

THE KENTUCKY PRESS

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Volume Three

Number One

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THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

VICTOR R. PORTMANN, Editor-in-Chief
FRANCES L. HOLLIDAY, Assistant

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PRESS ASSOCIATION OFFICERS

JOE T. LOVETT, Murray Ledger-Times, President
JAMES T. NORRIS, Ashland Independent, Vice-President
LAWRENCE HAGER, Owensboro Messenger, Chm. Exec. Committee
J. CURTIS ALCOCK, Danville Messenger, Secretary-Treasurer

Volume III, Number One

With this issue the Press enters into its third volume. Two years have passed since it first made its appearance on the editors' desks of the state. Since that time, dynasties have fallen; politics has come and gone, so the drought, but the Press has had none of these. It has endeavored to serve the press and the editors of the state in presenting ideas and suggestions for the betterment of Kentucky newspapers, ethically, physically, and financially. It has served the editors faithfully to the best of its ability, and that these efforts have been appreciated, is evidenced in the continued good will and thanks extended to its editor by the newspapers it serves. It pledges itself anew to be of continued service and will make every effort to help Kentucky newspapers in every way possible and to make the state a better community.

* * * * *

RESOLUTIONS

The Kentucky Press Association, in Mid-winter Convention assembled at the University of Kentucky, thanks the University, the president, Dr. Frank L. McVey, and Professor Enoch Grehan and Professor Victor Portmann of the department of journalism for their continued interest in the Association and for the courtesies shown the editors and their wives during the session.

We appreciate the hospitality of the Lexington Herald and Lexington Leader and their publishers and the banquet and program provided by them for our entertainment. We also appreciate and thank the University and The Kernel for their delightful luncheons.

We congratulate the people of Kentucky on the victory of the movement to preserve Cumberland Falls as a State Park and venture to express the hope that our Highway Commission will make provisions for a highway

connecting U. S. 25 and U. S. 27—the Dixie Highway and the Cincinnati Lookout Mountain Airline—at the earliest possible time.

We are grateful to our retiring president, Herndon Evans, for his devotion to the interests of the Kentucky newspapers during the year of his incumbency and wish for him all the success that should be the reward of one who exemplifies in the conduct of his newspaper the best traditions of our profession.

We express our sympathy for our good friends, George A. Joplin, Jr., of Somerset, and D. M. Hutton, of Harrodsburg, always faithful in their attendance upon our conventions heretofore, but prevented by illness from attending this meeting.

We express our sincere regret at the untimely death of Miss Mary Chenoweth, of Louisville, and congratulate the officials of Jefferson County on their prompt prosecution of the hit-and-run truck driver responsible for her death.

Recognizing the value of the radio for the benefit of humanity, as an educator and entertainer, we express the hope that it will not invade the newspaper field by an undue extension of the advertising and news programs, confining the latter to those items gathered by its own agents at its own expense.

Kentucky, being a State with few large cities able to support automobile clubs, and Kentucky highways needing all the support possible from organization of a Kentucky State Automobile Association, and express the hope that the American Automobile Association may lend its encouragement to such State Associations and that clubs of other states may not be permitted by the A. A. A. to invade Kentucky territory.

We make special acknowledgment of the courtesies shown us and the women of the Kentucky Press by Mrs. Frank L. McVey, Mrs. Enoch Grehan and other women of the faculty during

the Convention.

We appreciate the addresses of Dr. A. W. Fortune, President McVey, Dean F. Paul Anderson, of the College of Engineering, Mr. W. Clement Moore and Mr. Herman Roe, on practical matters of interest and value to all Kentuckians.

This Association endorses the plan for observance of the 200th birthday of George Washington and pledges its co-operation to the U. S. Commission created by Congress to arrange for a nation-wide observance of this anniversary.

