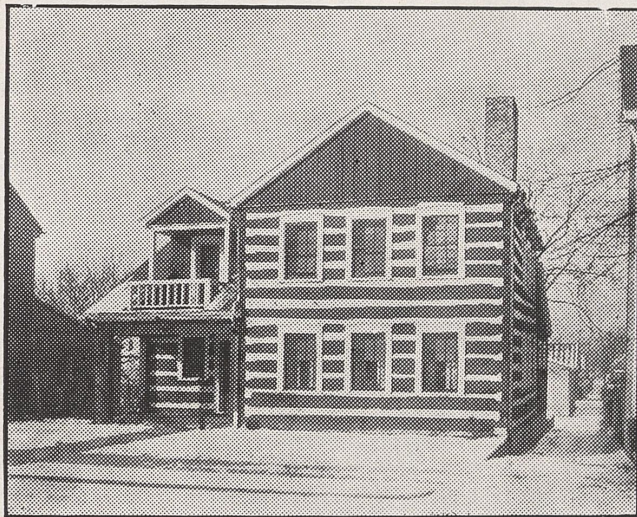


The Kentucky Press

June, 1948

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



Building, Now A Home, In Which The 'Guardian Of Liberty,'
Cynthiana's First Newspaper, Was Printed

●
VOLUME NINETEEN
NUMBER EIGHT
●

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.

National Advertising Affiliating Service

This Association is a state affiliate with the National Editorial Association, and is an affiliating and co-operating member of and with Newspaper Advertising Service, Inc., Chicago. National orders, placed thru NAS, are distributed from this office to our state newspapers under the one order, one billing, one check plan.

While our state average is higher, in the nation 52% of the nation's population, 70,200,000 persons, live in towns of less than 10,000 population—only seven larger cities in Kentucky. This "Mr. 52" had \$44,000,000,000 to spend last year, 43% of the Nation's buying power.

"Mr. 52" represents 6,000,000 farm families—2,000,000 electrified farms—60% of all automobiles, trucks and tractors—50% of all furniture—46% of clothing—and the Nation's highest percentage of Home ownership—IN FACT, the greatest potential market for far-seeing manufacturers.

"Mr. 52" in the past has been difficult to reach, living in 15,000 different small towns and on 6,000,000

farms—no national publications, no national radio hook-ups can reach him as Economically, as Thoroughly, as Easily, as HIS HOMETOWN NEWSPAPER with maximum readership—because "Mr. 52" knows the local editor—knows all the merchants—knows all the other subscribers—knows his Senator and Representative—knows that his Hometown newspaper is a Warm, Living, Influential part of his life—and directly influences it.

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

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

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

'Pigeon Derby' Enlivens '48 Cave Meeting

Inaugurating what was claimed the first national newspaper pigeon derby, the Kentucky Press Association at its 79th mid-summer meeting at Mammoth Cave, June 4-6, released 18 racing pigeons from the stage of the open air amphitheater for a thrilling derby race back to their home coops in Lexington.

The "jockeys" of the pigeons were selected by lot in a drawing among the press ladies in attendance, and 18 ladies were assigned the pigeons by number.

The birds were released at 11 a. m. on Saturday morning on a flight which normally would have taken about one hour and forty minutes to cover the 115 miles as the crow, or rather pigeon, flies across central Kentucky. However, crackling thunder storms which raged in central Kentucky that afternoon, blew the entries off their course and the first pigeon did not reach its home coop until 6:00 p.m., closely followed by the second and third place winners at 6:05 and 6:15 respectively. The birds were mud-caked and dirty and showed their results of the buffeting received in the storm.

"Jessamine Journal," jockeyed by Mrs. Delmar Adams of Nicholasville, was declared the winner and Mrs. Adams was presented \$75 prize by the Lexington Herald-Leader at the banquet Saturday evening. Second place winner was Mrs. J. L. Crawford, jockey of "Corbin Tribune" pigeon and she received a \$50 due bill from a Lexington furniture store. Third place pigeon was "ridden" by Mrs. John B. Gaines whose entry was named "Park City Daily News." She received a metalized brush and comb set presented by a Lexington department store. The fourth place winner, Mrs. Roscoe I. Downs, entry "Hawesville Hancock Clarion," whose pigeon did not arrive until the next morning, received a 19 pound old Kentucky ham.

Press ladies who "rode" the "also-ran" pigeons were Mrs. Sag Kash, Carlisle Mercury; Mrs. Ray Gaines, Park City Daily News; Jane Willis, Brandenburg Messenger; Mrs. Joe Richardson, Glasgow Times; Kay Elder, Carlisle Mercury II; Mrs. Herndon Evans, Pineville Sun; Mrs. Malcolm Black, Glasgow Times II; Mrs. Carl Saunders, Kentucky Post; Mrs. May Williams, Somerset Journal; Mrs. Bennett Roach, Shelby News; Mrs. George M. Wilson, Irvington Herald; Mrs. George A. Joplin, Jr., Somerset Commonwealth; and Mrs. Russell Dyche, London Sentinel Echo.

The meeting was attended by the largest gathering in years for a mid-summer event

with approximately 150 registrants. Friday afternoon and evening was devoted to registration. Later that evening, motion pictures of the basketball games between Kentucky-Holy Cross and Kentucky-Oilers, Olympic championship games, and a travelogue of the American editors press tour of Ontario, Canada, in 1947, were shown. Ice cream and cake was served "between games."

