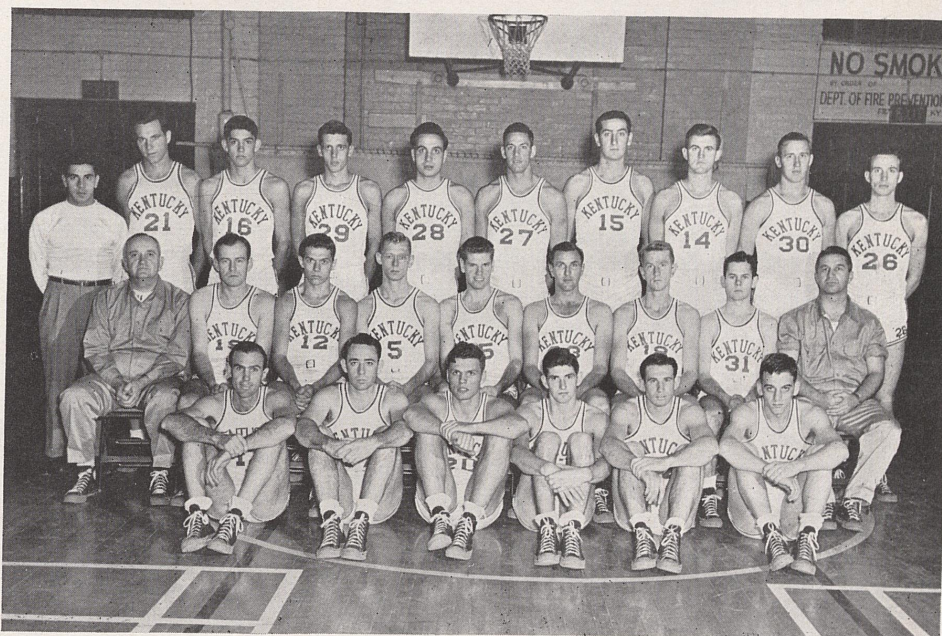


The Kentucky Press

July, 1948

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



UK Champion Collegiate Basketball Squad Playing In The Olympic Games.

•
VOLUME NINETEEN
NUMBER NINE
•

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.

Survey Conducted By Eastern Newspapers

You will be interested in the following survey on New York State weekly newspapers. The survey was conducted by the Rochester Institute of Technology with the assistance of Tom Barnhart of the University of Minnesota.

Average circulation, entire list, is 83.5% of the population of the town in which the newspaper is published.

Newspapers have been in one family for two generations or more have greater per capita circulation than those which have changed hands.

County seats seem to have no special circulation advantage.

Circulations from 300 to 1,500 have two or three employees, usually one part-time. Circulations 1,500 to 2,500 have four or five employees, some part-time, some apprentices. Circulations above 2,500 have eight or more employees.

70% publish eight pages. All that print less than eight pages have less than 1,000 circulation. Regular 12-page newspapers generally have more than 2,750 circulation.

About 13% use readyprint, all of them under 1,500 circulation. About 40% use plate matter, generally under 1,700 circulation.

The newspaper itself is the principal source of income in 46% of the plants, commercial printing in 37%; 17% did not indicate. One weekly newspaper in 60 was found without a job shop.

70% subscribe to advertising mat services and get an average of 8.5% more advertising than non-subscribers. 72% submit layouts regularly, 18% occasionally, 10% never.

Most common advertising display faces are Cheltenham, Caslon, Bodoni, Franklin Gothic, Copperplate, Stymie, Garamound, Goudy, Century.

Half of the weekly newspapers print on Babcock press, about 10% each on Whitlock, Campbell, and Duplex; other presses in use are Cranston, Scott, Miehle, Premier, Cottrell, Goss Cox, Goss Comet, and Hoe.

Fifteen different sizes of newsprint are bought. 15% use 32x44, 13% use 35x44. Other sizes range from 21½x36 and 22x30 up to 48x64 inches.

Half of the plants put dryer in their news ink, a third use varnish, 15% use wax.