Western Kentucky Press Holds Winter Meeting

The mid-winter meeting of the West Kentucky Press Association, held in Mayfield on February 6, was the best the association has ever held, according to President A. Robbins of the Hickman Courier. Mr. Robbins called the meeting to order at 11 a. m. and a Round Table discussion on the help a newspaper can render a community in such a crisis as the drought, was held, which showed how the newspapers of West Kentucky have been aiding in the relief work. Rainey T. Wells then addressed the meeting, pleading for the newspapers to wake up the people of Kentucky to the need of spending more money for education, giving figures to show that Kentucky was behind the other Southern States. After luncheon Joe T. Lovett, of the Ledger and Times at Murray, newly elected president of the K. P. A., gave a report on the mid-winter meeting of the K. P. A. in Lexington. Victor R. Portmann of the Department of Journalism of the University of Kentucky conducted a class in accounting for weekly newspapers and gave many interesting figures on job printing and advertising. Tom E. Sharp, famous editor of the Memphis Press-Scimitar talked on the individual newspapers of West Kentucky, criticizing and praising each. Mr. Sharp had been furnished with a copy of each paper, which he had studied and went over each paper in detail. This proved of absorbing interest to the members of the association and Mr. Sharp was asked many questions. He said the level of the papers in West Kentucky was very high, and closed his remarks with a plea for every editor to take the lead in his or her community. A good crowd was in attendance at the meeting.

Carl Johnson, publisher of the Bourbon News, Paris, and Mrs. Johnson announce the arrival of a son, John Wesley II, on February 11. Carl will have an assistant editor to help him in his old age.

Let the Press have that news item.

Minutes Of Mid-winter Meeting

The annual mid-winter meeting and editors' short course, held at the University of Kentucky on Friday and Saturday, January 30 and 31, 1931, was one of the best meetings ever held by the association and was probably attended by the largest number of state editors ever at a winter meeting. The entertainment provided by the University was excellent and the program was one of the most instructive and interesting in the history of the association.

Friday, January 30

The first business session was called to order Friday morning, January 30, by the president, Editor Herndon J. Evans, of the Pineville Sun, at 9:30 o'clock, in Dicker hall at the university. Rev. R. H. Daugherty, of Lexington, offered the invocation.

The address of welcome was delivered by Prof. Enoch Grehan, head of the Department of Journalism, University of Kentucky, who spoke of the progress being made by the university in serving the young men and women of Kentucky. New buildings have been erected in recent years at a cost of approximately two and a quarter million dollars and the credit is due to the leadership and work of Dr. Frank L. McVey, president.

Professor Grehan also spoke of the growth of the Department of Journalism, which now has a modern and complete printing plant, which turns out the university newspaper and other printing for the students. The plant was purchased by the students, after the Kentucky Press Association, a number of years ago, had offered to assist in establishing the plant for the Department of Journalism, according to Professor Grehan. Professor Grehan extended a hearty welcome to the editors and invited them to visit the printing plant, which they did later.

Prof. Victor R. Portmann, member of the faculty of the Department of Journalism, presented the Kentucky Press Association with a gavel, the gift of the department, which was accepted by President Evans, who expressed his appreciation for the gift.

Circulation Audits Discussed

Professor Portmann then introduced W. Clement Moore, of Wolf & Co., Philadelphia, who led a discussion of the subject of "Circulation Audits."

Mr. Moore said that he started out as publisher of a country newspaper and spoke of the progress made by country publishers in the past few years by adopting sound business methods. He said national advertisers have been demanding an audit of circulations of daily newspapers for many years and said it would be profitable for publishers of country weeklies to have also audits of circulation. New

York state was the first to adopt the audit for country weeklies, said Mr. Moore, who said the audit has been successful wherever tried. Many of the country newspapers cover the local field better than any other medium and the publishers should let the advertisers know about it.

Herman Roe, Northfield, (Minn.) News and field director of the National Editorial association, also discussed the circulation audit question, and distributed a number of auditor's report blanks, showing how the audits are made.

A general discussion of the question took place and the president referred the matter to the executive committee for further consideration.