The formal program was held Saturday morning in the amphitheater. President Fred B. Wachs presiding. Invocation was offered by Russell Dyche, London Sentinel Echo, followed by a report on the National Editorial Association convention at Pinehurst, N. C., by vice-president James M. Willis.

An inspiring address, "Let's Do It The Promotional Way," by M. Stephen A. Douglas, director sales promotion, The Kroger Company, Cincinnati, emphasized that the keystone to a successful business is to understand and take care of the desires of your customers, better than your competitors. Mr. Douglas stated that the responsibility of a business wanting to succeed are four-fold: 1—Create a value; 2—Make its goods available at the point of use; 3—Offer samples or displays; 4—Continue to offer values.

Neil Dalton, Louisville Courier Journal, gave a report on the KPA Sports Fund, emphasizing that the state newspapers should take part in this continuing program by promoting sports events. Profits from sport events are turned over to the state polio fund to provide facilities for the care and treatment of children where other funds are not available. Mr. Dalton presented two checks to chairman Thomas Adams as the first receipts in this program.

Mack Sisk, Dawson Springs Progress, presented a \$39.21 check as the proceeds of a grade-school basketball tournament which the newspaper promoted. The organization which sponsors the annual Plug Horse Derby in Lexington, presented \$1,000 to the fund through Chairman Thomas Adams.

Norman L. Rockey, State Director of the Savings Bonds Division, U. S. Treasury, spoke on the progress of the current bond drive, urging further participation by the state newspapers to make the drive a success. He was followed by Harold K. Philips, New York, director of the National Highway Safety Campaign, outlined the successful program of 1947 and the plans which are now underway in 1948. KPA joined the national program and launched its own campaign in May.

Mr. Philips emphasized that, in prevent-

able accidents alone, more people are killed each year and 35 times more injured than were killed by the two atomic bombs dropped in Japan. 32,000 people were killed and 1,125,000 were injured—one-third permanently disabled—in 1947. He stated emphatically, "you have one chance out of 14 that you will be injured in a traffic accident in 1948."

The Nicholas County Star, Carlisle, by vote of the convention was admitted as an active member. Edwin J. Paxton, Sr., Paducah Sun-Democrat, was made a life member of the association by unanimous vote.

President Wachs announced that KPA had three major projects for 1948-1. The sports fund; 2. Building up the library of the department of Journalism at the University; and 3. The plans to select the "outstanding citizen of Kentucky" by Association members acting as a committee of the whole. The Citizen will be announced at the mid-winter meeting. He also announced the appointment of secretary-manager Portmann on the Executive Committee of the Newspaper Advertising Service.

In a brief report, the secretary-manager stated that plans were being made to conduct readership surveys in qualified Kentucky newspapers in the near future and requested that publishers, who wish to participate in such a survey, should notify the Central Office. He further announced that the Department of Journalism at the University had just received notice of its qualification as one of the 35 accredited schools of journalism in the United States. A brief report of the "printing school" committee was made.

Awards of the 1948 newspaper contest were announced and presented.

Saturday afternoon was devoted to a bridge tournament while many made trips through the Cave as guests of the Mammoth Cave authorities. The Lexington Herald-Leader was hosts to a cocktail party at five o'clock.

The formal banquet was held at seven o'clock with Col. Don E. Carlton, Executive Officer, Kentucky Military Division, Louisville, as the speaker on "The Needs Of The Army." He stated that the Kentucky problem in the Second Army area was poorly understood at the state level and urged the newspapers to help in spreading public information as often as the opportunity presented itself. Following the banquet souvenirs were distributed and door prizes presented to more than 50 excited recipients. These door prizes were presented by various newspapers over the state.

Following the banquet a party-night program of square dances and other old-time dances was held under the direction of Frank Smith and the Berea College Entertainers. All present took part in the old time dances until the temperature drove them to the cooler outdoors.

Chairman George Joplin of the resolutions committee introduced a resolution which was unanimously adopted at the banquet. This resolution reads:

Whereas, Mammoth Cave National Park in which Kentuckians invested \$15,000,000 is menaced by a dam at Mining City which the Secretary of Interior declares would do great and irreparable damage to the park,

Therefore Be It Resolved, that the Kentucky Press Association opposes the proposed dam and urges all Kentuckians to oppose its construction actively and militantly.

Kentucky members of the Associated Press met Saturday afternoon and discussed the state news report. The first report of the continuing-study committee was presented and answers to a recent questionnaire sent to members were discussed point by point.

George Michler, state editor of the Courier-Journal, presided at the AP session in the absence of Lawrence Hager, chairman and publisher of the Owensboro Messenger and Enquirer, who could not attend because of a conflicting engagement. Michler is vice chairman of the group.

The Lexington Herald published a special KPA edition, and flew the extras in by plane. The edition was filled with news and pictures of KPA activities.

All hotel rooms were reserved for editors and their wives who attended the session. Other accommodations at Cave City and Rock Cabin Camp were utilized.

Know your rural correspondents.

Newsprint Situation Relaxed For Weeklies

According to the reports of Charles E. Moreau, Bloomfield, New Jersey, chairman of the NEA newsprint committee as given at the Pinehurst convention, the newsprint problem has relaxed for most of the community weekly publishers.

He bases his judgement on a questionnaire which showed that only a very few weekly publishers suffer actual newsprint shortage. However, he stated that the problem will not be definitely solved until there will be ample supply of newsprint which will allow expansion of circulations whenever business warrants it, and will permit establishment of new publications.

1948 Newspaper Awards Presented At Meeting

The Somerset Journal, Mrs. May Williams, publisher, and Jerry P. Leibman, editor, was adjudged the Best All-Around Community Newspaper in the Kentucky Press Association annual contest for 1948 and received the silver trophy as presented by the Lexington Herald-Leader.

