

# The Kentucky Press

April, 1949

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



## ANNOUNCING

1949 Contest Rules  
Mid-Summer Meeting  
Kentucky Journalism  
Financial Publications

VOLUME TWENTY  
NUMBER SIX

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 cooperating 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.

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# First Fifty Years Of Journalism Hardest

Victor R. Portmann

When, in May, 1785, the second convention "on separation from Virginia and the formation of a new state, Kentucky," was held at Danville pursuant to the action of the first meeting, a resolution was passed calling for the establishment of a "Printing Press" in the western territory for the purpose of "giving publicity to the proceedings of the convention in the interests of the country." A committee of three was appointed to find and select a printer-editor to establish a newspaper.

Despite a wide-spread search in the new territory, no printer was found among the first settlers. Finally, a young surveyor, without previous experience as a printer, approached the committee with that proposition that if the Convention would give him the assurance that he should enjoy public patronage (official printing) when the printing business should become profitable in the proposed new state, he would, as soon as an office could be procured, would establish a newspaper. Such assurance being given him, John Bradford, a Virginian, set forth for Philadelphia where he procured a small, second-hand press with some type and journeyed overland to Pittsburgh. There he augmented his type supply from the Pittsburgh Gazette, the first newspaper established west of the Alleghenies, and started down the Ohio River on a flat-boat.

Landing at Limestone (now Maysville), the press and supplies were loaded on the back of a horse and the overland journey to Lexington began. On the wearisome journey down the Ohio, Bradford, and his brother, Bradford, had set some type, but the mode of horseback transportation proved too strenuous and "pi" reduced the set type to chaos, and resetting for the first issue.

There is a tradition that Convention has indicated that the new paper should have been established at Danville, but Bradford had already received substantial encouragement from the citizens and trustees of Lexington, who granted him the free use of "lot No. 43.....as long as the press continues in said town," and the first paper in the western territory was accordingly established in Lexington.

The first issue of the "Kentucky Gazette," a small half-sheet about eight by ten and one-half inches, appeared on August 11, 1787 for evident approval of 180 subscribers. The editor had no sources of information excepting such newspapers as were brought to Lexington by visitors or travelers from

the East. The early files show dearth of local items, but contained many weighty editorials and communications from customers; these breathed death and destruction, and assaulted political opponents, especially those who opposed the idea of statehood, with heavy artillery of words.

Bradford was one of Lexington's outstanding citizens, serving in many official capacities, and, for many years, was a member of the Board of Trustees of Transylvania University. He not only published the Gazette, but issued many books and pamphlets. He issued the first Kentucky almanac in 1788, and later published the first acts of the new legislature, and Bradford's Laws. His fame is divided equally as editor and book-publisher.

The second newspaper in the new state was the Kentucky Herald, established at Lexington in 1793 by James H. Stewart. This met an early death. It was revived by Stewart in February, 1795, published at interrupted intervals, and, finally, moved to Paris, the first paper to be printed in Bourbon County.

During the next thirty-five or more years, newspapers were established in many of the rising villages throughout the state. Most of these papers were short-lived; some survived for a year or more, while others had a longer existence. Historical data is meager indeed concerning many of these papers and, in some instances, entirely erroneous. Some copies are to be found in files in historical libraries, mostly in the east; knowledge of others is gleaned from mention in letters, diaries, and from news-items in existing files, according to the Proceedings of the American Antiquarian Society, 1914. Evidence that many early papers were established is also found in the proceedings of the early state legislatures in which said papers were authorized to publish state advertisements, mandatory under statute.

Accordingly, data in our files indicates the founding of the following newspapers:

Kentucky Journal, 1795, Frankfort, by Benjamin J. Bradford, a nephew of John Bradford; The Mirror, 1797, Washington, by Hunter and Beaumont. When the state capitol was moved, by popular vote to Frankfort, the Mirror followed the offices. These editors also established the Palladium at Frankfort in 1798 and both papers were issued simultaneously by the editors until

December, 1799, when the Mirror was discontinued.

Rights of Man, 1797, Paris, by Daurius Moffett, issued about eight months; Kentucky Telegraph, 1798, no name of town indicated; Guardian Of Freedom, 1798, Frankfort, by John Bradford and son; The Farmers Library, 1801, Louisville; The Weekly Messenger, Washington, 1803, lasted about one-half year; the Independent Gazetteer, 1803, Lexington; Western American, 1803, Bardstown, lasted two years; The Mirror, 1804, Danville, lasted for two months; Republican Register, 1804, Shelbyville; The Informant, 1805, Danville, lasted about one year; The Impartial Review, 1806, Bardstown, perhaps an earlier name of the Candid Review; The Western World, 1806, Frankfort, by John Wood and John Street, organized to "catch traitors" and for "treason hunting"—much ado about the Burr conspiracy and the Spanish conspiracy.

The Mirror, 1806, Russellville; Western American, 1806, Louisville, by Francis Peniston; The Louisville Gazette, 1807, Louisville, by Joseph Charless, supposed to have been discontinued during the panic of 1817; The Candid Review, 1807, Bardstown, lasted about three years; The Lincoln County Lamp, 1807, by S. Ogilby & Company in Lincoln County "at Dr. Anthony Hunn's near Capt. James Hickman's Plantation," only one issue in existence with no date; Argus of Western American, 1808, Frankfort, first issued in octavo form, 16 pages, appearance of a magazine but published current news; The Political Theater, 1808, Lancaster; The Reporter, 1808, Lexington, by Worsley and Overton, published weekly 1808-1812, semi-weekly during legislative sessions, changed to Kentucky Reporter in 1817, lasted about four years afterward.

Western Citizen, 1808, Paris, by John A. Grimes, only paper of continuous publication in existence today, published as the Kentuckian-Citizen; Farmer's Friend, 1808, Russellville; The Dove, 1808; Washington; The Globe, Richmond; Impartial Observer, 1810, Danville, lasted about one year; Examiner, 1810, Lancaster; American Republic, 1810, Frankfort, lasted two years; The American Statesman, 1811, Lexington; The Western Courier, 1811, Louisville; Bardstown Repository, 1811, Bardstown, lasted approximately seven years.