President Evans called attention to the illness of George A. Joplin, Jr., editor of the Somerset Commonwealth and a member of the executive committee, who is in a sanitarium at Lexington, and a motion was adopted, authorizing the president to appoint a committee to visit Mr. Joplin and take him flowers. Several members of the K. P. A. visited Mr. Joplin later and he expressed his thanks and appreciation to the Association for the courtesies shown him.

Dr. F. Paul Anderson, dean of the College of Engineering, University of Kentucky, was requested to address the editors and responded with an interesting talk. He spoke of the splendid college of engineering at the university and mentioned many successful men who received their education here. He said that Kentucky is the industrial paradise of the world, as we have the men and the climate and the raw material to manufacture practically every thing. He suggested that the editors help convert Kentucky from an agricultural state into an industrial state, which would be of great benefit to the people of Kentucky.

Dean Anderson explained the use of Dicker hall, which is a very unique and attractive place for the engineer students to meeting for recreation or study. A large open fire-place, tables made from the historic sycamore tree by university students and other furnishings of Dicker hall make it an ideal place for the purpose for which it is being used.

At 12:30 o'clock the meeting adjourned and the editors were guests of the Department of Journalism at luncheon, at the University Commons, which was a most enjoyable occasion. Dr. Frank L. McVey, president of the University, delivered a most interesting address at the luncheon, expressing his pleasure in having the Kentucky editors at the university emphasizing the service that the university offers in extra-curriculum activities.

Friday Afternoon, January 30

The business session Friday afternoon was called to order in Dicker hall at 2 o'clock, and Herman Roe led a round-table discussion on "Newspaper Accounting and Office Management." Mr. Roe said the newspaper business is one of the largest and most important in America, and that the weakest spot in the business is the lackness in the business office. The purpose of a newspaper, is to make money and serve the community, and to successfully run a newspaper the publisher needs an accounting and book-keeping system, so that he may know the costs of operation.

He said it will take a long time to get the country publishers educated, so they will adopt the best methods of doing business, as most of them do not know what it is costing them to do business and there are many different methods of finding costs among them, each believing his way is best. He said prices charged for work is all the way from less than cost to all that they can get. He suggested that the N. E. A. standard size invoice be used in sending bills to general advertisers. He said, say "general" advertising, and "retail" advertising, and not foreign, national or local.

Mr. Roe distributed a copy of his newspaper, the Northfield News, of 12 pages and asked to editors present to figures on the costs of producing 1850 copies of such a newspaper. The prices quoted by the editors ran from around \$60 to \$275, and Mr. Roe, who keeps record of costs of each week's publication, said it cost \$323 to print that issue of his paper. A general discussion of the question followed, Mr. Moore, of Philadelphia, and others talking on the subject.

The president appointed W. A. Beatty, of the Winchester Sun; Dan Bomar of the Woodford Sun, and Flem Smith, of the Georgetown News, on the resolutions committee, and Secretary J. C. Alcock, Keith Hood and Keen Johnson a committee to purchase a pot plant for Geo. A. Joplin, Jr., who has been ill for several months.

Prof. Charles M. Knapp, of the university, made a brief talk on preserving historic records of Kentucky and asked the editors to help find and preserve anything of historic value in Kentucky. Much of this history can be found by looking over old files of newspapers, and he asked the editors to send him anything of interest.

At 4 o'clock Friday afternoon the editors and their wives were guests of Dr. and Mrs. Frank L. McVey at a most delightful tea at their home on the university campus.

Banquet Friday Night

A banquet was given members of

the Kentucky Press association by the Lexington Herald and Lexington Leader at the Phoenix hotel Friday night, January 30, when there were about 150 members and guests in attendance. Prof. Enoch Grehan was toastmaster and Dr. A. W. Fortune, pastor of the Central Christian church, Lexington, was the principal speaker. His subject was "Our Common Task," and he said among other things that newspapermen and ministers have much in common; they face many of the same dangers and are challenged by the same task—the building of a better world. His address was very interesting to everyone present.