Not one of the plants surveyed has photoengraving equipment. 65% of the newspapers run local pictures frequently.

Leading ten items in commercial printing volume are letterheads, tickets, programs, postal cards, billheads, envelopes, handbills, business cards, folders, pamphlets.

Most common commercial type faces are

Copperplate Gothic, Cheltenham, Old English, Wedding Text, Gothic, Bodoni, Garamond, Century, Goudy, Brush, Park Avenue, Stymie.

Miehle is the most popular job cylinder press, then Kelly, Babcock, Little Giant, Whitlock, Campbell, Cottrell, Cranston, Huber, Lee.

64% of the platen press are Chandler & Price, with 12x12 the most popular size, 10x15 second, 8x12 third. Next in popularity are Golding, Gordon, Universal, Kluge, Peerless, Miller, Colt Armory, Pearl, Jones, Favorite, Prouty, Star.

30-inch cutters are in the majority, smallest is 22½ inch, largest 50-inch.

Casting facilities range from 2-column 8-inch to 8-column 21-inch, with 25% having 5-column 18-inch boxes.

Ludlows were found in 6% of the plants, only one had an Elrod.

Half of the editors interviewed can op-

erate, 65% can do general floor work.

In about 70% of the plants one or more employees do the press repairing and adjusting. In 75% of the plants employees maintain the linocasting machines.

Publishers Auxiliary and Graphic Arts Monthly are the most generally read trade magazines. 7% get none, 7% get one, 50% either two or three, the rest get more up to seven.

Bernie S. Redmon, district sales manager for the Courier-Journal and the Louisville Times, died early this month at Kentucky Baptist Hospital. Redmon, 46, had been ill 10 days, and was connected with the newspapers 19 years. He formerly operated a grocery in Perryville, Kentucky. He was a graduate of the Jefferson School of Law in 1935 and a member of the Kentucky Bar Association and Preston Lodge of Masons.

Financial Report—Weekly Newspapers
Pennsylvania, New York, Ohio and New Jersey

	1947		
	27 Weeklies Under 3,000 Average %	10 Weeklies Over 3,000 Average %	37 Weeklies Range in %
Income			
From Advertising	58.5	68.7	40.0-86.8
From Circulation	12.6	14.5	4.0-24.5
From Jib Shop	27.3	14.9	0-61.0
From Miscellaneous	1.6	1.9	
Grand Total Income	100.0	100.0	
Expenditures			
Wages, Salaries and Commissions	58.1	61.6	43.0-86.0
Editorial, Advertising, Business, Clerical	12.8	18.0	0-42.4
Mechanical Department	32.7	34.7	10.0-67.7
Administrative-Executive (salary to publisher)	13.4	10.1	0-43.0
Payroll Taxes	1.2	.7	0-3.0
Business Taxes (Does not include income tax)	1.6	.6	0-5.5
Newsprint	4.8	8.1	.5-12.1
Inks, Mats, Engraving, Photos, etc.	2.4	2.8	0-10.0
Job-Shop Papers, Rollers and Office Supplies	9.4	6.1	4.3-19.5
Power and Light, Heat, Gas and Water	2.4	1.9	.7-4.5
Freight, Postage, Mailing, Delivery and Messenger Service	1.7	2.4	0-4.5
Telephone and Travel	2.1	2.4	.5-5.0
Rent and Repairs	4.7	3.0	.4-12.5
Depreciation (Equipment and building, if owned by publisher)	4.0	3.0	0-15.0
Interest and Insurance	2.7	1.5	.1-6.0
Grand Total Expense	100.0	100.0	
Net Profit Before Income Taxes	13.7	17.8	Minus .01-43.0
Capital Expenditures (Equipment, type, vehicles, buildings)	5.1	3.3	0-25.0
.....	av.	av.	range
Circulation	1,809	4,997	825-11,687

Central Newspapers Plan Square Dance Contest

Anticipating a worthwhile contribution to be added to the growing Kentucky Press Crippled Children's Fund, under leadership of President Thomas L. Adams and Edwards Templin, promotion, promotion manager of the Lexington Herald-Leader, plans were laid for a celebration at Joyland Park, August 22.