The Telegraph, 1811, Georgetown, changed to Minerva in 1813; Louisville Correspondent, 1812, by Farquhar and Smoot, failed during the 1817 panic; The

Globe, 1812, Danville; The Lighthouse, 1813, Danville; The Western Eagle, 1813, Hopkinsville; Sovereign People, 1813, Russellville; The Patriot, 1814, Glasgow; The Lighthouse, 1814, Harrodsburg; Western Monitor, 1814, Lexington; The Eagle, 1814, Maysville; Weekly Messenger, 1814, Russellville; Winchester Advertiser, 1814-1815; Union, 1814, Washington; The Kentucky Advertiser, 1815, Winchester, successor to The Advertiser, lasted four years; The Impartial Observer, 1815, Harrodsburg; Bardstown Telescope, 1815.

Georgetown Patriot, 1816, by Shellers and Lyle; Kentucky Herald and Mercantile Advertiser, 1815, Louisville (see later note); Guardian of Liberty, 1817, Cynthiana; The Commentator, 1817, Frankfort; The National Pulse, 1817, Harrodsburg; Green River Telegraph, 1818, Glasgow; Augusta Whig, 1819, Augusta; The Kentucky Republican, 1819, Hopkinsville; The Kentuckian, 1819, Lancaster; The Star, 1819, Flemingsburg; The Southern Gazette, 1819, Bowling Green; The Bracken Sentinel, 1819, Augusta; The Kentucky Intelligencer, 1821, Millersburg; The Chronicle, 1821, Glasgow; Republican Orbit, 1821, Cynthiana; Republican Sentinel, 1821, Winchester; Kentucky Patriot And Springfield Literary Register, 1821, Springfield; Western Herald, 1824, Bardstown; The Kentucky Farmer, 1824, Versailles.

The Microscope, 1824, Louisville, by Johnstone and Roberts—it ran articles against vice and follies in Louisville and was forced to leave town in less than a year; The Farmers Register, 1824, Flemingsburg; Kentucky Democrat, 1825, Millersburg; The Star, 1825, Flemingsburg; The Reporter, 1825, Columbia; Constitutional Advocate, 1825, Frankfort; The Advertiser, 1825, Cynthiana; The Constitutionalist, 1825, Versailles; The Iris, 1825, Frankfort; Western Intelligencer, 1825, Elizabethtown; The Village Museum, 1825, Princeton; The Whig, 1825, Mt. Sterling; The Advertiser, 1825, Danville; The Focus, 1826, Louisville (see later note); The Spirit of "76", 1826, Frankfort.

Rural Visitor, 1828, Glasgow; Kentucky Statesman, 1828, Elizabethtown; The Reflector, 1828, Augusta; The Kentucky Intelligencer, 1829, Flemingsburg; The Kentucky Sentinel, 1829, Georgetown; The Spy, 1830, Hopkinsville; The Public Ledger, 1830, Shelbyville; The Herald, 1830, Bardstown; The Journal, Lancaster.

The first forty-three years of journalism in the state, as chronicled above, shows that ambitious editors bravely started their little sheets in every good-sized town, with little or any permanent success. A continu-

ous procession flashed across the state horizon to fade into antiquity with few accomplishments to mark their passage.

The first Louisville paper, the Farmer's Library, was established in 1801; the second, the Kentucky Herald in 1817. These papers had but brief existence, examples of the sporadic growth and failure that characterized Kentucky journalism at this period. During the period 1812-17, many other papers were founded, as the Western Courier and the weekly correspondent, all failing to weather the stormy strife of pioneer days. The first newspaper to succeed was the Advertiser, founded in 1818 by Shadrach Penn. It became the state's first daily in 1826, and, having vanquished its mushroom competitors one by one, found a worthy foe in the Journal, but finally Penn himself was obliged to acknowledge a stronger and more virile pen and the Advertiser was discontinued in 1841.

The single competitor that gave no ground to Penn was the Focus, established in 1866 by Cairns and Robinson. This paper flourished until absorbed in the merger from which rose the present Courier-Journal. In 1830 appeared the brightest star on the journalism horizon that the state has known. George D. Prentice, 28-year-old New Englander, who came to the state to write a biography of Henry Clay for the growing Whig party. His virile pen soon brought him in public eye and he was selected as editor of the newly established Louisville Journal. It soon became the most widely read paper in the state, while its editorials became a vital force in politics and social development. Prentice remained at the editorial helm until 1868 when he sold out his interests to Islam Henderson who, in turn, soon sold out to Henry W. Waterson.

Prentice soon had active competition in W. N. Haldeman who established the Louisville Courier in 1844, as a successor to the unsuccessful Daily Dime. Haldeman was more interested in building a literal NEWS-paper than he was in writing editorials. As such he gave Prentice a battle royal for supremacy in the field. A long line of partners with Haldeman mark the career of the Courier. During the Civil War it was suppressed in 1861 by Union troops because of its rabid Confederate leanings. Inside Confederate lines, Haldeman published at opportune times in various locations which are reflected in its one-time designation, "the Louisville-Bowling Green-Nashville Courier." The Courier finally came "home" in 1865.

A third paper appeared on the shifting scene in 1843, the Louisville Democrat, by Phineas Kent, which soon became the Dem-

ocratic leader. Kent was soon succeeded by John H. Harney who remained as editor until the three-way merger. This merger occurred on November 8, 1868, after the election of U. S. Grant, when the Journal, Courier, and Democrat became the present Courier-Journal. This merger, with "Marse" Henry Watterson as editor-in-chief, brought into prominence a newspaper that thereafter was one of the most dominating factors in the development of the South, and is marked today with that same leadership in state and nation.

Another personality in Louisville journalism, aside from Prentice, was Emmet Garvin Logan, who, with E. Polk Johnson, founded the Louisville Times in 1884. Logan specialized in Kentucky and Southern news which he passed on to his readers in the form of tabloid paragraphs. These were never lengthy, but rivaled the more finished and organized editorials of Henry Watterson. The Times was purchased and merged with the Louisville Courier-Journal as the evening edition, keeping its integrity however.