Editor Herndon J. Evans, Pineville, president of the Kentucky Press association, was called upon and made a brief talk, expressing the association's appreciation for the hospitality of the city of Lexington, the University of Kentucky and the Lexington newspapers.

Lieut.-Gov. James Breathitt, Jr., of Hopkinsville, was a guest at the banquet and made a short talk, congratulating the press of Kentucky on its victory in the campaign to have Cumberland Falls preserved as a state park, which he characterized as "the greatest piece of sustained journalistic fighting in the history of the state.

Entertainment features of the banquet included Negro spirituals by students of the Kentucky Normal and Industrial Institute, Frankfort; music by the University of Kentucky radio band, and tap dancing by Miss Isabelle White and Gerner Newton. Following the banquet the editors attended the Lexington theatres as guests of the Phoenix Amusement company and the Publix theatres.

Saturday Morning, January 31

The business session Saturday morning, January 31, was called to order in Dicker hall at 9:30 o'clock, by President Evans, and J. T. Norris, Ashland chairman of the executive committee who represented the Kentucky Press association at the Southern Publishers' Institute, held at Washington and Lee University, Lexington, Va., in December, made a report of the meeting. He said there were general discussions of newspaper problems and the meeting was a most profitable one.

A motion offered by Cecil Willkams, Somerset, seconded by A. Robbins, Hickman, authorizing the president of the association to appoint delegates to press meetings, with expenses paid by the association, carried unanimously.

S. M. Saufley, representing the Inter-Southern Life Insurance company, made a talk on the group insurance provided members of the Kentucky Press Association by his company, and urged more publishers to take advantage of the liberal policy offered employees of newspapers. He said if there are not more to take the insurance the contract with the association will

have to be cancelled.

A letter from Editor J. R. Catlett, of the Princeton Leader, complaining of unfair competition in his city, was read. A clipping from a Princeton newspaper, offering to run legal advertising at 30 cents per inch, instead of 50 cents, the legal rate, was also read, and a discussion of the matter took place, members of the K. P. A. being urged to charge the legal rate. No action on the question was taken.

Col. J. H. Brewer, of the Louisville American, made a talk in behalf of the People's Reforestation Movement, and offered resolutions, which were adopted, endorsing plans to hold a conference in Louisville of governors of the upper Mississippi Basin states, with federal authorities, to work out a plan of reforestation.

Miss Frances Holliday, representing the Theta Sigma Phi sorority of the University of Kentucky, announced that plans are being made to publish a handbook of Kentucky editors and asked for co-operation of the members of the press association.

Herman Roe Speaks

Herman Roe, National Editorial Association, delivered an interesting and instructive address on "Building Up Local Advertising." He spoke of the importance of co-operation among publishers of newspapers in advertising rates. He read a letter he received from F. A. R. VanMeter, of the News, New Richmond, Wis., whose slogan is "Co-operative Competition," in answer to one written him, asking for an explanation of the slogan.

"Briefly," said Mr. Van Meter, "Co-operative Competition is the manner and extent that banks compete, the type-setting machine fellows, and the metal manufacturers, the type foundries, et al. They compete in everything but price!"

In the Van Meter letter he said "We all pay practically the same for paper, for type and metal, power and light. Our hour costs do not vary materially. Why should we compete to any extent beyond the point where banks and railroads and all well organized business compete? It is all very simple. First ascertain our costs and then insist upon getting them," and in closing he said: "We dampful printers and publishers appear to be doing all the competing for the entire industry. I have not been able to get the paper boys nor the typefounders nor the typesetting machine boys, et al. to competing to an extent visible to the naked eye!"

Mr. Roe emphasized the importance of going after local advertising, instead of depending so much on general advertising, as about 85 per cent of the advertising in country newspapers, is local advertising, he said. He advised the use of an advertising mat service and a regular solicitor, who should assist the advertiser in planning and

writing advertisements. The advertising solicitor should make a survey of local conditions, know his field and just where the newspaper circulates, etc., and provides the advertiser with information that he needs in order to make his advertising pay.