The Providence Journal-Enterprise, J. LaMarr Bradley, editor, received the second place certificate, and George A. Joplin, Jr., editor of the Somerset Commonwealth, received the third place certificate. Honorable mention was accorded the Dawson Springs Progress, Mick Sisk, editor, and the Cynthia Log Cabin, J. T. Wilson, editor.

Winner of the Courier-Journal silver trophy for the Best Front Page was the Trimble Democrat, Bedford, Frank C. Bell, editor. The Dawson Springs Progress was accorded second place certificate and the Somerset Commonwealth received the third place certificate. Honorable mention in this contest was accorded the Princeton Leader, Gracean M. Pedley, editor, and the Kentucky Standard, Bardstown, Elizabeth Spalding, editor.

Trophy for the Best News Story was won by Brown Lee Yates, Cynthia Democrat, for his story on a meeting and annual banquet of the Business Men's Club. He received the silver bowl as presented by the Kentucky Post, Covington. Second place certificate was awarded George A. Joplin, Jr., for his story, "Somerset To Get New Industry; third place certificate was awarded the Dawson Springs Progress on the story, "Survey Reveals Citizens Desire To Discontinue Parking Meters." Honorable mention was accorded the Shelby News and the Frankfort State Journal.

The Princeton Leader's name was inscribed on the Cecil Williams Memorial Trophy as winner of the Best Editorial Page contest. Second place certificate was accorded the Dawson Springs Progress and third place, the Hancock Clarion, Hawesville, Roscoe I. Downs editor. Honorable mention was accorded the Carlisle Mercury, Sash Kash, editor, and the Cynthia Log Cabin.

For his editorial, "From Bloody Heads The Usual Lesson," Bennett Roach, editor of the Shelby News, Shelbyville, received first place in the Best Editorial contest and the newspaper's name was inscribed on the Grehan Memorial Plaque. Second place was accorded Gracean M. Pedley for his editorial, "Bright Promise For Princeton." Third place certificate was awarded Editor George Wilson, Irvington Herald, for his editorial, "State Reduces Assistance To \$8.00." Honorable mention was accorded Herndon Evans,

Pineville Sun for his editorial, on "Private Ovid Lambert," and Jerry P. Leibman, Somerset Journal, for his editorial entitled, "Dismissal of Patrolman Prompted by Politics."

In the Salvation Army contest for the Best Religious Editorial, as sponsored by Brig. Vincent Cunningham, Editor Roscoe I. Downs, was adjudged the first place winner for his editorial, "Let Us Remove The Beams." Second place was awarded Mrs. Elizabeth Spalding, Bardstown Standard, for her editorial, "Thanksgiving Day, 1947." Third place was accorded George A. Joplin for his editorial, "The True Light." Honorable mention was given J. T. Wilson, Cynthia Log Cabin, on "The Press On Trial," and Jerry P. Leibman, Somerset Journal, on "Baptist High School Should Be Emulated."

For the Best Advertisements submitted, the winners in the three divisions were recipients of prizes presented by Manager Ed Weeks, Bush-Krebs Company, Louisville. The winners in each division were: Full-Page—First Dawson Springs Progress; Second, Caldwell County Times, Princeton; Third, Princeton Leader; Honorable mention, Campbellsville News—Journal and Providence Journal-Enterprise.

Half-Page—First, Trimble Democrat, Bedford; Second, Caldwell County Times, Princeton; Third, Princeton Leader; Honorable mention, Dawson Springs Progress and Cynthia Democrat. Quarter-Page—First, Caldwell County Times; Second, Princeton Leader; Third, Cynthia Log Cabin; Honorable Mention, Bardstown, Kentucky Standard and Somerset Journal.

The contest on the Best Job Printing exhibit will be decided by the vote of the delegates the award as presented by President Thomas A. Smith, Louisville Paper Company, Louisville.

NAM Meets In Denver

Newspaper Association Managers will mark their silver anniversary when they hold their annual convention in Denver on September 12-19. The Association was formed in Denver in 1923. Business sessions will be held in Denver after which the group will take a four-day bus tour through western Colorado.

Don Reid, manager of the Iowa Press association, is president of the NAM. Secretary-manager Portmann is a member of the board of directors. The Denver meeting will be the first held away from Chicago in 16 years.

Advertise — and again — your commercial printing service.

FOOD ADS ARE NEWS



To American women one of the most popular of all newspaper features is not in the editorial columns. It is the advertisement of her favorite food store.

For as editors know, food news is big news, vitally affecting the lives of all the people of the community.

In more than 2,900 newspapers published in towns and cities in which the A & P operates, the A & P advertisement is a regular feature, helping the community's homemakers do their meal planning.

Our ad may simply list prices for the principal items. Or it may tell about some phase of A & P's operations, or give menus and recipes, or explain the current food situation.