In Lexington, the first permanent newspaper was the Kentucky Reporter, established in 1807 by William Woosley and Samuel Overton. This was consolidated in 1832 with Bryant and Finnel's Lexington Observer as the Lexington Observer and Reporter. This bright and newsy paper had a long line of editors, including George W. Ranck, the historian, and the fiery W. C. P. Breckenridge. It was Democratic in politics.

Lexington also espoused a rabid Southern paper, the Kentucky Statesman, established in 1849, which, during its thirteen years of existence, actively supported the Southern cause and slavery. Forced out of existence when the Union troops occupied the city, it was revived in 1867 under the editorship of William Cassius and D. Owsley Goodloe as a radical Republican mouthpiece for the Bluegrass region.

The Lexington Press was founded in the reconstruction period as a Democratic newspaper by Colonel Hart Gibson and Major Henry T. Duncan. It soon consolidated with the Lexington Transcript, founded in 1876 by Ben Deering, and the name was changed to the Lexington Herald. The Herald has since been the leading Democratic paper in central Kentucky.

The Lexington Leader soon gave the Herald political competition, having been founded in 1888 by Samuel J. Roberts, Canton, Ohio, as a Republican daily. The Leader soon became one of the pioneers in the field of specialized news reporting and

Please Turn to Page Seven

## WHO SETS FOOD PRICES?



**Every day the products of hundreds of thousands of American farms and thousands of food factories . . . much or little, good or bad . . . move to market.**

**And every day millions of American housewives take their food dollars to the market-place to do the family shopping. . . Their collective choice determines what products will be sold and the price they will bring.**

**Food prices go up or down as these two factors—the market supply and the consumer demand—get out of balance with each other, one way or the other.**

**In other words, the truth of the matter is that neither growers, nor processors, nor distributors "set" food prices. They are established by the good old law of supply and demand.**

**Of course, there are other factors that affect the price. Excessive distribution costs, for instance, can inflate the cost to the consumer without increasing returns to the producer.**

**That is why A&P has worked constantly for 90 years to cut unnecessary in-between operations and cost and to reduce waste and spoilage.**

**Our efforts have been so successful that today less than 15 cents of the consumer's dollar goes to pay all our expenses—rent, heat, light, transportation, wages, taxes, advertising, etc.—including our small profit of about 1½ cents of each dollar of sales.**

**It is this constant emphasis on economy that has given this company its price leadership and has enabled the men and women of A&P to do the nation's most efficient job of food distribution.**



## A & P FOOD STORES

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# The Kentucky Press

Official Publication of the Kentucky  
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume Twenty, Number Six

## Kentucky Press Association

James M. Willis, *President*  
*Messenger*, Brandenburg  
Joe La Gore, *Vice President*  
*Sun-Democrat*, Paducah

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

## District Executive Committeemen

*Chairman*, Douglas Cornette, *Courier-Journal*,  
Louisville (*Third*); *First*, Frank Evens, *Mes-*  
*senger*, Mayfield; *Second*., John B. Gaines, *Park*  
*City News*, Bowling Green; *Fourth*, Albert S.  
Wathen Sr., *Standard*, Bardstown; *Fifth*, Charles  
E. Adams, *Gallatin County News*, Warsaw; *Sixth*,  
Enos Swain, *Advocate-Messenger*, Danville;  
*Seventh*, Thomas Holland, *Pike County News*,  
Pikeville; *Eighth*, J. W. Hedden, *Advocate-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.



## New Column Contest

Your attention is called to the new contest for the best home-written, human interest, column in any Kentucky newspaper that is being held for the first time this year. "No holds" are barred, but must stress emphasis on local interest and show a balance between humor and pathos, entertainment and information. The trophy honors hope that a large number of entries will be submitted. The purpose of the contest is to stimulate column writing in state newspapers.

State Auditor Harry N. Jones had a stinging worded opinion from the Attorney General's office, May 1, to back him up in his announced intention to require county officials to give a published accounting of all public funds.

The opinion, written by Assistant Attorney General Zee A. Stewart, was sought by State Auditor Jones to settle a controversy between

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

the Cynthiana Publishing Company and the circuit clerk of Harrison county. The clerk had contended he did not have to publish in the Cynthiana newspaper a financial statement on the circuit clerk's office.

The Attorney General's opinion stated:

"It is the opinion of the Attorney General that all public officers of each county in the state, except officers in countaining a city of the First class, are required to publish in a newspaper of the county, an itemized sworn statement of all funds collected, received, held or disbursed by any public officer who collects public funds and that such published statement shall show the amount of public funds so collected and received, from what source it is received, the amount disbursed, the date of each disbursement and for what purpose expended and to whom paid."

The opinion also stated it was mandatory that officers file with their reports to the State Auditor copies of the reports as they were published in the newspaper of largest circulation in their home counties.

The opinion pointed out that county officers who refused or neglected to comply with the state publication law could be brought into court and fined.

A quietus will not be granted by the state auditor to any official who, at the time he submits his annual financial report, fails to accompany it with the required published statement, Mr. Jones said recently in a letter sent to all county officials who handle public funds.

## Information Released For Mid-Summer Meeting

KPA members have received a communication from Henry Ward, Commissioner of Conservation, Frankfort, concerning the housing facilities at Kentucky Dam State Park which will be available for the mid-summer meeting on June 16-18. The letter contained information of the capacity

of rooms in the lodges and cottages, and recommended that members should get their reservations in early.

All reservations should be made with Harold Fischer, Park Superintendent, Gilbertsville, rather than through the office of your secretary. This will save time and confusion, and definite reservations can be made today. A maximum of 137 persons can be housed in the Park. Additional reservations are available at nearby tourist courts, or some may want to stay at Paducah, Mayfield, or Murray, which are a few minutes drive from the Park.

A few of our members expressed their purpose of "taking the whole week off" at the Dam for a vacation. Reservations for the week can be made if made early.

As reservations will be made on the "first come, first served" basis, you should make your reservation at once. The full resources of the Department of Conservation will be utilized to make the mid-summer meeting successful and outstanding. Make your plans today.

The official program of the meeting, and all other information will reach you in very short order.

