and Hour, Income, Estate, and other tax problems, News-

paper Accounting or Systems, and Newspaper Practice as it relates to newspaper management. The accountants also are providing tax calendars for the state of Kentucky which will be published every month in the Bulletin. This new KPA service will be of material benefit to our member newspapers if they will avail themselves of the opportunity when troublesome problems arise.

### We Don't Make The News — We Print It

If you don't want it printed — don't do it. This advice was once given by an editor. It is repeated for the benefit of several readers (mostly anonymous) who wrote us to criticize our carefully-edited publication of a sordid story involving a Bergen girl and the youthful members of two Passaic clubs.

The critics thought the story should not have been published because it hurt the reputations of the thoughtless young men. The critics admitted the youths had made a "mistake." They felt, however, that whatever punishment the courts inflicted would be punishment enough, and that publicity was heaping it on.

The law, and rightfully so, today protects the names of children who get into trouble. Even before the law stepped in, newspapers like The Herald-News made it a rule not to disclose the identity of young delinquents. However, there comes a time when boys and girls must grow up and become adults, and be responsible for what they do. The law puts that age at 18.

Now, publicity is often a greater deterrent to wrongdoing than the punishment the law imposes. Many of us walk the strait and narrow not so much because we are so very good, but because we fear our neighbors would find out if we starved and would frown on us. That's publicity, too, even if it don't get into print. It's often worse, too, than a factual newspaper story, because it is gossip, usually embellished in repetition until a trifling peccadillo becomes a heinous offense.

Our social organization would fall apart if men and women were able to do as whim and desire moved them without the displeasure of their neighbors. A fine, even a jail sentence is hardly ever as difficult to bear as the public disgrace suffered by the individual and his or her family.

This is the way the world is. It is not something peculiar to our time or our community; it has been so for hundreds of years and it holds in societies, primitive and civilized, the world over. Maybe it isn't perfect, but it's the best mankind has been able to produce to date, and it's the way the world is run.

If you don't want it printed — don't do it!  
Passaic (N. J.) Herald-News.

The Marshall Courier, Benton, published excellent editions before and after the annual "Tater Day" which it claims was the 107th annual celebration. What multitude of spuds the Wyatts have to write about.

## Use Tested Methods To Give Service

Following is a list of tried and tested methods to develop more local advertising. You will already be using some of them, but how about checking the list to see where you are slipping up? Remember—these pay dividends:

### SELL MERCHANDISE IDEAS

1. **Invest in Good Advertising Mat Service**—For a few dollars a month, you can have access to attractive layouts, illustrations, and timely promotions. But don't buy that service just to park it away on a shelf to collect dust. **PUT THE SERVICE TO WORK**—tear it apart and show merchants how you can help prepare attractive and result-pulling copy. One extra ad will pay for the service.

2. **Study Exchanges**—A lot of publishers are too busy to open their exchanges, but a good live exchange list is worth more than \$100 per month for suggestions, copy and to show you the opportunities you are passing up. Some newspapers clip good ads, and file alphabetically for future use, or for suggestions for current layouts.

3. **Check Old Files**.—They show what your merchants have done in the past and what they might do in the present or future.

4. **Watch Store Stocks**.—The alert ad man keeps his eyes and ears open when he visits his customer's store. A check of window displays and stock of merchandise provides tips for ad copy—just the ammunition you need for a frontal assault on a deeply entrenched non-advertiser.

5. **Watch Trade Publications**—Every business classification has its own trade publication. They are full of the latest merchandising ideas along those special lines and are always good for advertising copy suggestions and layouts. Borrow copies from your merchant—it never hurts to show an interest in their business.

### CONSTANT SOLICITATION

1. **Use a Prospect List**—See that no advertising prospect is overlooked. Make it a point to see a certain percentage of the non-advertisers every week. Start them with small ads at first and **GET RESULTS** for them.

2. **Sell an Advertising Goal or Quota**—Daily, weekly or monthly it gives you an incentive to beat your own record or that of your competitor. Newspaper work can be the most fascinating game in the world.

3. **Keep a Simple Advertising Chart**—It is so easy to get into a rut and blame your merchants for your lack of business. A simple chart will tell a story that may jar you

or your staff out of a dangerous lethargy or smug complacency.