Years of such intensive newspaper advertising have helped us build our business. As a popular feature commanding reader interest, these ads have perhaps helped build circulation. And week in and week out we think they have helped the women of America do a better, more economical job of feeding their families.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume Nineteen, Number Eight

Kentucky Press Association Officers

- Fred B. Wachs, *President*
Herald-Leader, Lexington
- James M. Willis, *Vice President*
Messenger, Brandenburg
- Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington
- District Executive Committeemen*
- Chairman, Joe La Gore, Sun-Democrat, Paducah (First); Second, John B. Gaines, Park City News, Bowling Green; Third, Douglas Cornett, Courier-Journal, Louisville; Fourth, Albert S. Wathen, Sr., Standard, Bardstown; Fifth, Virgil P. Sanders, News-Democrat, Carrollton; Sixth, Enos Swain, Advocate-Messenger, Danville; Seventh, Thomas Holland, News, Pikeville; Eighth, J. W. Hedden, Advocate, Mt. Sterling; Ninth, H. R. Chandler, Mountain Advocate, Barbourville; State-at-Large, Earle J. Bell, Advocate, Morganfield; State-at-Large, William Caywood, Sun, Winchester; Immediate Past President, Tyler Munford, Advocate, Morganfield.*



Indiana Press Reviews Licensing Ordinances

A License fee for privilege of publishing newspapers and applying to all types of business, was recently increased in a Southern city, causing the Indiana Publisher, official publication of the Hoosier State Press Association, to question the constitutionality of such an ordinance as it may apply to newspapers.

The case in point is that of Montgomery, Ala., where the city council recently increased the fee to the extent that a daily, published morning, evening and Sunday, must pay \$550 a year and a weekly with job printing operations must pay \$100 for the license to do business.

"If a city council has the power to license the publishing of newspapers it would have the power to revoke the license for any cause it saw fit and a free press would be as dead as it was prior to 1649," asserted the Indiana Publisher, referring back to repeal by the

English Parliament of the old English law requiring a license to publish.

Editor & Publisher queried R. F. Hudson, president of the Montgomery Advertiser and Alabama Journal, concerning the city licensing law and received the following reply:

"The license schedule covering all types of business and services, and applying to newspaper publishing, has been in effect many, many years in this city. It is permissible by special act of the legislature allowing this city to charge a license tax, or fee, and as the amount is a very moderate one, we have never questioned the fairness of a newspaper paying the same tax fee as other organizations, and do not consider it a threat in any way to freedom of the press."

Mr. Hudson also mentioned that it is his understanding that many cities in the South have such a license fee or tax adding, "I think upon investigation you will find that most of the cities, in the Southern states at least, collect such a fee."

It was revealed that at least one other city in Alabama, namely, Birmingham, has such a licensing ordinance and that newspapers there pay such a fee.

Southern publishers are not overly concerned about a city license tax which applies to all business and professions, nor do they feel it is a real threat to freedom of the press. However, the Indiana Publisher views such a tax as an attempt to ignore the federal constitution. The March issue of the Indiana Publisher carries an article on the subject, headed: "There Isn't Such An Animal as a License Tax," and states in part:

"It was in 1649 that the English Parliament repealed the law requiring publishers to obtain a legal permit or license to publish newspapers. The act followed some fire years of pleading on the part of John Milton, who urged that government cease control over newspapers through licensing power and that newspapers be held responsible to the people for wrongdoing. There was the real beginning of a free press as it ultimately was established in the first amendment of the Federal Constitution.

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.

"When the reported licensing of newspapers on one city of a Southern state was investigated by the Hoosier State Press Association, a publisher reported that this has been the rule in most cities of that state for many years. The license fee was merely increased 25 per cent recently. The publisher further stated that in view of the high cost that would accrue from a tax on gross receipts he is "very well satisfied with the present setup of a license tax."

"There is no such thing as a 'license tax.' A license is a 'legal permit' and no governmental official in the United States has the authority or the power to issue a legal permit for publishing of newspapers. A tax is a 'compulsory charge levied for support of the government. It is not a question of which would be less costly for the newspapers. The point is that no unit of government, in the United States may require a license for the privilege of publishing a newspaper.

"If a city council has the power to license the publishing of newspapers, it would have the power to revoke that license for any cause it saw fit and a free press would be as dead as it was prior to 1649. Whether a governmental unit has the power to levy a direct tax on advertising income is question which has not been answered definitely in the courts and will not be answered until it is settled that advertising ranks with news matter under the privilege of a free press.

"At any rate, the city fathers in one of these United States have turned back the pages of history to the middle of the seventeenth century in enacting a law which even a tightlaced English Parliament threw overboard. And the newspapers affected by that law, despite its unconstitutionality, complacently accepts it because it is the easier way out, or the lesser of two evils, or maybe because newspapers are not as interested any more in freedom of the press."

Some people create happiness whenever they go—others whenever.

First Newspaper Home Standing In Cynthiana

The following article concerns the building which housed the first newspaper in Cynthiana, The Guardian of Liberty. An illustration of this building appears on our front cover, this issue.

Scene: Harrison County Court House in 1806, the building which is now the home of Mr. and Mrs. Dave Rees.

Dramatis Personnae: Henry Clay, an attorney; Adam and Andrew House, on trial for murder; wife of Andrew House, a rather homely lady; the judge; other attorneys and officials of the court; courtroom spectators.

The action: Henry Clay, having made a brilliant speech in the case of the Commonwealth of Kentucky vs. Adam House and Andrew House, clears his throat and prepares to take his seat. Suddenly, the wife of Andrew House, overcome by Clay's oratory in defense of her husband, throws her arms around the lawyer's neck and plants a kiss upon his cheek.

Or we might drop the curtain on that scene and raise it again. The place is the same, the Rees house on Court Street, but this time the setting is that of a printing shop. An irate man has just walked into the shop to place a notice in the newspaper printed there—The Guardian of Liberty.

The year is 1818, and John Keenan has been publishing his newspaper, the first one in Cynthiana, since 1815. The man hands Keenan the following notice for publication.

CATCH THE VILLIAN !!!