In speaking of the chain store, Mr. Roe said they may help to make the independent merchants wake up, run better stores and do more advertising, which creates a better trading center, and helps the newspaper and all concerned. The publisher should help the merchant budget his advertising in the most effective way around the first of the year.

Mr. Roe said classified advertising should not be neglected, as the publisher gets about 90 cents an inch for this class of advertising and it is worth developing. In speaking of special pages, gotten up by specialty men, they are not advisable, said Mr. Roe, as they nearly always hurt the publisher. Mr. Roe's talk and the discussion that followed, will, doubtless, result in much benefit to Kentucky publishers.

Mr. Roe announced that the 46th annual convention of the National Editorial association would be held at Atlanta, Ga., on June 1st to 4th, and spoke of the advantages offered by the N. E. A. to its members. He urged the Kentucky editors to attend the convention at Atlanta.

Mr. Roe also spoke of the field manager plan being used in some states in co-operation with schools of journalism, and advised such a plan in Kentucky. Prof. Enoch Grehan, of the Kentucky University School of Journalism, said he would be glad to consider the proposition if the Kentucky Press Association desires it.

At one o'clock Saturday afternoon, Mrs. Enoch Grehan entertained the wives of the editors at a luncheon at the Lafayette hotel, which was attended by all the ladies at the meeting, and they reported a most delightful occasion.

The editors were guests of The Kentucky Kernel, university newspaper, at a luncheon given at the University Commons. Several members of The Kernel staff made short talks, and a number of the Kentucky editors, graduates from the School of Journalism, were called upon and responded with brief talks. The luncheon was very enjoyable.

Saturday afternoon, January 31

The last business session of the meeting was held Saturday afternoon, opening at 1:45 o'clock, when President Herndon J. Evans delivered the "President's annual address," in which he spoke of the progress during the past year and thanked those who have worked with him during the year.

Secretary-Treasurer J. Curtis Alcock, Danville, then made the annual financial report, which was approved by

a vote of the members present.

The committee on resolutions reported and the resolutions were adopted.

Col. J. Sherman Porter, of Lexington, who has been associated with the Kentucky Press Association for many years and who is popular with every editor in Kentucky, was elected a life member of the association.

A resolution, endorsing Emmet O'Neal, of Louisville, for National Commander of the American Legion was adopted.

President Evans announced that many telegrams from clubs and citizens of Middlesboro, inviting the Kentucky Press association to hold its summer meeting in that city, had been received, and also read a letter from the Danville Chamber of Commerce, extending an invitation for the summer meeting, and referred the matter to the executive committee.

Election of Officers

The annual election of officers took place, all being elected by acclamation, and resulted as follows:

Joe T. Lovett,† Ledger and Times, Murray, president; J. T. Norris, Independent, Ashland, vice-president; J. Curtis Alcock, Messenger, Danville, secretary-treasurer; Lawrence W. Hager, Messenger-Inquirer, Owensboro, chairman of executive committee.

President-elect Lovett then announced the appointment of the following members of the executive committee, one from each congressional district, except the second, where Chairman Hager is located: First, A. Robbins, Courier, Hickman; Third, Joe Richardson, Times, Glasgow; Fourth, J. P. Gozder, News-Journal, Campbellsville; Fifth, Brainard Platt, Courier-Journal, Louisville; Sixth, Keith H. Hood, Democrat, Bedford; Seventh, Desha Breckinridge, Herald, Lexington; Eighth, R. L. Elkin, Central Record, Lancaster; Ninth, Warren R. Fisher, Mercury, Carlisle; Tenth, Chas. A. Kirk, Herald, Paintsville; Eleventh, Geo. A. Joplin, Jr., Commonwealth, Somerset.