4. **Sell Ads in Series or Packages**—It takes no longer to sell a series than it does one ad, and consistent advertising brings greater results. A lay-out campaign of 13 ads (see your mat service) has made many small non-advertisers consistent users.

5. **Spread Optimism**—Advertising is based on faith, and the bird who kills that by his pessimistic outlook on life has no business in the advertising game. The fate of our American way of life depends upon good salesmanship of our national manufacturers, our local dealers and **OUR PUBLISHERS**.

### IMPROVED MECHANICAL AIDS

1. **Be prepared to Help Prepare Copy**—If you want ad volume you must be willing to draft 75 per cent of the copy because the average merchant can't or won't.

2. **More Care in Set-up**—Many advertisers have been lost because of sloppy work in the back shop. Care in composition, backed by good rollers and tympan and clean ink founts will pay dividends.

3. **Proof to Advertisers**—Give protection to advertisers and the newspaper; make and keep friends.

4. **Cheerful Alterations**—Remember, the customer has the right to have his ad set up as he desires—he is paying for it.

5. **Give Extra Service**—It will be doubly appreciated after the wartime siege of lack of service in all lines.

### FOLLOW-UP EQUALLY IMPORTANT

1. **Give Extra Copies of the Ad for Posting in the Store**—The greater the results, the larger will be your advertising lineage. Use consistently the "As Advertised" placards. They pay large dividends.

2. **Encourage Window and Counter Displays to Tie-up With Ads**—Furnish a display card or stickers "As advertised in Your Newspaper." Help make it easy for the advertising to produce.

3. **Show an Interest in Results**—That is what you are selling and when you get that your lineage will take care of itself.

4. **Cheerful Alterations**—Remember, the age your readers to tell the merchants, "I saw your ad in the hometown newspaper." That sounds simple but few shoppers ever give credit to the newspapers as their source of information. And above all know what the advertiser has advertised. Nothing is more exasperating to the merchant than to discover that **YOU** didn't even read his ad.

Here are four unusual ways to impress

the value of local newspaper advertising upon hometown merchants:

1. **Monthly bulletins** mailed to local merchants and professional men, containing sales talks on advertising and glances into the news, printing and office-supply departments of your newspaper.

2. **"As Advertised" Placards**. Each week when your newspaper is printed, paste each merchant's advertisement on a special card headed, "As Advertised in this week's Bugle," and send them to the advertisers. These cards will boost the newspaper, both from the standpoint of the advertiser and the reader.

3. **Result Stories**. Publish news stories of good selling jobs your newspaper has done for its advertisers.

4. **Personal Contacts**. In addition to regular calls made by your ad-man, have a reporter call on every business and professional man at least every two weeks for items of actual news value which may have happened in connection with their work.

## Local Tax Exemptions

Machinery used in bakeries, newspaper and job printing plants, soft drink bottling plants and sawmills is exempt from local taxation, Asst. Atty. Gen. Hal Williams said in a letter to Miss Betsy Veal of Middlesboro.

Williams said he answered specific questions asked by Miss Veal in explaining what classes of machinery are exempt from local taxation.

He said machinery used in laundry and dry cleaning plants and in pasteurizing milk is subject to local taxes. In all cases, however, the plants themselves are subject to local, as well as state taxes. All machinery is subject to state taxes.

## Lexington Papers Win Third Consecutive Award

For the third consecutive year, the Herald-Leader Circulation Department has been awarded a certificate of merit in the annual safe-driving campaign of the American Newspaper Publishers Association, Circulation Manager Thomas L. Adams stated.

The certificate recognized 192,600 miles of accident-free driving by Herald-Leader Circulation Department personnel during 1948.

The International Circulation Managers Association joined the publishers association in making the award.