The fourth of July last a Mr. Andrew Munio, at a land meeting, borrowed from the subscriber, a

DARK BROWN HORSE

about 15 hands high, a round star in his forehead branded with DS . . . The said meening was to return the horse the next morning, but it is ascertained that he has escaped to the state of Ohio, where he has been seen as Springfield . . . The said meening is very easily described, he is 5 feet, 8 or 10 inches high, he has a desperate scar on his left hand, he is counted very smart in the way of activity, running, wrestling, and jumping; he has been kept in confinement in this state of Kentucky for passing counterfeit money on the Bank of Cincinnati; from the appearance of said meening he would be taken to be 21 years of age. I will give ten dollars to any person that will deliver the horse and the man on the horse, I think it will be very well for every person to be cautious of him . . . This subscriber liv-

ing in Harrison County, near Cynthiana, Ky.

PHILLIP DAUBENSPECK

Whether the notice in the Guardian of Liberty caused the horse thief to be deprived of liberty, records do not say. We just thought that you might be interested in some of the things that went on in those days—especially in the oldest house now standing in Cynthiana.

This old house, which retains on the outside its Kentucky-log cabin style of architecture has been remodeled inside by Mr. and Mrs. Rees whose home it is. It was built in 1790 by Dr. James McPheters, an eminent physician from Rockbridge County, Va. Dr. McPheters died at the age of 34, and his wife and five children moved to Missouri.

Since then, the house has been used as a court house, a law office, a printing office, and perhaps a church.

In 1801, Henry Clay came to Cynthiana, produced his license to practice law, and was admitted as attorney in the Quarter Sessions Court of Harrison County. The Rees home was the court house then. As defense lawyer, Clay was the central figure in the trial for murder of the House brothers.

As a printing shop the house was the home of the famous Guthrie arithmetic. Some of the advertisements of other books printed there might be of interest:

"Dr. Meikle's Colitude Sweetened, a publication universally admired for the spirit of piety which it breathes, as well as for the elegance and perspicuity of the author's Language."

"The Dairyman's Daughter—"

"The Young Cottager—a very pathetic little history."

"Baxter's Call to the Ungoverned—well worth the perusal of all."

—Cynthiana Democrat

Publishers everywhere are realizing that increasing costs demand a proportionate increase in the selling price of single copies. Kentucky newspapers which recently have raised their single-copy rate include Prestonsburg Times, 7 cents, Mt. Sterling Advocate, 10 cents, and Paintsville Herald, 8 cents.

The Breckinridge Messenger published at Hardinsburg by Col. George Chancellor, celebrated its tenth year of publication recently. The tabloid has attracted national attention for its "Editorial Hi-Lights," outspoken opinions on local events.

Clarence R. Martin, Tompkinsville News, has joined the ranks of progressive editors and advanced his subscription rate to \$2.00.

Bailey New Director

Clay Wade Bailey, 42, who pounded the news beats at the State Capitol for 20 years, was appointed director of the Publicity Division in the State Conservation Department, May 28, Bailey resigned as manager of the United Press Bureau here to take the position. He succeeds George A. Joplin, Jr., Somerset Commonwealth. Bespectacted, short stocky, Bailey began his newspaper career in 1928 as a member of the Frankfort staff of The Courier Journal. Until 1938, when he left The Courier-Journal, Bailey was closely allied with the late J. Howard Henderson, editorial-news columnist for that paper.

Purely Personal

Lee Roberts, for more than 20 years on the Spokane (Wash.) Spokesman-Review and on the Portland (Ore.) Oregonian, has joined the staff of the Harrodsburg Herald, edited by D. M. Hutton. Roberts will divide his time between advertising designing, reporting and other office duties.

President Fred B. Wachs and Herndon J. Evans, Pineville Sun, were invited guests on the 1948 American Press Tour of the Travel & Publicity Department of the Province of Ontario Canada. They returned Monday, June 28, after a 1,400 mile tour of north-eastern Ontario.

The Lexington Leader and the Dawson Springs Progress were accorded honorable mention in recognition of public service in promotion fire safety during 1947 by the National Board of Fire Underwriters. The Press joins in extending congratulations for such recognition in public service.

If you have need on your staff for a smart girl reporter, or an advertising solicitor, or a combination position, please get in touch with your Central Office at once. The young lady has had good advertising sales experience.

Burton Johnson, Calloway, 74 years old, one-time editor of the Big Sandy News, died June 13 in the Louisa City Hospital after a long illness. He was a native of Peterstown, W. Va., an dwas a retired civil engineer. He once served as a reporter on the Associated Press.

The Press and Central Office has been informed that a new paper has been established at Stanton under the nameplate of the Powell County Herald, but we have not received a copy of the new paper. Hoover Stewart and James Crowe are the editor-publishers.

Journalism Department On Accredited Lists

University of Kentucky's Department of Journalism was cited in June by the American Council on Education for Journalism, in its official report on a recent inspection of departmental facilities, for the "valuable service" it is rendering Kentucky weekly newspapers.

Dr. M. M. White, dean of the U. K. College of Arts and Sciences in which the journalism department is located, reported receipt of a comprehensive report from the national accrediting body which pointed out that U.K. is one of 35 schools and departments in the country to be approved for the training of students in the profession.

The University also is the only school so accredited in Kentucky and only four others in the southeastern section of the country made the select list by having one or more of its sequences of study approved by the inspecting committee, Dr. White said.