Members of the Kentucky Press and other friends and extending their sympathies to Otis C. Thomas, Liberty, former publisher of the Casey County News, on the death of his wife, Beulah Wesley Thomas, on April 12.

## Indiana Publisher Dies

James E. Montgomery, 61 years old, publisher of the New Albany, Indiana, Tribune, died March 26 while in attendance at the Republican Editorial Association meeting in Indianapolis. He was a frequent visitor at Kentucky Press Association meetings and was well known to our members. The Press joins them in extending sympathies to the surviving family.

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## 1949 Newspaper Contest Rules Are Outlined

Call is hereby issued for the 1949 contests and every newspaper in the state is invited to submit entries in every contest. Announcement of awards will be made at the mid-summer meeting.

Please read the rules governing each contest and follow them to the letter. Any violation of the rules will result in the entries being discarded. Send in as many entries as you please, but observe the deadline. The rule that no newspaper is eligible to enter the All-around and Front Page contests if it has been a winner in the previous two years will be strictly enforced and your cooperation is requested when you send in your entries.

Attention is particularly called to the requirement that entries in the editorial, news, and advertising contests must each be pasted on separate slips of paper, or cardboard, otherwise the entries will not be considered.

All contest entries may be enclosed in one package, but each contest should be wrapped separately with the appropriate label attached thereto to expedite distribution to the judge of that contest. Please cooperate in this.

### Open to Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest is open to country dailies. Every editor is urged to send in his entries for each contest and every entry will be judged on its merits. Let us make this 1949 contest the biggest contest of them all! No newspaper shall be eligible for more than one of the above first prizes.

### Disinterested Judges to Act

Competent outside judges will study the entries in the contests. Because of the necessity of getting the contests in their hands at an early date, all entries must be in the University postoffice not later than May 15. Please follow all rules regarding preparation of the exhibits and the deadline. The job printing exhibit shall be brought to the Mid-summer meeting, not mailed to Lexington.

### May 15, Deadline

All entries must be in the hands of Secretary Victor R. Portmann on or before May 15. Entries can be handled in the same bundle, but each entry must be plainly marked as to the contest. The package must be marked "K. P. A. Newspaper Contest," and addressed to Professor Portmann, University of Kentucky, Lexington. It is suggested that the editor write a note announcing that the package has been sent, to avoid delay and possible loss of entries.

### Contest Selection Rules

Each contestant may select any issue of this paper, or may clip any specific entry, between the dates of May 1, 1948 and May 1, 1949. This change from requiring specific issues of newspapers was made at the request of many of our members. It has also been suggested that "election" or "special" edition" issues should not be included in the All-Around Contest entries.

### Beautiful Trophies Procured

Beautiful utility prizes will be offered in this year's contest. They are made possible through the courtesy of the Louisville Courier-Journal, Lexington Herald-Leader, The Kentucky Post, Covington, and Ed Weeks.

### Home-Town Column Contest

A new contest is offered this year with trophy to be presented by the faculty of the Department of Journalism, University of Kentucky—the best home-town column. Rules for the contest are simple:

1. The column must be written by a staff member or regular local columnist.
2. The column must emphasize local interest and show a balance between entertainment and information, not strictly editorial.
3. The contest is open to any newspaper member of the Association.
4. Three consecutive issues of the column must be presented for judging. The entry must identify the author and his staff status.

### All-Around Contest

For guidance of the competitors the following will constitute the percentages by which the newspapers will be scored: General appearance, 30 per cent; local news, 25 per cent; county correspondence, 5 per cent; personal items, 10 per cent; farm news or news pertaining to the chief industry of the section where the paper is published, 5 per cent; general news, 5 per cent; and editorial, 20 per cent. Factors to be considered in scoring of general appearance include make-up of front page and composition, headline schedule, literary excellence, community service, headlines' content, illustrations, typography and press work.

### Front Page Contest

Factors to be judged include headline content, headline schedule, type balance, make-up, name plate and ears, press work and inking appearance and illustrations (if any), and contrast.

(Note.—Special emphasis will be placed on the make-up of the entries in the above two contests.)

### Best Editorial Contest

In order to stimulate the editors in expressing individuality, initiative, and leadership in this department which is the editor's own, attractive prizes are offered in this contest. The factors which will be considered in

the judging are: subject matter, thought sequence, community appeal, rhetoric (diction, unity, figure of speech, punctuation), and vocabulary. Each editorial should be pasted on a sheet of paper with the notation of name of newspaper, date of issue, and writer's name. No "canned" or clipped editorials will be considered in this contest.

### Grehan Memorial Plaque

The winner for the best editorial will again have the name of his newspaper engraved on the beautiful Enoch Grehan Memorial Plaque which was established by Mrs. Enoch Grehan and the members of the Department of Journalism in memory of Mr. Grehan. Space is reserved on the plaque for subsequent winners and your paper's name will look proper thereon.

### Best News Story Contest

At the request of a number of editors this contest is continued for competition this year on the best community news story. The factors to be considered are content, sentence and paragraph structure, thought, unity, coherence, vocabulary, the lead and community service value. Each story is to be pasted on a sheet of paper with the notation of the name of newspaper, date of issue, name of editor, and name of the writer of the story. Open to weekly, semi-weekly, and country dailies in the state. Only crime stories will be barred from this contest.

### Best Editorial Page Contest

As a memorial to her husband our beloved late Cecil Williams, Mrs. May Williams, Somerset, is sponsoring the editorial page contest as the Ben Cozine Memorial Cup was won by Gracean M. Pedley and his Princeton Leader in 1944 for permanent possession. The same rules will prevail as formerly—permanent possession of the trophy will be gained by any newspaper which wins three "legs," not necessarily being adjudged winner in consecutive years.

### Prize Offered For Best Editorial On A Religious Subject

A new contest was added in 1944 for the best religious editorial, or the best editorial on a religious subject, with the prize being offered by The Salvation Army through the courtesy of Brigadier Vincent Cunningham, editor-in-chief of the War Cry, Atlanta. The first prize is a certificate and \$50 in cash. Second and third place winners receive certificates.