# WHO IS A & P IN YOUR TOWN?



**Your newspaper is not just a building with some linotype machines and printing presses; nor does A & P consist solely of some food stores with grocery-laden shelves.**

**In the case of both your business and ours, the human element — the people who do the work — are the most important ingredient.**

**In your community A&P IS its employees . . . your fellowtownsmen who meet and serve you at the store on your street.**

**These neighbors of yours have been attracted to A&P by the high salaries, good working conditions and opportunities for advancement that we offer them. And because we want them to earn your friendship and patronage, we select, train and encourage them to run the best store in town.**

**These are the men and women in thousands of A & P stores strung along America's Main Street who, profiting by each other's experience, are today doing the nation's most efficient job of food distribution.**



## A & P FOOD STORES

# The Kentucky Press

Official Publication of the Kentucky  
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume Twenty, Number Seven

## Kentucky Press Association

James M. Willis, *President*  
*Messenger*, Brandenburg  
Joe La Goré, *Vice President*

Victor R. Portmann, *Secretary-Manager*  
*Sun-Democrat*, Paducah  
University of Kentucky, Lexington

### District Executive Committeemen

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



## Editor Advocates Outside Advertising

Acceptance of advertising from neighboring towns in competition with local merchants has been a subject for much pro and con discussion among newspaper publishers. State publishers will be interested in comment on the subject made by Louis Spilman, editor of the *Waynes (Va.) News-Virginian*.

"It is perfectly obvious that a newspaper has but one commodity to sell, namely space. That space should be available, under our democratic system of free enterprise, to all purchasers who conduct honorable, legitimate businesses, and who possess adequate credit rating.

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

"Good newspaper practice would require

*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.*

that this leadership exert itself through unbiased news coverage, constructive editorials, and wholehearted support of every commendable civic effort.

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

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

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

"I am, do doubt, old-fashioned. I believe the policy of a newspaper should be based on public service; that the newspaper's first responsibility is to its readers. Whenever policy is established through fear of losing business through an unreal effort to 'protect' certain elements of business, or through an unnatural belief that any one type or section of business can be helped by injuring another type or section of business, it is destined to decay.

"Truth is the essence of our responsibility to our public. It is our duty to open our columns, advertising or news, to all who have a message as long as that message is not obscene or libelous.

"I bow to no newspaper editor in my loyalty to my own community. We have expended tens of thousands of dollars during the past 20 years in encouraging, boosting,

building and aiding our community. We will continue to do so, but we do not feel there is any sound basis for isolating newspapers and saying to them, 'You must limit your business to a certain group of merchants,' while every other business is encouraged to expand."

## Notice On Correspondence

From out-of-state comes an account of a publisher who dismissed one of his correspondents because she was either late with copy or failed to send any at all over a period of several weeks. When she was notified that the newspaper would no longer use, nor pay for her contributions, she answered that she had a contract and would continue to send copy, and expected to be paid for it.

The publisher asked if he was liable. He was informed that, inasmuch as the correspondent admitted there was a contract, she set herself up as an independent contractor. Had she contended that she was an employee and backed up her contention by showing that orders had been issued by the publisher for specific coverage, the newspaper might be held liable for payment of unemployment compensation benefits to a discharged employee.

Since she was an independent contractor, and since she breached the contract by failing to perform her obligations under it, there was no liability. In engaging correspondents, it is well to guard against issuing any specific orders, that might be construed as bringing them under the control of the editor or publisher.

M. H. Holliday Jr., *Jackson Times*, has taken over the publication of the *Powell County Herald*, Stanton, from the former publishers, Hoover Stewart and James Crowe. Mr. Holliday is also publisher of the *Owsley County News*, Booneville, and the *Wolfe County News*, Campton.

## Editor Avers That Surveys Pay

Surveys pay. You bet they do.

Nine months ago a local jeweler asked me to compose a series of ads for his shop. Because he was a member of a rather strict jeweler's society which forbade credit and price advertising we ticked those items right off our list. Too, his own ethics prevented me from using stock diamond and gem cuts because, and I quote him, "The gems appear too large—the pictures are exaggerated."

The jeweler was a grand fellow, honest to the point of being painful and with a tremendous knowledge of gems and precious metals. So I capitalized on that knowledge and composed a series of educational and informative ads built around the theme of, "Look out for this when buying silver," and "Don't be fooled by this."

The ads were generally three column by fifteen inches in size with a short, catchy heading and a small illustration relative to the topic in the upper right corner; the text was set in eight and ten point Metro. For example, one of our ads was entitled, "The Case of the Burned Diamond." I used a mat of a (small) diamond ring, mortised out a portion of a mat of some flames (from a fire prevention ad) and inserted the ring therein. The final picture appeared as though the ring was in flames. The copy dwelt on the dangers of being fooled by unscrupulous jewelers—in this case a lady had been told her seared diamond was worthless.