Prof. Victor R. Portmann, department of journalism, Lexington; D. M. Hutton, Herald, Harrodsburg, A. S. Thompson, Kentuckian-Citizen, Paris, and Secretary J. C. Alcock, Danville, were appointed by Mr. Lovett to have charge of the newspaper exhibits.

Adjournment followed.

J. CURTIS ALCOCK, Secretary.

We plan on publishing the excellent radio address of the retiring president, Herndon Evans, presented during the mid-winter meeting, in its entirety in the March number.

The executive committee of the K. P. A. met in called session at the Seelbach hotel, Louisville, Friday, February 27. We go to press too early to be able to publish what took place at that time.

Annual Financial Report

J. CURTIS ALCOCK, Secretary-Treasurer
KENTUCKY PRESS ASSOCIATION
January 29, 1931

Receipts

Balance on hand January 17, 1930	\$ 949.37	
From Membership Fees and Dues	582.50	
Total Receipts	\$1531.87	\$1531.87

Disbursements

Secretary's Salary for year of 1929	\$ 100.00	
Membership Drawing and Electros	40.00	
Envelopes and Mailing Electros	14.03	
Stationery and Printing	94.15	
Stamps	17.09	
Telephone	2.55	
Expense Ex. Committee, two meetings	15.75	
Flowers for deceased member	5.00	
Badges	20.25	
Ledger	6.00	
Secretary's expenses N. E. A. meeting	145.18	
Expenses J. T. Norris to meeting of Southern Newspaper Institute	37.50	
Expenses Legislative Committee for Printing & Telephone Calls	15.95	
Charity	25.00	
	\$ 538.15	
Balance on Hand January 29, 1931	993.72	\$1531.87

REPORT OF NEWSPAPER EXHIBIT FUND

Receipts

Balance on Hand January 17, 1930	\$ 27.36	
Received from Prof. Enoch Grehan	50.00	
Received from Lexington Herald	50.00	
Received from Lexington Leader	50.00	
Received from Courier-Journal and Louisville Times	100.00	
Total Receipts	\$ 277.36	\$277.36

Disbursements

Five Silver Loving Cups	\$ 150.00	
Anderson News, 2nd front page prize	15.00	
Carlisle Mercury, 3rd front page prize	10.00	
Louisa News-Recorder, 2nd All-Round prize	15.00	
Lebanon Falcon, 3rd All-Round prize	10.00	
Carlisle Mercury, 2nd best editorial prize	10.00	
Providence Enterprise, 3rd best editorial prize	5.00	
Express on Loving Cups	2.50	
Judge of Exhibits	31.20	
Total Disbursements	248.70	
Balance on Hand	28.66	\$277.36

N. E. A REPORT

The following 1931 memberships in the National Editorial Association were received and sent to the secretary of that association:

McCreary County Record, Ohio County News, Pike County News, London Sentinel-Echo, Murray Ledger & Times, Hickman Courier, Hardin County Enterprise, Cynthiana Log Cabin, the Bardstown Standard and Dixon Journal, Madisonville Messenger—10 memberships at \$5 each \$50.00

Signed:

J. CURTIS ALCOCK, Secretary-Treasurer.

President's Annual Address

In accordance with the custom in the Kentucky Press Association, I am rendering at this time a report of my stewardship. In endeavoring to call to mind some of the accomplishments of the Association during the past year, I thought at first that very little had been done, but on going further into the matter and reviewing some of the correspondence of the year, I find that in spite of the fact that President Hoover and I both went through the worst year in recent history, I feel that we have much of which to be proud.

I hoped at the beginning of 1930 to launch a membership drive that would bring into the fold every newspaper in Kentucky. In connection with this plan I outlined a program for every member of the executive committee and through the cooperation of our secretary, Curtis Alcock, prepared lists of non-members which were sent to each congressional district. I desire at this time to give full credit to all members of the executive committee for their loyal support throughout the year. I called on this committee at numerous times throughout the year for information in their districts, and received immediate replies with all information that I desired.