Brigadier Cunningham stated, in making this award available to Kentucky newspapers, "Our purpose in offering the award is, first of all, to stimulate a revival of religious interest among the readers of the newspapers affected. This, as you may know, is the chief business of the Salvation Army,

anyway. And, in case of the War Cry, I am simply carrying out the Salvation Army work in a little different manner, but as effectively."

At his suggestion, the following rules will prevail: Any editorial written on a religious subject, printed in any Kentucky newspaper between the dates of May 1, 1948, and May 1, 1949, is eligible for entry in this contest. The same rules as in the Best Editorial contest will also apply in this.

The War Cry also makes the same award in the annual Georgia Press Association contests. We hope that every Kentucky editor will consider entering this contest.

#### Best Advertising Composition

Three prizes will be awarded to Kentucky editors in this contest: for the best full page advertisement, the best half-page advertisement, and the best quarter-page advertisement. Prizes for these contests are again sponsored by Ed Weeks, manager of Bush-Krebs Company, Louisville. Factors to be judged included type content, type arrangement, value of illustrations, selection of border and decorative material, and fulfillment of three functions of advertising—attention, interest, and conviction. The entries are limited to advertisements set in the contestant's office either hand or machine composition.

Each contestant may select any advertisement that appeared during the year, May 1, 1948, and May 1, 1949, each entry to be mounted on a sheet of cardboard with the notation as to the name of the newspaper, date of issue, and name of contestant. Christmas advertisements only will not be considered.

#### Trophy Offered For Job Printing Exhibit

Through the courtesy of Thomas F. Smith, president of the Louisville Paper Company, a special contest is again open for the editors of the state at the mid-summer meeting. Mr. Smith will present a handsome and valuable trophy for the best exhibit of job printing at the meeting. Every editor is urged to prepare an exhibit, preferably mounted on a large cardboard, for exhibition and judging during the meeting.

The following items are to be included. Exhibitors are urged to include every item, but, to aid that printer who might not have every item in his files, at least eight of the twelve listed must be included:

1. Letter head—one color.
2. Letter head—two or more colors.
3. Envelope—one color.
4. Envelope—two or more colors.
5. Program.
6. Booklet—four or more pages.
7. Business card.
8. Calling card.

9. Wedding invitation.
10. Statement of bill head.
11. Blotter.
12. What you consider your best job.

#### Best Editorial Page Contest

The judges will consider the following points in the Cecil William Memorial Trophy for the best editorial page:

1. Page content: the page must contain articles of literary, feature, and editorial matter only.
2. No advertisement should appear on the page. However, this will not bar contestants using such advertisements, but said use will count against perfection.
3. Editorial matter: preference will be given to "home-written" editorials while "canned" editorials will be a detriment.
4. Clipped editorials of community nature will be acceptable.
5. Features and literary: features such as "Twenty Years Ago," syndicate materials such as written by Doctor Copeland, Bob Burns, etc., essays, poems, etc., will be acceptable.
6. A column, whether serious, humorous, or a mixture, will be considered editorial page material.
7. Editorial cartoons will be acceptable, consideration.
8. Headlines, whether spot heads or standing department heads, will be judged for typographical balance.
9. Mast head: the typographical appearance, the content, and relation to the page as a whole will be considered.
10. Art work: if any, will be given full community interests, too much "outside"
11. Make-up and balance: the page make-up with emphasis on balance, symmetry, and contrast will be given close scrutiny. Extra width columns, in symmetry with the rest of the page, will be given special consideration.
12. Subject matter: as a community paper should emphasize community news and news will be marked down.
13. Special attention will be given to the rhetoric, punctuation, unity, coherence, expression, dignity, vocabulary, contents of this page.
14. Each contestant will submit three consecutive issues of his newspaper from which the judges will select the best single issue for competition.

A new weekly has made its appearance at Vine Grove, Hardin County. We have not been informed of the staff of this paper.

The Press congratulates the publishers of the Scottsville Citizen-Times on the improved format of that paper since the installation of the new eight-point Corona body type.

#### Two Dailies Planned In Eastern Kentucky

Two new daily papers will appear in eastern Kentucky, as announced by their publishers of the present weekly community newspapers.

The Pike County News, published as a weekly for a number of years, will be issued as a daily beginning Monday morning, April 25, by the Cumberland Publishing Company. It will be published every day except Sunday. The Weekly News will be continued as the weekly edition.

Walter S. Scott will be editor, and Clyde Sanders, circulation manager, of the new daily.

Frank Nolan, publisher of the Weekly Union Messenger and Plain Dealer, Hazard, announced April 14 that the Messenger will be published daily, beginning May 1, under the name of The Daily Messenger.

The new daily will have complete wire news service and will be issued every evening except Saturday. Elbert Williams has been named advertising and circulation manager. The editor will be named soon. The Plain Dealer will continue as the weekly edition.

Hazard already has one daily newspaper, The Daily Herald.

#### Bailey P. Wooton Dies At Frankfort

Bailey Peyton Wooton, 78 years old, former attorney general of Kentucky and publisher, died April 16 at his Frankfort home.

He was born in Muhlenburg county and received his law degree at Southern University, Huntington, Tennessee. He then moved to Hazard where he was principal of the Hazard School and served for 20 years on the Hazard Board of Education.

He also found time for newspaper work at Elkton, Kentucky, and Paducah, Texas, a town that he helped develop and name in honor of Kentucky's Paducah. He established the Hazard Herald in 1911 as a weekly newspaper, and was part owner of the newspaper, recently published as a daily, at the time of his death.

He was prominent in state Democratic circles and served in many capacities in his state and nation.

The members of the Kentucky Newspaper fraternity extend their sympathies to the surviving family.

"Why does the editor call himself 'we'?"  
"So the fellow who doesn't like what he says will think there are too many of him to lick."



*Continued From Page Two*

departments for family reading while its political policy was never as strongly expressed as in its Democratic competitors. The Herald and Leader were consolidated under one ownership in 1937, but each paper keeps its own political integrity.

Another influential paper in political opinion and state progress that should be mentioned is the Owensboro Messenger, founded in 1881 by Urey Woodson. His influence was strongly felt in the building of the state and of the greater South.