"Kentucky has been an accredited school since 1931, when it was admitted to the American Association of Schools and Departments of Journalism, and this re-accreditation by the ACEJ represents the latest accreditation in the field of journalism in which the educational institutions are joined by the major newspaper professional organizations for recognizing those schools whose programs meet the highest standards for education in journalism," it was explained by Dr. L. Niel Plummer, head of the University Department of Journalism.

The ACEJ inspection committee, which visited U.K. last Dec. 5 and 6, was especially complimentary in its report of the University department's training of students for work on weekly newspapers. Of the community journalism sequence, the committee said "This sequence appears to be rendering a valuable service to Kentucky weekly newspapers." Only seven other schools in the country were approved in this phase of training.

Kentucky also was among 12 schools which the council recognized as having outstanding sequences in the field of advertising. Commenting on U.K.'s working arrangement between the department and the College of Commerce whereby students are enabled to specialize in advertising, the committee said that "there seems to be a sympathetic understanding of requirements for training for a career in newspaper advertising between Commerce and the Journalism Department."

The report also noted that U. K. was among 31 schools receiving approval of the general editorial sequence, thus placing the department in the upper part of the list of

institutions gaining full accreditation in at least three sequences of training. "Senior class students show a good understanding of the various problems of journalism and discuss them in a manner which is highly pleasing to working newspaper men," the committee concluded in its report.

Secretary-Manager Portmann was honored by his appointment on the Executive Committee of the Newspaper Advertising Service, representing the southern section. He attended his first board meeting in New York in June 15-18.

Kentucky publishers, who have home delivery service by carriers, have little to worry about in regard to House Bill No. 402 that was passed in the last regular session of the Legislature. An amendment was added to this bill in the Senate saying this bill does not apply to boys who deliver newspapers on regularly scheduled routes.

W. G. Collins Dies

W. G. Collins, 95 years old, retired publisher of the McLean County News, Calhoun, died May 21 after a long illness. He published the news for more than 26 years. Before coming to Calhoun he was connected with a newspaper at Sebree.

Before his retirement several years ago he took an active part in civic affairs, and helped obtain construction of good roads in McLean County and construction of James Bethel Gresham Bridge over Green River between Calhoun and Rumsey.

On three different occasions Collins' newspaper plant at Calhoun was destroyed by fire, but each time he resumed publication. He sold the papers several years ago.

Mr. Collins is survived by one son, Grover, Lexington, a grandson, Paul Chisholm of Louisville, and one brother, Edd Collins, of Madisonville. His wife died before he came to Calhoun.



After three years

"Have had no repair expense, maintenance costs have been low, and the machine looks and runs like new. Have not replaced a single matrix and still have full complement of matrices and spacebands, none of which even require repairing. We attribute half our success in the past three years to this machine."

That's Linotype Dependability.

LINOTYPE • BROOKLYN 5 • NEW YORK

LINOTYPE

Introduct

A rece...
used by...
duce men...
an effort...
paper an...
munity.

The fr...
cut of "E...
with Bill...
On anothe...
building...
a two-col...
the forms...
38 years...
editor Sag...
out an ed...
ing the...
Bailey at...
vited to v...
necessary...
The Me...
tive for it...
a good d...
dents will...
ner of th...
or her co...
by the pu...

James T...
the Ashlan...
ed by his...
regents fo...
College by...

The Lar...
a new cor...
who will c...
rard count...

Thomas...
the Herald...
cluded a...
Internatio...
tion meeti...

Grady B...
Journal sta...
Fellow by...
ed as pho...
and is now...
Courier.

Henry H...
Lexington...
ed a fellow...
Conference...
mont, Aug...
are made...
older writ...
rie Jr., for...
Leader, now...
member of...
conference.

Introduces Staff

A recent issue of the Carlisle Mercury was used by Warren Fisher, publisher, to introduce members of his staff to his readers in an effort to arouse more interest in the newspaper and its position of service to the community.

The front page carried a three-column cut of "Rachel," the paper's printing press, with Bill Woodall, the operator, at his post. On another page was an illustration of the building in which the Mercury is published; a two-column cut showing Fisher making up the forms; a cut of Nellie Crump, veteran of 38 years, setting up a local ad; a picture of editor Sag Kash at his typewriter pounding out an editorial, and a two-column cut showing the typesetting machine with Nellie Bailey at the keyboard. Readers were invited to visit the office and see the operations necessary to produce a newspaper.

The Mercury has also added a new incentive for its correspondents that has attracted a good deal of interest. Sixteen correspondents will compete each month and the winner of the most interesting letter from his or her community will be awarded a prize by the publisher.

James T. Norris, newspaper executive on the Ashland Daily Independent, was honored by his appointment on the board of regents for the Morehead State Teachers College by Gov. Earle Clements.

The Lancaster Central Record has added a new correspondent, Mrs. J. C. Broadus, who will cover the Hackley section of Garrard county.

Thomas L. Adams, circulation director of the Herald and Leader, Lexington, has concluded a four-day training course at the International Circulation Managers' Association meeting in St. Paul, Minnesota.

Grady E. Clay, Jr., Louisville Courier Journal staff, has been selected as a Nieman Fellow by Harvard University. He has served as photographic editor, daily reporter, and is now Sunday feature writer on the Courier.

Henry Hornsby, veteran reporter on the Lexington Herald-Leader, has been awarded a fellowship to the Bread Loaf Writers Conference at Middlebury College in Vermont, August 18-September 1. The awards are made competitively to young writers, older writers or teachers. A. B. (Bud) Guthrie Jr., former managing editor of the Leader, now an author of note, will be a member of the instructional staff of the conference.