We do not show the large increase in membership which I had hoped to show, but we do have more members of the Association on our books at this time than ever before. The secretary informs me that dues are coming in promptly and that we have been able to retain practically all the old members which I consider an unusual accomplishment with conditions in the publishing field as well as all other fields, as they are. Our secretary has completed a booklet as I said before, of all newspapers in the state showing the members and non-members. I think it would be a good thing for each member of the Association to take one of these books, check over the list and, where ever possible, encourage an increase in our membership.

Our Association has cooperated more than heretofore I believe, with the National Editorial Association and through a recent agreement with them our treasury receives a part of all N. E. A. memberships. The N. E. A. has been of great service to our Association and it deserves the support of all Kentucky editors.

It so happened that 1930 was a legislative year and again we called on the chairman of our legislative committee, Ben Cozine, and he responded with his usual willingness. He assumed the task of "holding the line" or in other words, retaining those things which former administrations had put

through the legislature. He and his helpers stayed on the job every minute at Frankfort and not only managed to keep those publicity laws which we had passed, intact, but strengthened some of the others and successfully stifled a number of "grudge bills" which would have worked untold hardship on some publishers. Ben Cozine, the members of his committee and all who had a hand in the legislative work and especially the members of the Association who were elected to the Senate or House, are deserving of the strongest praise from this Association for their great work.

The Association during the past year, sent Curtis Alcock to the National Editorial Association convention and he returned with a splendid report of that meeting. The Association also sent James Norris, chairman of the executive committee to a meeting of the Virginia Press Association at Lexington, Virginia. Most of you heard the excellent report rendered by Secretary Alcock at our mid-summer meeting and that of Chairman Norris at this meeting.

The Association during the past year has taken up with numerous advertising agencies, the question of free publicity. During the year it seems that a greater number of advertising agencies than ever before, have tried by "fair means or foul" to fill our newspapers with free advertising matter under the guise of news. In response to requests from the members of the Association, I wrote letters to some of these agencies, especially the better known ones, and asked them to "be reasonable". However, I see no evidence to date that they have cut down on the amount of free material but on the contrary, I feel sure that practically every member has noted an increase in his "news" mail.

Through liberal contributions of some of the dailies and of individuals, the Association has awarded the same high class prizes in the newspaper contests. During the last year the method of awarding the prizes was changed and while the response was not as great as had been expected, I feel sure that this year's contests will see every classification filled. I want to take this opportunity to thank all those who have donated to this fund and to thank the members of the prize committees for their work.

During the past year our official paper, the Kentucky Press has covered an enlarged field and undoubtedly has been of great assistance in holding our membership up to its present high standard. Professor V. R. Portmann deserves the thanks of the Association for the splendid way he has taken hold of this paper and made it the

mouthpiece of the Kentucky Press Association.

It is with real pleasure that I recall the meeting in Somerset during 1930. I feel sure that you all agree that the Somerset meeting was one of the best ever held by the Association and that Cecil Williams and George Joplin proved ideal hosts. I know that trip to Cumberland Falls was an inspiration to all and that this alone will make the Somerset meeting stand out above all others in recent years.

The Association at this time, is in what we might call a prosperous condition. We have about \$1,000.00 in the treasury and have no outstanding bills of any consequence. Our secretary has given us the same conscientious service that he has for the past quarter century and the same service that those who follow may expect for the next similar period.

The meeting this year has been a departure from our old methods and I feel sure that it has been most instructive as well as a source of great pleasure to us all. We are glad to have with us, such outstanding workers in the journalistic field as Herman Roe and W. C. Moore.

I consider it the greatest privilege of my life to have served in my humble way as president of your Association. It was an honor undeserved but one which I tried to assume and carry out to the best of my ability. I want to assure you all of my deep appreciation of the confidence reposed in me and trust that I have not been found wanting. I thank you.

Oliver Kelly and son, Oliver Kelly, Jr., editors of the Lebanon (Ky.) Enterprise, together with Mrs. Oliver Kelly, Sr., and another son, Wallace, are spending a few weeks' vacation in Southern Florida.