The period 1830-60 was marked by the rise and fall of many papers in the smaller towns of the state. A few survived the years as will be mentioned later. However, notice must be taken of the rise of the controversial papers that sprang up to take part in the violent issues of the day. When the Old Court and New Court parties were active, each cause was radically upheld by the Spirit of '76 and the Patriot, respectively, both published at Frankfort. When the famous fight for control of state affairs receded after one year, both papers went out of existence.

Slavery was the subject which inspired foundation of many short-lived papers during this period. As early as 1822, anti-slavery journalism was begun in Shelbyville by the publication of the Abolition Intelligencer And Missionary Magazine, a monthly. This soon died because of lack of patronage. In 1832 James G. Birney started the Philanthropist as an abolition newspaper in Danville. His plans fell "in the morning" and he left hurriedly by request. He proceeded to Cincinnati where the new paper, under the same name, supplied verbal ammunition to the anti-slavery supporters until after the Civil War.

The most influential of the anti-slavery papers, which power was felt because of its publication in the heart of the largest slave-holding areas, was Cassius M. Clay's True American. Founded in Lexington in 1845, its four years of existence was marked with tempestuous publication. It went out of existence when irate slave-holders compelled Clay to move his plant to Cincinnati.

The Press of the Reconstruction Period differed little from that of the preceding era. Papers were established only to suspend because of lack of patronage. It is true that few papers did manage to survive, as indicated further, but many lived only a few brief months at the most. The state was slowly recovering from the effects of the war which left an indelible imprint on citizens and towns. Standing as a border state, torn between invading armies of both sides, ravished to some extent by friend

and foe alike, with families embittered and severed by conflicting allegiance to two flags, the state was slow to recover from these near-death blows. That is the evidence that explains the slow rise of journalism for many years.

The Kentucky Press of today is flourishing. Its members are strong; strong in the affections and loyalty of their readers; strong in the service that they render to home, to state, to nation; strong in the welding and moulding that is theirs today in the fires of vicissitudes and sacrifices. These papers and their dates of establishment follow:

1807—Kentuckian Citizen, Paris, 1807.

1840—Shelby Sentinel, Shelbyville, 1840.

1850—Hickman County Gazette, Clinton, 1852; Franklin Favorite, Franklin, 1857; Courier, Hickman, 1859.

1870—Leader, Princeton, 1871; Jessamine Journal, Nicholasville, 1872; Sentinel Echo, London, 1873; Tribune-Democrat, Mt. Olivet, 1874; Boone County Recorder, Burlington, 1875; Ohio County News, Hartford, 1875; Breckinridge News, Cloverport, 1876; Oldham Era, La Grange, 1876; Anderson News, Lawrenceburg, 1877; Crittenden Press, Marion, 1878; Hart County News, Munfordville, 1878; Henry County Local, New Castle, 1878; Trimble Democrat, Bedford, 1879; News-Outlook, Owingsville, 1879.

1880—Todd County Standard, Elkton, 1880; Fleming Gazette, Flemingsburg, 1880; Record, Cadiz, 1882; Enterprise, Beattyville, 1883; News, Greenup, 1885; Herald, Harrodsburg, 1886; Herald News, Hodgenville, 1886; Enterprise, Lebanon, 1886; Tribune-Democrat, Benton, 1888.

1890—Central Record, Lancaster, 1890; Citizen Times, Scottsville, 1890; Journal, Somerset, 1890; Yeoman, Wickliffe, 1891; Republican, Glasgow, 1892; Banner, Sebree, 1892; Carter County Herald, Olive Hill, 1892; Plaindealer, Hazard, 1893; Hancock Clarion, Hawesville, 1893; Record Herald, Greensburg, 1894; Marion Falcon, Lebanon, 1894; Ledger & Times, Murray, 1897; Herald News, Edmonton, 1898.

1900—Kentucky Standard, Bardstown, 1900; Herald, Eddyville, 1901; Herald, Paintsville, 1901; Enterprise, Adairville, 1902; Journal-Enterprise, Providence, 1902; News-Democrat, Russellville, 1903; News, Tompkinsville, 1903; Mountain Advocate, Barbourville, 1904; News, Liberty, 1904; Outlook, Monticello, 1904; Sun, Springfield, 1904; Advance, La Center, 1905; Grant County News, Williamstown, 1906; Times-Argus, Central City, 1907; Outlook, Falmouth, 1907; Jeffersonian, Jeffersontown, 1907; Mountain Eagle, Whitesburg, 1907;

New Era, Albany, 1908; Sun, Pineville, 1908; Times, Russell, 1908; Republican, Williamsburg, 1908.

1910—News-Journal, Campbellsville, 1910; Courier, West Liberty, 1910; Hart County Herald, Horse Cave, 1911; Thousandsticks, Hyden, 1911; Leader, Greenville, 1912; News, Jamestown, 1913; News, Pikeville, 1913; Three States, Middlesboro, 1914; Spencer Magnet, Taylorsville, 1914; Advertiser, Walton, 1914; Commonwealth, Somerset, 1915; Herald, Irvington, 1917; Progress, Dawson Springs, 1919; Times, Irvine, 1919; Record, Stearns, 1919.

1920—Times, Jackson, 1920; Independent, Salyersville, 1920; Cumberland News, Burkesville, 1921; Sun, McKee, 1922; Herald, Vanceburg, 1924; Caldwell Times, Princeton, 1925; News, Warsaw, 1925; Bracken County News, Brooksville, 1926; Star, Campbellsville, 1926; Hardin County Enterprise, Elizabethtown, 1926; Edmonson County News, Brownsville, 1927; Herald, Irvine, 1927; Floyd County Times, Prestonsburg, 1927; News, Neon, 1928; Messenger, Central City, 1929; Tri-City News, Cumberland, 1929.

1930—Times, Auburn, 1930; Ohio County Messenger, Beaver Dam, 1930; Banner, Hardinsburg, 1931; Fulton County News, Fulton, 1933; Tri-County News, Corbin, 1934; Allen County News, Scottsville, 1935; Progress, Cave City, 1935; Tribune, Clay, 1935; Messenger & News, Hazard, 1935; Herald, Hindman, 1935; Sun, St. Matthews, 1935; Times, Russell, 1936; Marshall Courier, Benton, 1937; News, Earlington, 1937; Enterprise, Manchester, 1938; Breckinridge Messenger, Hardinsburg, 1939.