Interesting Comparisons Found In Latest Survey

Advertising leads as the weekly newspaper's principal source of income while revenues derived from circulation have fallen off according to the Third Annual Weekly Cost Study, conducted by the Pennsylvania Newspaper Publishers Association, under the direction of Theodore A. Serrill, associate manager.

Records of 37 weekly newspaper publishers were available for the survey. The statistics compiled were gleaned from questionnaires filed out by members of the New Jersey Press Association, New York Press Association, Ohio Newspaper Association, and PNPA.

Highlight of the survey emphasizes a trend that was noticeable in the 1946 survey, namely, the growing dependence of the weekly newspapers, both large and small, upon advertising revenue with less dependence upon circulation income and receipts from job shops or miscellaneous sources.

During the expanding market conditions of last year, advertising provided an average of 58.5% of revenue for the 27 reporting newspapers under 3,000 circulation. Advertising yielded an average of 68.7% of the total revenue for 10 weeklies over 3,000 circulation. This was approximately 8% more of the total revenue than in the previous year. Compared with 1945 advertising revenue is even greater in its growth.

The PNPA cost report notes:

"Because a number of the weekly newspapers participating in this survey were still selling at or below \$2 per year when the figures were compiled for 1947 the revenue from circulation averaged only 12.6% of the total for smaller weeklies and 14.5% for larger weeklies. This was a decline of 1.0% or more in total revenue over the previous year.

"While job-shop revenue, in dollars and cents volume, apparently exceeded that of 1946 considerably, this type of revenue fell apparent that the larger weeklies and those publishers with more than one weekly in the same plant are becoming less dependent upon commercial printing to balance their mechanical operation. It may be that weeklies do not emphasize their job shop work as much in good times as they do in normal times or in economic recessions.

"Yet, only one plant has entirely dispensed with its job shop, the survey shows.

"To return to the circulation statistics, it was evident that weekly newspaper publishers have not kept pace with their sister daily publishers in increasing circulation prices. In no instance has circulation provided more than one-fourth of the total revenue

New Richmond Editor

Randall Fields assumed the position as city editor of the Richmond Daily Register on June 7. He succeeds Glenn W. Million, who has held the position since September, 1946, and will also act as Richmond news correspondent for the Lexington Herald.

Fields was graduated from the University of Kentucky in June. He is a veteran of World War II. Million will attend Eastern State College this summer and will resume work at the University of Kentucky this fall.

Former Editor Dies

Clay G. Lemon, 68, former Mayfield and Smithland newspaperman died at his home in Chicago recently. He was a son of the late J. R. Lemon, a co-founder of The Mayfield Messenger, and was city editor of The Messenger for 20 years. He was a staff member of Chicago newspapers for many years after leaving Mayfield. Lemon operated a newspaper in Smithland, Kentucky, for several years before coming to Mayfield. He was born at Benton, Kentucky.

Russell E. Scofield, advertising manager, Lexington Herald-Leader, will take part in an advertising panel during the Newspaper Advertising Clinic of the Southern Newspaper Publishers Association at Birmingham, Alabama, on July 13. Mr. Scofield's topic assigned is "Salesman's Participation In Staff Meetings."

Editor Frank Bell, Trimble Democrat, Bedford, has adopted the result-bringing idea of using a printed yellow wrapper on the last two issues that go to the subscribers whose time is about to expire. He reports that the results has more than compensated him for the time and labor involved, and passes the idea on to his fellow publishers.

A suit for \$10,000 damages from the Courier-Journal and Times, brought by Mrs. Nannie R. Jackson, was dismissed June 14 without prejudice by the judge of the Circuit Court at the request of her attorney. The suit charged that Mrs. Jackson suffered damage to her reputation as a result of a newspaper article which erroneously reported her marriage date. Her husband, Robert E. Jackson, was shot fatally by two men in his cafe on November 22, 1945.

which these 37 weeklies enjoyed. Other statistics available in the newspaper field show that small city dailies are getting a greater overall proportion of their revenue from circulation, particularly those obtaining 5c daily and 30c weekly for their product.

To Build New Plant

Herb A. Ward, owner and publisher of The Allen County News, said construction was started June 11 on a new plant for the paper at Maple and First St. The building will cost \$25,000 and will be two stories. The top floor will contain six apartments. Ward said new machinery will be bought for the plant, including a press. The News started publishing here in 1935.

Earle W. Kinner, publisher of the Licking Valley Courier, West Liberty, and the Elliott County Times, Sandy Hook is a patient at the Woodland Sanatorium, Louisville. He would be happy to see his editor friends whenever in Louisville.

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

Extra Profits

FOR YOU, MR. PRINTER
Send Us Your Orders
for
ADMISSION TICKETS
COUPON BOOKS
LICENSE STICKERS
SCALE TICKETS
NUMBERED FORMS
WELDON, WILLIAMS & LICK
Specialists in Numbered Printing
FORT SMITH, ARK.

Handling Photos

"A local bride-elect brought in a picture for publication. On the back was stamped 'Made and copyrighted by Blank Studios, 130 W. 10th St., Blankville, N. C.' along with a note by the photographer that the credit line 'must be published if picture is reproduced.' Would we be liable for violating the copyright law if we published the picture without giving the photographer credit?"

The answer to this is given indirectly in the statement of rules on use of photographs.

It is quite likely that the photographer is guilty of misrepresenting in his claim that the photo is copyrighted inasmuch as the general rule is that a negative and its positive are the property of the subject. We question whether the photographer could obtain a copyright on the picture, since a photo is not new, original or novel. Under the legal rule it would seem that only the bride-elect could have the photo copyrighted. Since she paid for the photo and it was her property, it must be concluded that credit to the photographer is not necessary even if he has the delusion that he can agree to or prohibit its publication. Ask him to show his certificate of registration, Copyright Form B5, or copy of Application Form J.