The ads ran on the same page (page 4) each Saturday for three months before we decided to test the market to find whether our series was being well received. Bear in mind this was a series of institutional ads designed for long range merchandising rather than the "come and get it now" theme. The jeweler agreed to stand the cost of making a survey and I drafted some of our ad-staff help to make the telephone calls. We called 100 numbers at random from the 'phone book and asked these questions:

1. Do you take or read the News-Review?
2. What ads do you recall from recent issues?
3. What jeweler's ads do you recall?
4. At which jewelry store do you prefer to shop? Why?

We took three surveys a month apart and the results really opened our eyes to the value of some of our ads we thought were real jobs of selling.

For example, we found that our largest local advertiser was getting fewer readers

than a competitor whose budget was far less. We found our jeweler was getting consistently higher readership and apparently keeping it high. This proved to my satisfaction that (a) Saturday is not a poor day to advertise, and (b) all-type or near all-type ads can claim high readership, and (c) people will follow a series of ads if they find them interesting and helpful.

The jeweler's ads were maintaining a 30% to 34% readership, based on our surveys.

But what really opened our eyes was the poor readership for our largest local advertiser, while a competitor (with a much smaller budget) placed fourth on our poll. First place went to grocery and food ads in general. Second place was claimed by a local department store whose ads are consistently good. Third place spot went to a soft goods chain store whose budget, incidentally, was much smaller than a competitor. Fourth place, as I noted, was a surprise.

Why did the larger advertiser lose ground? Simply because their advertising consists mainly of "dealer co-operative" mats. You know this type of ad: Tight copy set in six or seven point, lots of reverse, cluttered illustrations and exaggerated claims for the product. They're turned out by the million for distribution through franchise stores. The rival store whose ads got almost phenomenal readership employs a better technique. Their ads are composed by our salesman and a member of the firm. They make judicious use of co-op advertising but most ads are a combination of mats from our file and their dealer mats. White space is used to advantage. And this store maintains prices generally higher than the other outstanding competitor!

You'll find many surprising things from a survey and I recommend that each Advertising Manager make a survey at least four times a year. Because our community is so scattered, we find the telephone method the best way of contacting. However, if possible in your area, I think you'll find personal contact surveys more valuable and accurate. People are too prone to be obliging over the telephone and you only contact those persons who have telephones—in our city mostly residents of four years or more.

Perhaps a little study of survey technique is helpful, but we plunged ahead with little formal instruction to help us and I think we got the same result. A suggestion: Have members of your advertising staff make the

survey, making sure they'll report impartial returns. . . They get a more realistic picture of the value of the ads they produce and as a result will become more painstaking.

One important item: Don't let some very determined opinion sway your sense of values. Remember that each person contacted is merely a digit. Get the entire picture, weigh it, evaluate it. File your results and reread them every week. Then USE THE KNOWLEDGE YOU'VE GAINED . . . don't stick to a style of ads that doesn't get readership; improve the style that does. Tie in your surveys with the Continuing Study series published by the ANPA. You'll profit, your advertiser will profit, and your readers will profit as a result of your making surveys. —By an Oklahoma Publisher.

Miss M. Blanche Carr, Catholic Church news editor of the Louisville Times for many years, died May 3 at the home of a niece in Louisville. Retired since 1943, she lived in Chicago for two years before returning to Louisville last month. She had been ill for two months. A proof reader for the Times for about 17 years, she also wrote a weekly column covering activities of the Catholic Church.

## On To Utah!

Brilliant Utah, the Land of Color, and Salt Lake City, Utah's striking capital, is the site for the 1949 National Editorial Association convention. Seeing and learning about America has been the objective of the NEA's annual convention and tours, a policy established by its founders over 63 years ago, and this year convention delegates will have the opportunity to see part of the Golden West and romance of Utah. Opening day for the convention is June 4.

Advance registration had already reached 400 on May 10, according to Don Eck, NEA manager, and registrations continue to pour in daily. It is anticipated that registration will reach from 500 to 1000 newspaper people by the time the convention opens. Delegates from every one of the 48 states are expected.