The Herald-Leader was host at a luncheon, July 27, to newspaper men in Central Kentucky area, when plans were discussed for participation of newspapers in the area in the program. Representatives from Winchester, Paris, Berea, Danville, Harrodsburg, and Mt. Sterling aided in outlining the program. Other editors in the area have pledged their active support.

With the cooperation of Garvice Kincaid, manager of Joyland Park, part of the profits of the park-owned concessions, including the swimming pool and rides, will go to the Fund, as a percentage from the three Renfro Valley programs.

It was unanimously decided that a square dance contest would be held in the Casino for "championship of Central Kentucky," in the evening. Participants in the contests will be selected from each community at preliminary contests under the sponsorship of the local newspaper. It was suggested that the local editor should procure the assistance of a service club in staging their own contest. All the admission charged to the dance contest will go to the Fund.

As interest in square dancing has been revived in most of the Central Kentucky counties, it is hoped that the public will be stimulated by the contest and that the local preliminaries will in turn create added interest. The general committee anticipates that the "championship" contest will attract a large number of entries. It was further suggested that each community send a "set" of four couples to the final contest.

It was suggested that a similar contest should be held in Western Kentucky and the state-wide champion dancers to be selected at the mid-winter meeting. The Louisville Courier-Journal and Times will sponsor a dance contest in the Louisville area.

Prizes donated by merchants from the towns of the sponsoring newspapers will be awarded to visitors at the park on this KPA day.

Purpose of the fund, most of which will be added to a fund to provide isolation wards for smaller towns which cannot be afforded by the state crippled children's commission. The publishers present, and others who

C-J Gives Preview Of New Building

The first preview of the new building of the Courier-Journal and the Louisville Times and Radio Station WHAS was July 9, when a group of public officials, newspaper and trade paper executives and construction officials were taken on a tour of the plant. This was preceded by a luncheon at the Brown Hotel and followed by a dinner at the River Valley Club.

Executives of the newspapers and radio station and the department heads served as hosts escorting the guests through the building which has been pronounced the last word in newspaper plants. It is expected that the home will be ready for use by early fall.

Among those who were guests of the C-J and Times officials were E. D. Canham, president of the American Society of Newspaper Editors and managing editor of the Christian Science Monitor; Franklin Schurz, South Bend Tribune and president of Inland Press Association; Walter Johnson, secretary, Southern Newspaper Publishers Association; Louis Lyons, curator, Nieman Foundation; John Hoagland, manager, The Christian Science Monitor; Jack Bisco, Vice-President, United Press; John Schon, United Press; W. J. Heiser of Lockwood-Greene, architects and engineers; Murray Nicol, Struck Construction Co.; Joseph Kolbrook, architect; F. F. Shoettler, Struck Construction Co.; Pat Reardon, secretary, Building Trades Council; Edward Weyler, secretary-treasurer, Kentucky Federation of Labor; Henry William Marks, advertising director, Printers' Ink; G. D. Crain, publisher, Advertising Age; S. R. Bernstein, editor, Advertising Age; J. F. Weintz, vice-president, Tide.

Gorin Leases Record-Herald

Jameson D. Gorin leased the Greensburg Record-Herald the first part of the month from Egbert V. Taylor. Gorin has been manager of the paper for the past fifteen years, and, in taking over the paper, stated that the Record-Herald, with the co-operation of the citizens and business firms of the community, will continue to serve the best interest of Green county. Mr. Taylor, who published this paper for the past 20 years, will devote his time to other interests.

ABC is advertising insurance.

pledged cooperation, have an opportunity to augment the growing fund for this worthwhile purpose.

NEA Fall Conference Meets In November

The 10th Annual Fall meeting of the National Editorial Association will be held at the Edgewater Beach Hotel, Chicago, Nov. 19-21. The program now being arranged by Orrin R. Taylor, President, will be of interest and value to publishers of all non-metropolitan newspapers, both small daily and weekly as well as suburban.

Over 350 persons from 38 states enjoyed the meeting last year.