The reason for the photographer's demand is obvious. Photographers are usually poor advertisers and a credit line is getting something for nothing. Ordinarily, newspapers have adopted the rule of giving credit to photographers only when the latter furnish the photo without charge either to the paper or the subject of the photo and after the latter has consented to its use.

—SNPA Bulletin

For Sale: Chandler & Price 30-inch hand lever paper cutter, serial number T108, in good condition and ready for sale at \$250, can be procured from Editor Clarence Martin, Tompkinsville News.

ABC is advertising insurance.

Virginia Press Ruling

Attorney General J. Lindsay Almond, Jr., held that he has no authority to investigate Richmond Newspapers, Inc., in accordance with the "Swanson resolution" of the House of Delegates. Almond's ruling killed all possible proceedings under the resolution, which followed editorial criticism of some of the legislators for adoption of a \$300-a-member bonus in the House of Delegates and for their action on other measures.

Build goodwill with editorials.

The daughter has convinced me that it's much harder to get babies to go to sleep after they're sixteen years of age.

C. W. Hune is acting as editor of the McCreary County Record. Stearns, during the absence of Mrs. Mary Henderson Powell.

"How Readership Studies Affect News, Features and Advertising in Newspapers," is the subject for the 1948 monograph contest announced by the American Newspaper annual competition. It is open to students with only holders of MA degrees ineligible. An award of \$500 and a gold medal go to the writer of the best 2,500 word, or less article.

The Press joins in congratulations to Miss Juliet L. Galloway, city-hall reporter for the Lexington Herald, who was recently awarded first prize in a nation-wide news story contest conducted among members of the National Federation of Press Women. The winning story, headlined "Civil Service Ordinance Balks Patronage Plans," was published March 17. The Federation, of which Miss Galloway is a member-at-large from Kentucky, is an organization of press women devoted to promotion of ideals in journalism, exchange of ideas, and cordination of editorial opinions on matters of national interest to women.

A 44 page library of matted farm advertising illustrations covering virtually every newspaper advertising requirement in this classification, has been made available by Metro Associated Services, Inc., 80 Madison Ave., New York, it is announced by William Schak, General Manager. The new library, compiled from Metro's vast and varied collection of original farm advertising illustrations, counts among its many features a special collection of livestock illustrations.

Included in the special service is coverage of farm clothes as well as implements, stoves events and many completely prepared ads as well as feed and seed, headings for special events and many completely prepared ads. Proofs will be mailed on request.

FOUR BENEFITS FOR YOU —

- 1—FAST
- 2—COMPLETE
- 3—ACCURATE
- 4—REVISED

In short, "SPEED without error," pretty well states the case for the FRANKLIN PRINTING CATALOGUE. And that's the kind of VALUING service every printer needs in this ear of getting things done . . . fast! Give this service a trial now before you struggle any further without this indispensable aid.



PORTE PUBLISHING COMPANY
P. O. BOX 143 SALT LAKE CITY 5, UTAH

Progressive Members Of The Kentucky Press Association

Today we boast of 100% membership; 100% strong and united.

Weeklies

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

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

Whitesburg, Mountain Eagle
 Wickliffe, Advance-Yeoman
 Williamsburg, Whitley Republican
 Williamstown, Grant County News

Dailies

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

Collegiate Section

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

Farm Papers

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

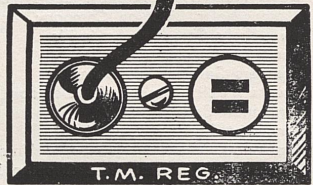
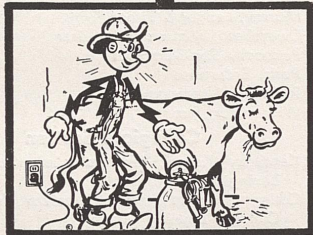
Associate Members

Louisville Automobile Club
 Louisville Paper Company
 Miller Paper Company, Louisville
 Davis Advertising Agency, Louisville
 Mergenthaler Linotype Company, Louisville
 Bush-Krebs Company, Louisville
 Farson and Huff, Louisville
 Breeders Gazette, Louisville.
 Southern Bell Telephone & Telegraph, Louisville
 Cincinnati Station WLV
 Cincinnati Imperial Type Metal
 Cincinnati, Western Newspaper Union
 Indianapolis, Central Press Clipping Service
 Frankfort, Kentucky Pharmacist
 Paducah, Kentucky Jaycee
 Atlanta, Ga., The War Cry, Salvation Army

Sustaining Members

U. S. Brewers Foundation, Louisville
 Kentucky Chamber of Commerce, Louisville
 Highway Traffic Magazine, Louisville

I "WIRED"
FOR HELP!



Like the feller said, I've only got two hands, and there are just 24 hours in a day. So when I found it was almost impossible to get extra help, I "wired" for Reddy Kilowatt.

Now Reddy pumps water, grinds feed, milks, dries hay, sharpens tools, and operates my chick and pig brooders. And brother, he certainly has taken a load off my back. I produce more, too. One thing sure --- electricity on the farm doesn't cost; it PAYS.

How about you mister? Short of help and overworked? Take a tip from me. WIRE FOR HELP!

KENTUCKY UTILITIES CO.

Working for a Better Kentucky Through Better Agriculture

VOLU
NUME

Public
Room
Univer
Lexing