If it's new of the craft in Kentucky, the Press deserves it.

Whereas, our fellow Kentuckian and Legionaire, Emmett O'Neal of Louisville, is one of the outstanding veterans of the World War, and,

Whereas, he has been unanimously endorsed by the American Legion of Kentucky in state convention assembled as the choice of the veterans for National Commander of their organization, therefore be it

Resolved, that the Kentucky Press Association, at its Mid-Winter meeting held in the city of Lexington, January 30 and 31, hereby endorse the choice of Kentucky Legionaires and pledge our full co-operation to Kentucky World War veterans in helping them to achieve this honor for their organization and our Commonwealth.

Who Does Your Ruling?

Our Ruling Department is equipped with the latest and best machinery. Our service is prompt and our prices are reasonable.

Send us your orders for Ruling, Punching, Stripping, Perforating, Crimping, Round Cornering.

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City 7951

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Boston Stitchers Kelly Presses

LEE B. DAVISON

Traveling Representative

526 Union Street Nashville, Tenn.

(This advertisement set entirely in Bodini Bold)



Joe T. Lovett, Murray Ledger and Times, our new president, is thirty-one years young. He was born in Benton, the son of Judge John G. Lovett, and grew to manhood in that town. He entered the World War in December, 1917, and served until July, 1919, spending one year with the A. E. F.

He then entered the University of Kentucky, specializing in journalism and economics, and was graduated in 1922. He was a member of the S. A. E., social, and Alpha Delta Sigma, advertising, fraternities while in school and a leader in student activities.

His early newspaper activities began on the Paducah Sun in 1921, as sports editor on the Lexington Herald, and as editor of the university weekly. With this enterprising start behind him, Joe went to Benton and published the Benton-Tribune Democrat, until 1928, when he moved to his present home town. Just before taking over the Ledger and Times, this paper was formed by the consolidation of the Murray Ledger and Calloway Times.

Since that time, Joe has been publishing a true type of community newspaper. Not only has he put good time and effort on his paper in bringing it to the front rank of Kentucky's best, but he has found time to take an active part in community interests and welfare of his town and county.

He has always taken an active interest in the affairs and meetings of the KPA and has been advanced in authority until he was elected to the presidency this year. He is a worthy successor to a long line of enterprising and versatile editors who have held that position.

Joe is married and is the father of two boys. He has an able assistant in Mrs. Lovett, who, a former regent of Murray State Teachers College, has taken an equal pride and interest in the development of Murray and of its leading institution. We congratulate our new president and pledge anew our assistance to him in the advancement of the KPA.



“I Never Expected to See a Linotype in a Town This Size”

This remark was made by a visitor to Mr. Fred F. Flatt, publisher of the *Thurman Times*, in Thurman, Iowa—a town of 340 people. Mr. Flatt's reply (he summarized the entire experience in a recent letter) was illuminating:

“Do you expect me to keep on setting type by hand these days, when nearly everyone is driving a car, airplanes are flying overhead and nearly everything is stepping along faster?” he queried.

“It used to take my wife and me a day to throw in the hand-set type. Now, with the Linotype, this is eliminated and we benefit by gaining at least one day a week, in addition to having a better looking paper with new type in each issue. I would quit the business if I had to go back to old hand-type methods. . . .

“I have found that it pays to take good

care of the Linotype. Each week I clean the machine thoroughly and when a part wears out I replace it to keep the machine up to peak efficiency. I have found it wise not to have too much machinery in the office—it's better to have the proper machines to turn out the work and not keep money tied up in extra presses and machines that are seldom used for production.

“When I purchased a Linotype I did not expect it to pay great dividends in a town the size of Thurman. But I decided that if I was going to stay in the newspaper business I should do my work in a modern way and I have never regretted it.

“The satisfaction of knowing you can get the paper out on time—and do many other jobs on the machine—is worth while. In fact I can hardly get along now without a machine so wonderful as the Linotype.”

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