Delegates are to arrive in Salt Lake City by special train Saturday, June 4, for four days of business sessions, interspersed with sightseeing trips in and around the state capital. Following the business sessions, it is planned that the group travel by special train to Cedar City, arriving the morning of June 8. The itinerary for the next four days includes touring through Zion Park, Bryce Canyon, Cedar Breaks and the north rim of the Grand Canyon.

### Promoting Production

Seven recommendations made by a publishers' committee in Michigan recently whereby newspapers could gain greater production and efficiency, at the same time adjusting printing revenues to meet inflated production costs, should be of interest to Kentucky publishers. Here are their recommendations: (1) Install modern labor-saving equipment whenever possible. (2) Train printers on the many short-cuts that save time. Look for opportunities to "gang" jobs. Running three or four envelope jobs in succession means an extra profit on make-readies you save; running three or four black or blue or red forms in succession means other savings. (3) Streamline your plant for efficiency. Presses can be moved closer together so that one man can watch both. The router can be moved near the rough saw, and both near the caster. The cutter can be moved near the paper cabinet, and both should be located so that it is easy to move the cut stock to the presses and the printed stock back for folding and trimming. (4) Make maximum use of all machinery in the plant. By addition of an extra magazine and an extra font of type, hours of hand-set time can be saved and more hours of use obtained from the typesetting machines. Work hours which are staggered also make it possible to get time out of machinery, eliminating waste of printers' time. (5) Set up a simple cost system. Porte Publishing Company has a good one. Figure your own weekly salary as a cost. Many publishers are inclined to subtract the expenses not including their own wages, from the gross income and figure that the remainder is profit. They forget that presses wear out and machinery becomes obsolete. All machinery should be depreciated, as an expense cost of the business, and a depreciation fund built up to replace old equipment. (6) Use the Franklin Price List to insure an adequate profit on each printing job. (The Franklin Printing Catalog may be ordered through the KPA Central Office). (7) Promise delivery slowly. Suggest longer runs to customers.

\* \* \* \*

Seven ways for increasing efficiency and reducing printing costs were suggested by Olin E. Freedman, technical consultant, in a talk at the fall meeting of the Chicago Business Papers Association. Asserting that printing costs for publishers have doubled, Mr. Freedman listed these ways in which publishers can cooperate with printers to lower hourly rates and speed printing production: (1) Study means of dovetailing work and otherwise reducing non-productive time

### Janet Anderson Awarded KPA 1949 Scholarship

Janet Allen Anderson, Owingsville, sophomore major in the Department of Journalism, University of Kentucky, was awarded the Kentucky Press Association Scholarship Award of \$100 for 1949 as the outstanding student. The award was based on scholarship, activities, and personality.

Miss Anderson was graduated from the Owingsville High School and was a staff member of the Hi-Star, student newspaper. Her University activities include Alpha Lambda Delta, freshman women's honorary, YWCA, Glee Club, Guignol Theater, and League of Women Voters. The award was made at the Honor's Day Convocation.

### Louisville Times Writer Dies At Ashland

Harry Andrew (Heggy) Dent, 48 years old, sports writer for the Louisville Times, died at Ashland, May 20, following an illness of more than three months. A native of Ashland, Dent began his newspaper career in 1931 with the Louisville Courier-Journal's Lexington bureau while a student in the Department of Journalism, University of Kentucky.

After graduation, he was transferred to the sports department and remained with the Courier Journal as a sports writer and turf expert until January, 1941, when he accepted a position with a bank at Russell, Kentucky.

In April, 1943, Dent became a sports writer for the Louisville Times and in recent years was instrumental in promoting oowling and golf events for the Kentucky Chapter of the National Foundation for Infantile Paralysis.

on the part of labor. (2) Don't be slow in ordering the breaking up of old forms, which require costly storage space. (3) Produce cleaner copy with better layouts: "Considerable expense is incurred when the typesetter frequently must stop to decipher dirty copy or to query the foreman for instructions on type faces and sizes." (4) Accumulate copy in one type-face before sending it to the printer. Changing faces takes time for the printer. (5) Hold alterations to a minimum, largely for psychological reasons. "Printers are not as careful on the first proof when they know alterations are likely." (6) Get instructions to the printer as far in advance as possible. (7) Encourage early ordering of commercial printing and don't promise "rush" delivery.