1940—Smithland Leader, Smithland, 1940; News, Leitchfield, 1941; Democrat, Murray, 1941.

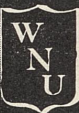
1948—Hopkins County News, Madisonville; Powell County Herald, Stanton.

1949—Salt River Valley News, Bullitt county (publication office, Taylorsville);

Four new sizes of Gothic 17 with 19 which have been cut by Mergenthaler Linotype Company, are 12, 14, 18, and 24 point. Gothic 17 is particularly desirable for classified display, and is now available in a range of sizes from 12 to 24 point, with a range from 6 to 36 point in process.

Charles Harris is the new advertising manager for the Hardin County Enterprise, Elizabethtown. After his graduation from the University of Kentucky Department of Journalism, he edited the Louisa News, going from there to the Promotion Department of the Courier Journal & Times.

**FOR  
MAXIMUM  
Editorial  
IMPACT**



**PRINTED  
SYNDICATE  
SERVICE**

Nowadays the electric switch makes things go. In the olden days they used the hickory switch.

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

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

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*Send Us Your Orders*

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NUMBERED FORMS

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

**Tip Contest Pays Off**

C. W. Moody, of the Burlington Hawk-Eye Gazette (Iowa) reports to the Inland Daily Press association that his newspaper uses a tip contest to bring in human interest stories. He states: "Our system for getting story tips may interest some other people here. We have a news tip contest for the best tips: \$5 for the first prize, \$3 for the second and \$2 for the third. It took us quite awhile to get started but now it works out very nicely. In our town of 35,000 we get 25 or 30 tips a week." He tells of a typical example: "There is a pet crow over in one section of the town that all the kids in the neighborhood play with. His name is Chester and besides playing with the kids, Chester looks after a bunch of pups. When mama dog is not there, Chester sits on the edge of the box of pups and looks after them. It turned out to be a whale of a good human interest story and we were tickled to death to pay \$5 for Chester. We get a lot of freak stories that way."

It takes years for a mother to make a man out of her son, and twenty minutes for another woman to make a fool out of him.

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

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

**Binding News Files**

Is Our Specialty  
Write for Information  
**O. J. Forman Company**  
Monmouth, Illinois

**Hazard Herald Sold To Radio Executives**

The Hazard Herald, a daily newspaper, was placed under new management with sale of controlling stock to Leonard Busby, Manchester. Announcement of the sale was made by George L. Carey, former majority stockholder of The Herald.

Carey, of Clinton, Ind., acquired control of The Herald in October, 1945, from Bailey P. Wooton, Hazard. His Indiana interests prevent him from taking a more active part in the Hazard newspaper, and led to his decision to sell.

Within three weeks, Mr. Busby sold the Herald, April 27, to the B.M.G. Broadcasting Company, owners of radio station WKIC, which took over publication immediately.

Fred B. Bullard, president, Richard H. Goodlette, and Charles W. Metcalf will have active management of the joint operations of the newspaper and station. Bullard said that no immediate changes are planned in the personnel or policies of the Herald, but it is planned to combine the facilities and editorial staffs of the Herald and WKIC to give Hazard and Perry County better and fuller news coverage.

Mr. Busby will continue active management of the Manchester Enterprise.

The Shelby Valley Times is the title of a new weekly now in publication in Pike County. Charles W. Hall, editor-publisher, recently moved the publication office to Pikeville.

The Press congratulates publisher Albert Schumacher, and his staff on the Golden Anniversary Edition of the Berea Citizen on April 14. The edition justly celebrates the anniversary of a newspaper that has given 50 years of service and community building to Berea.

The Salt River Valley News is the title of the new Bullitt County community weekly which began its career on April 1. Burllyn Pike, new editor-publisher of the Spencer Magnet, Taylorsville, is the publisher of the new paper which, for the time being, is being published in the Taylorsville plant.

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### Willis Returns From Cruise

President James M. Willis, *Brandenburg Messenger*, returned the last of March after a month's cruise on the *USS Olympus* as a guest of the U. S. Navy to observe Atlantic fleet maneuvers. He was one of fourteen NEA publishers who cruised in three parties. This is the first time that the Navy granted the privilege of observing fleet maneuvers to weekly newsmen, although daily men and magazine writers have participated before. James wrote an interesting series of articles during the cruise for the *Messenger*.

### Newspaper Ears Are Too Often Neglected

Like the ears of a small boy, it has been said, the ears of a newspaper are too often neglected.

Such expressions as "The Newspaper with the Pictures," "The Wise Always Advertise" and "A Progressive Newspaper in a Progressive Town" are often used. Highway safety slogans drive home a much needed lesson. Some papers are placing short news items that have a special appeal in the ears.

If you are looking for an idea for the ears of your publication here are a few used in Iowa:

- Official paper statement.
- Weather prediction.
- Your office telephone numbers.
- Local bus or train schedule.
- Subscription expiration notice.
- ABC statement.
- Number of sections and pages.
- Promotion of farm sale advertising.
- Number to call if paper is missed.
- Publicize coming event such as county fair.
- Day of publication.
- Quotation.
- Highway safety message.
- Ten-word editorial.
- Brief news story.
- Cut of American flag.
- Home shopping slogan.
- Number of days since a traffic death.
- Subscription rates.
- Markets.
- Index of inside pages.—Iowa Publisher.

The *Leitchfield Gazette*, Fred Hughes, publisher, and the *Cynthiana Publishing Company*, have recently established Cox-O-Type web presses in their progressive plants.

Landon Wills, publisher-editor of the *McLean County News*, Calhoun, has been appointed executive assistant to Revenue Commissioner Clyde Reeves, Frankfort, at a salary of \$4,500. Wills is a graduate of the University of Kentucky. He served as a sergeant in the Army Air Force during the war and has published the *News* during the past three years. He will move his family to Frankfort. We have not learned of his plans toward the *News*.