General sessions will include discussion of the NEA program as well as that of the Weekly Newspaper Bureau and Newspaper Advertising Service.

Registration will be the morning of Nov. 19 followed by a luncheon and afternoon business meetings. These sessions will be continued Saturday morning and afternoon. The closing session will follow breakfast Sunday morning.

Prior to the general sessions on Friday, the NEA board of directors will meet on Wednesday, Nov. 17. The board of Newspaper Advertising Service meets Nov. 18. Also meeting in all-day sessions on the 18th will be the suburban and Daily Divisions of NEA.

Reservations and inquiries should be directed to Don Eck, NEA National headquarters, 222 N. Michigan Ave., Chicago 1, Ill.

Publish This Warning!

This warning should be published in your paper for the benefit of your business men: Word has reached this office that phoney service men for electrical appliances have appeared several places. They enter a business house and "inspect" the appliances, creating the impression that they represent the appliance companies and come to inspect the machinery as a part of the service. As you expect it, the imposters find that the equipment needs servicing, afterwards an exorbitant bill is rendered. Watch out for these imposters.

Boys under 16 cannot get permits to learn to operate slug-casting machines. Assistant Attorney General Guy L. Dickinson advised Bobby Johnson, Richmond. Johnson wrote he is 15, a junior in high school, and in addition to being a newspaper carrier, wanted to learn to operate the Linotype this summer.

We'd all have more bookcases for our books if bookcases were as easy to borrow as books.

A Good Place To Work Is A Good Place To Trade



The effectiveness of any business organization is dependent on the enthusiasm with which employees approach their jobs.

Men and women work harder and more cheerfully when they know their employer is giving them good wages, hours and working conditions.

For more than 80 years it has been the policy of A & P to try to give the best wages and the shortest working hours possible.

A & P pioneered the 5-day week in the grocery business.

Our average weekly wage for all employees is the highest in our history and is well above those generally prevailing in food retailing.

Our constant effort is to train our employees to enable them to take better jobs; and the company's policy is to pay its employees as much as possible instead of as little as possible.

A business that treats its employees well treats its customers well.

The A & P is a good place to work.

A good place to work is a good place to trade.



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 Nine

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

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NATIONAL EDITORIAL
1948 ASSOCIATION
Active Member

Second Monograph Published

The second of 12 monographs designed to explore the natural potentialities and resource developments of the South has been released by the Southern Association of Science and Industry.

The latest pamphlet is entitled "Southern Resources for Industrial Development." It deals with the full processing of the raw materials of the South. It was written by Harriet L. Herring, research associate of the Institute for Research in Social Science of the University of North Carolina.

Because of its intricate division of labor and its increasingly scientific basis, manufacturing industry offers more varied opportunities for talent and specialized skill, the pamphlet asserts.

"Therefore," it adds, "every wide-awake region and community, like every modern nation, is striving to combine processing with its production of raw materials."

To establish and carry on successfully

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.

many types of manufacturing, the South must have more research, the monograph declares. The South, it warns, has been far behind in the appreciation of the possibilities and the application of research findings, and it cannot afford to wait on either governmental or outside company programs to do all that is needed.

The monograph says the South may find in its cotton another great raw-material source. It cites laboratory experiments in using the whole cotton plant for the production of pulp.

"If this proves to be a feasible operation the implications to the South will be enormous," the report declares. "The region can retain its cotton growing in a modified form, with no hand-picking or chopping, as a part of its crop-rotation system.

"It can use its cleared land for the production of cellulose—for which there seems to be no end of demand—instead of for fiber which is declining in use. It will still have as a by-product of the new process the valuable oil which supplies so important a part of the national need for fats and oils."

National Newspaper Week Observance Is Announced

"Your Right to Know Is the Key to All Your Liberties."

This is the slogan for the 1948 observance of National Newspaper Week. Announcement of the selection was made by Carl A. Zielke, manager of the Wisconsin Press Association, chairman of the 1948 National Newspaper Week Committee.