### Printing Entries Wanted!

Win an Opportunity Bond! How? By bringing your job exhibit to the mid-summer meeting at Kentucky Dam. President Thomas F. Smith, Louisville Paper Company, states, "This year, our award is open and there is no pre-entry fee."

### Third Class Mailage

A member of the Alabama Press Association wrote that his local postoffice challenged his sending out statements with tear sheets at the 3rd or 4th class rate. We repeat what we had in a previous article. You may enclose a statement covering the ads on tear sheets mailed to advertisers and still mail them at 3rd or 4th class rates. However, if your statement contains a "balance due" or any other item not relating directly to the cost of the ads for which tear sheets are submitted, the mailing becomes 1st class matter. If necessary, quote this to your postmaster: Official Postal Guide, Part I, July 1947. Chapter 7, Article 15, page 49, beginning: "Enclosures....."

### Freedom Goes Everywhere

Howard W. Palmer, chairman of the 1949 National Newspaper Week Committee, manager of the New York Press Association, has announced the slogan for this year's observation, October 1 to 8 inclusive. The slogan will be, "Freedom Goes Where the Newspaper Goes." Newspaper Association Managers, Inc., will again offer a trophy for the best observation of the week. The 1948 slogan was "The Right to Know Is the Key to All Your Liberties."

### Is There A Moral?

The Saturday Evening Post, a 5-cent seller for generations, now sells for 15 cents. Life magazine used to be a dime. Today it's 20 cents. The old nickel cigar now retails at 10 cents. You take it from there. Thousands of weekly newspapers in the country which always sold for 5 cents a single copy still sell for a nickel. Hmmm!

Have you ever noticed that a well organized, efficiently operated shop, the employees get more work done, and there seldom, if ever, is a morale factor? Money is important to an employee, but good, happy working conditions are more important factors than pay, surveys in big plants prove.



**Apologies To Joe! John!**

The Press regrets, due to proofreading errors, that the names of the Glasgow Times and Flemingsburg Times-Democrat were inadvertently omitted from the chronological list of state newspapers published in the April Press. We apologize to Editors Joe R. Richardson and John K. Ryans, and add this interesting bit of history of the two newspapers, now in their eightieth-plus volumes:

The Glasgow Times was established in 1865. For more than seventy years it has been in the Richardson family. Published continuously since its establishment, The Times is now owned and edited by Mr. Richardson, a former president of the Kentucky Press Association. This newspaper is the oldest business in Barren, the county of publication. It brought to Glasgow the first web press, the first automatic job press, the first cylinder press, and the first linotype. It employs a force of ten and is a consistent booster for its community. The Times is a Democratic newspaper in a strongly Democratic section.

The Flemingsburg Times was established in 1879 and the Democrat was established in 1867, making it the oldest paper of continuous publication in Fleming County. The two papers merged in 1882 under the editorship of the late Hiram Duley who published the Times-Democrat until his death in 1932. During the half century Mr. Duley published the paper, it became widely known through his fearless editorials, especially in the cause of temperance and politics.

During these years, the paper withstood all of the usual trials that befall weekly papers including a fire which completely destroyed the plant in September, 1905. Following Mr. Duley's death his daughter Mrs. Elizabeth Wood edited the paper for several years and then leased it for several years.

Despite the changes of ownership, policy, fire, depression, recession, wars and other calamities, the paper has survived and prospered. It has been under the present ownership and editorship since August 1, 1942, when it was purchased by John Kelley Ryans.

Harry Lee Waterfield, Clinton Gazette, sustained a dislocated shoulder on May 18 in a tractor-spraying accident on his Hickman county farm while fighting the "battle of the army worms." It was a recurrence of an old athletic injury.

**Using Microfilm**

Micro-film copies of the Lexington Herald-Leader have been available in the Lexington public library for many months. The Herald-Leader was among the first newspapers in the United States to install Recordak micro-film equipment within its own plant. The war slowed up filming of issues bearing dates prior to 1900 but, according to the report from Ed Templin, promotion manager, these are now coming through regularly from the Eastman Kodak Company.