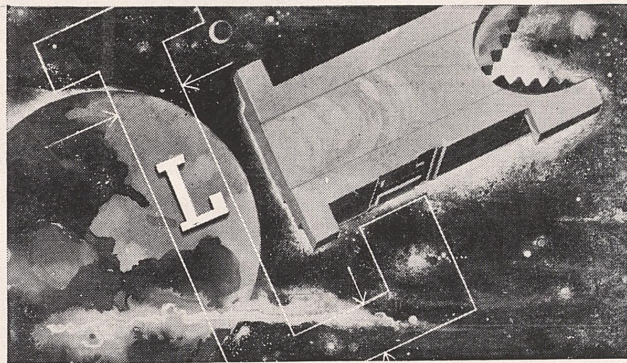
Benjamin Duncan Ringo, 84 years old, former publisher of the now defunct *Hartford Herald* and president of the Kentucky Press Association in 1896, died April 18 at his home in Owensboro. He has been an honorary life member of the Association, and was widely known as an attorney and former Commonwealth's attorney.

He was born in Carrollton and started his law practice at Hartford in 1892. He moved to Owensboro in 1895 and made his home there until his death.

He was prominent in local and state politics, having served as master commissioner, chairman of the State Board of Equalization, and State Tax Commission, and many other honors.

Roscoe I. Downs, publisher of the *Hancock Clarion*, Hawesville, is justly proud of the improved appearance of his paper since installing an eight-column Miehle Press.

The *Grayson Journal-Enquirer* sponsored a cooking school on April 19 and 20 at the High school auditorium. To prepare for the event, a 12-page edition was issued on April 14.



new dimensions for

## Graphic Arts through research

NEVER BEFORE have there been so many new dimensions for Linotype Research—new spheres of thinking—new developments on the horizon. Here are a few new developments of Linotype Research to give you an inkling of things ahead at Linotype.

A new process which eliminates one of the greatest causes of matrix damage and cuts daily maintenance will soon be introduced.

A new gas pot with separate temperature controls for both the crucible and mouthpiece has now been developed. A new electronic control which reacts to temperature changes as slight as

three-tenths of a degree will shortly be available for electric pots.

A new design has reduced friction 80% on one of the main cams. Lower maintenance costs will result.

New facts about the graphic arts are being uncovered by an extensive study of the industry to help you plan for the years ahead.

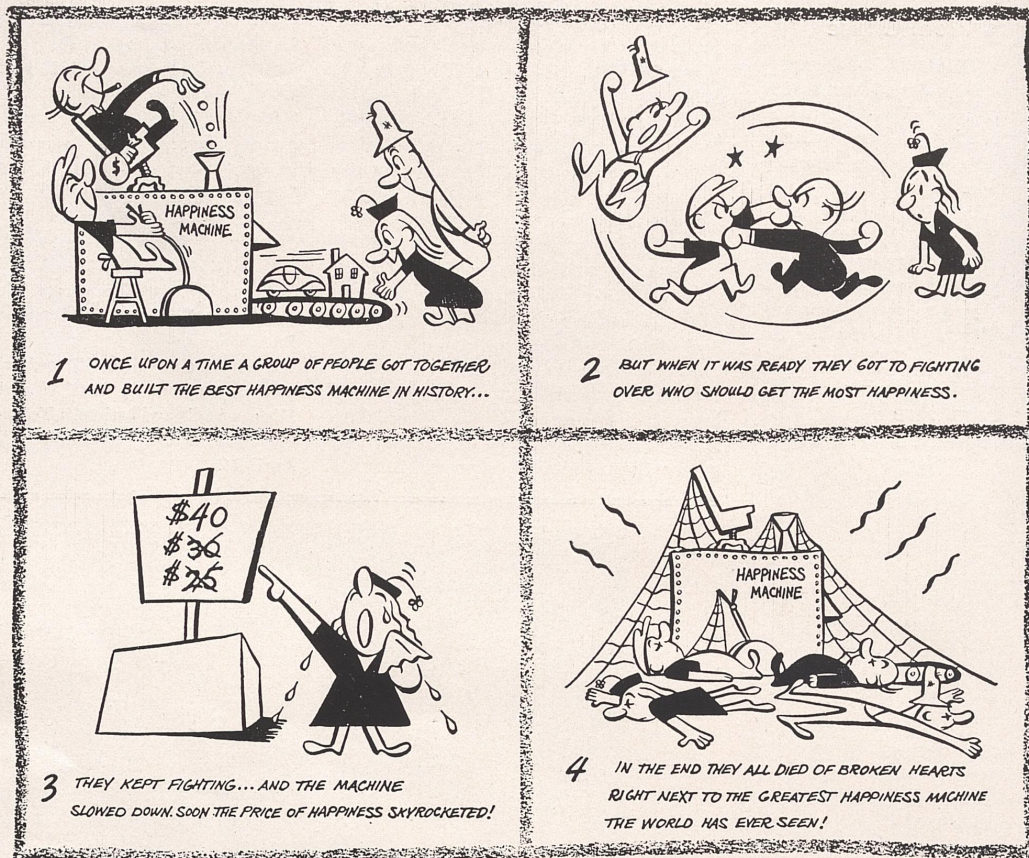
New processes . . . new machine improvements . . . new facts about the industry are springing from Linotype's farsighted policy of looking after your future—through Research.

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*Now, here's a better ending!!!*

They stopped fighting among themselves. They got together like sensible human beings . . . management, labor, farmers, consumers. And they said. "Look . . . we've got something wonderful and special here in America, something so good it saved all the rest of the world twice in 25 years.

"It isn't perfect yet . . . we still have ups and downs of prices and jobs. But our system has worked better than anything else that's ever been tried.

"And we can make it better still . . . we can build for peace as we built for war without even working harder—just working together.

"We can invent and use more and better ma-

chines, can apply more power. We can work out better methods in our factories, stores and offices. We can have better collective bargaining. We can develop more skills on the job.

"By doing these things, we can produce more every hour we work, at constantly lower costs.

"The bigger the flow of goods, the more there will be for everyone. Higher wages to buy the good things of life and more leisure to enjoy them."

So that's the way they did it. And they lived happily ever after.

THE BETTER WE PRODUCE  
THE BETTER WE LIVE

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Lexington