Adoption of the micro-film system permitted the Lexington newspaper to donate all copies of their bound files to the University of Kentucky for the use of its students. The saving of storage was tremendous since the micro-films take only a small fraction of the room required for storage of bound files.

**A Splendid Service**

The National Editorial Association is announcing a new combined mat service for weekly and small town daily newspapers. This service provides ideas and mats for both newspaper advertising and job printing. One month's issue of this service may be secured for free 10-day examination by writing to: Newspaper Advertising Service, Inc., Mat Service Division, 1301 Dodge Street, Omaha 2, Nebraska.

Pupils in Kentucky high and graded schools have until June 1 to enter the essay contest on U. S. Savings Bonds sponsored by the Kentucky Press Association. Our state newspapers have contributed to the publicity relative to the contest.

Even if you are on the right track you will be run over if you sit there.

**LINOTYPE RESEARCH ANNOUNCES**

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# Weaving

Wherever in Kentucky there is flax or drifting flocks of sheep, you will find the art of weaving, a fine sample of the hereditary crafts that bind the people to the land they love. Kentuckians cherish patterns like "Double Snowball," "Rattlesnake," "Pine Burr," "Beauty of Kaintuck" and "Polk and Dallas." Weaving is a Kentucky tradition.



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

Like the weavers loom that has woven so many useful garments, BEER BELONGS in Kentucky. Almost since the days of the early settlers, Kentuckians have enjoyed beer, *the beverage of moderation.*

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Spring showers of oratory bring a flood of votes on election day.

A life without a purpose is like a ship without a rudder.

**Extra Profits**  
**FOR YOU, MR. PRINTER**  
*Send Us Your Orders*  
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*Specialists in Numbered Printing*  
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**Since organization, we have maintained paid subscriptions to every Kentucky newspaper.**

**Central Press Clipping Service**  
 309 North Illinois St.  
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 The recognized guides for profitably valuing letterpress printing or offset lithography.  
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### 1949 Directory Published

The 1949 spring edition of the "National Directory of Newspapers" is being circulated to advertisers and agencies. Copies of the directory at \$2.50 can be purchased through your Central Office. Details of marketing, mechanical, circulation, and rate information for community newspapers is carried. Dailies are listed separately.

Congratulations to Fred B. Wachs on his re-election as president of the Kentucky Mountain Laurel Festival.

Jerry Leibman, editor of the Somerset Journal, has resigned to accept a new position at Manhattan, Kansas. Clyde Denton, a native of Somerset, graduate of the Department of Journalism, University of Kentucky, has been selected to succeed Mr. Leibman.

Community life, a tabloid suburban weekly, is now serving the interests of Southeastern Lexington residents; sub. price \$1.00.

Answering the National Better Business Bureau charge that advertising is becoming too extravagant in its "puffing," the Cincinnati Daily Publishers' Association has adopted a policy of deleting what are considered superlative adjectives. Such terms as "Lowest Prices," "Greatest Buy," "We Undersell," "Biggest Bargains," "America's Largest" and the like are banned unless they can be proved at least 48 hours before publication.

We see by a business bulletin that the Bureau of Labor Statistics says the average male factory worker is absent nine days a year. Women average 12 days a year. How does this absenteeism compare with that in your shops?

## MACHINIST

**Typesetting Machine Repair and Adjustment**  
**Write or Wire**  
**Marion J. Miller**  
**601 South Limestone**  
**LEXINGTON, KENTUCKY**

## Progressive Members Of The Kentucky Press Association

### Weeklies

Adairville, Enterprise  
 Albany, The New Era  
 Auburn, The Auburn Times  
 Augusta, The Bracken Chronicle  
 Barbourville, Mountain Advocate  
 Bardstown, The Kentucky Standard  
 Bardwell, Carlisle County News  
 Beattyville, Enterprise  
 Beaver Dam, Ohio County Messenger  
 Bedford, Trimble Democrat  
 Benton, The Marshall Courier  
 Benton, Tribune-Democrat  
 Berea, The Citizen  
 Brandenburg, Meade County Messenger  
 Brooksville, Bracken County News  
 Burkesville, Cumberland County News  
 Burlington, Boone County Recorder  
 Cadiz, The Cadiz Record  
 Calhoun, MeLean County News  
 Campbellsville, The News-Journal  
 Campton, Wolfe County News  
 Carlisle, Carlisle Mercury  
 Carlisle, Nicholas Co. Star  
 Carrollton, The News-Democrat  
 Cave City, Cave City Progress  
 Central City, The Messenger  
 Central City, Times-Argus  
 Clay, Tribune  
 Clay City, Clay City Times  
 Clinton, The Hickman County Gazette  
 Cloverport, The Breckinridge News  
 Columbia, Adair County News  
 Corbin, Times  
 Cumberland, Tri-City News  
 Cynthiana, The Cynthiana Democrat  
 Cynthiana, The Log Cabin  
 Danville, Boyle Independent  
 Dawson Springs, Progress  
 Earlinton, News  
 Eddyville, Lyon County Herald  
 Edmonton, Edmonton Herald-News  
 Elizabethtown, Hardin County Enterprise  
 Elizabethtown, News  
 Elkton, Todd County Standard  
 Falmouth, The Falmouth Outlook  
 Flemingsburg, The Fleming Gazette  
 Flemingsburg, Flemingsburg Times-Democrat  
 Franklin, The Franklin Favorite  
 Georgetown, Georgetown News  
 Georgetown, Georgetown Times  
 Glasgow, Glasgow Republican  
 Glasgow, Glasgow Times  
 Grayson, Journal-Enquirer  
 Greensburg, Record Herald  
 Greenup, News  
 Greenville, Leader  
 Hardinsburg, Breckinridge Banner  
 Harrodsburg, Harrodsburg Herald  
 Hartford, Ohio County News  
 Hawesville, Hancock Clarion  
 Hazard, Plaindealer  
 Hazard, Union Messenger and News  
 Hickman, Hickman Courier  
 Hindman, Hindman News  
 Hodgenville, Herald News  
 Horse Cave, Hart County Herald  
 Hyden, Thousandsticks  
 Irvine, Estill Herald  
 Irvine, Irvine Times  
 Irvington, Herald  
 Jackson, Jackson Times  
 Jamestown, Russell County News

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

Williamstown, Grant County News

### Dailies

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

### Collegiate Section

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

### Farm Papers

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

### Associate Members

Louisville Automobile Club  
 Louisville Paper Company  
 Miller Paper Company, Louisville  
 Davis Advertising Agency, Louisville  
 Mergenthaler Linotype Company, Louisville  
 Bush-Krebs Company, Louisville  
 Farson and Huff, Louisville  
 Breeders Gazette, Louisville.  
 Southern Bell Telephone & Telegraph, Louisville  
 Station WLW, Cincinnati  
 Imperial Type Metal, Cincinnati  
 Western Newspaper Union, Cincinnati  
 Central Press Clipping Service, Indianapolis  
 Kentucky Pharmacist, Frankfort  
 Kentucky Jaycee, Louisville  
 War Cry, Salvation Army, Atlanta, Ga.,  
 Highway Herald, Frankfort  
 In Kentucky Magazine, Frankfort  
 Addressograph-Multigraph Agency, Louisville  
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 Kentucky Chamber of Commerce, Louisville  
 Highway Traffic Magazine, Louisville

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U. S. Brewers Foundation, Louisville  
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Remember the old 17 by 22 Chandler & Price job press? The one that operated by a treadle? Those were nice, busy days. Your feet operated the treadle, your hands fed the press. Never a dull moment. Maybe, having graduated from a treadle operated grindstone, you were accustomed to it.

But the day electric motor drives first came into your shop was a red letter day for sure. Look, Mom, no feet!

Then came the Kelly automatic, and no hands!

That's been the story of electricity for many, many years . . . taking the drudgery out of one thing after another, printing, housework, farming, and industry.

Year after year, as more electricity was used, its price came down and down. And the more you used it, the lower your production costs became.

Today, thanks to your increased use, and to the same sound business-management that brought you your electricity in the first place, electricity is the biggest bargain in the average family's budget.

## KENTUCKY UTILITIES COMPANY

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A Good Citizen in Each of the 467 Communities it Serves