National Newspaper Week will be observed Oct. 1-8, following the date precedent established nine years ago when the first observance was sponsored by the Newspaper Association Managers.

The NAM planning committee headed by Zielke includes Cranston Williams, ANPA; William F. Canfield, Inland Daily Press Association; Ralph W. Keller, Minnesota Editorial Association, Ruel Barlow, Illinois

Press Association; Stanford Smith, Georgia Press Association, and Din Alcorn, Montana Press Association.

Plans for the special observance of National Newspaper Day, Oct. 2, are being made by the ICMA-ANPA Newspaperboy Committee, headed by Howard W. Stodghill, Philadelphia (Pa.) Bulletin.

"The theme of National Newspaper Week this year will center about the simple yet tough-provoking subject of "How to Read a Newspaper", Zielke said. "The 1948 committee believes that this year's campaign should concern itself again with the promotion of the basic fundamentals of newspapers."

Rather than answer the charges of newspaper critics directly, the committee suggests that much more can be accomplished by an objective campaign to inform the public as to the functions and responsibilities of newspapers and as the many difficulties, both routine and unusual, which newspapers must regularly overcome in performing their functions and meeting their responsibilities.

"It is the hope of the committee", Zielke added, "that all newspapers will cooperate to the end that the reading public will have a better appreciation of newspapers by knowing more about them."

During National Newspaper Week this year publishers will be asked to apply the cub-reporter rule of who, what, when, why, and how to their own newspapers. If newspaper publishers can answer these questions satisfactorily to the reading public, their public relations problems will be largely solved, the committee believes.

This year's slogan is the theme of a series of newspaper promotion advertisements written by a committee of the National Newspaper Promotion Association for members of the Inland Daily Press Association.

A ton of coal isn't much if you're buying it, but it sure is a pile if you're shoveling. Alcohol will preserve anything but health, happiness, and secrets.

YOUR LINOTYPE

By

Leroy Brewington, Supervisor
Department of Printing
Kansas State Teachers College

MOTOR PINION

Q—How do you renew fiber driving pinion and what is the proper size? Also what makes the fiber pinion grind or howl at times?

A.—The procedure for putting on a new fiber pinion on Linotype motors located over the drive wheel is as follows:

1. Remove clutch arm.
2. Remove drive wheel guards attached to motor.
3. Remove end cap over motor starting switch if single phase motor.
4. Disconnect the two starting switch wires. Loosen wire bracket under extension bell of motor and pull starting wires clear of starter.
5. Loosen the two large top bolts that hold motor to machine frame; also the two side lower bolts.
6. Raise motor high enough to slip off drive wheel.
7. Take out the four screws in left side of motor and remove the end bell of motor.
8. Remove rotor of motor and take to workbench.
9. Ascertain if there is a pin thru pinion or shaft collars on each side to keep it from slipping sidewise. Remove pin or collars and drive off pinion. In driving off pinion be careful not to spring rotor shaft. Do not use a cold chisel to cut off pinion.
10. If pinion is to be pinned on again, mark alignment of hole in shaft with pinion positioned in line with key. Graphite the shaft before starting pinion on. If you do not care to use pin through pinion an inside collar will suffice. Cut a piece off a gas pipe ½-inch long and slip in the shaft first. The pinion has a tendency to work in instead of out. No set screw will be necessary in this gas pipe. The advantage of putting the pin thru the pinion is that when the key slot becomes worn it will counteract the play of the pinion on the shaft.
11. Before replacing armature take a small amount of hard oil and with index finger push the oil ring up in the right hand bearing of the motor. This will prevent damaging. Replace armature. Put on end bell of motor being careful to hold up oil ring. See that starting switch wires are not caught between end bell of motor. Replace driving wheel.
12. Test for height of motor. Take three thicknesses of ordinary newsprint and run between drive wheel and fiber pinion. This

should be correct height for motor. Tighten top bolts in motor first. Run paper thru again. The paper should not be cut too badly from the test. Turn power on and see if pinion runs quietly. Tighten lower bolts. If this produces a grinding noise loosen lower bolts and shim with paper until motor runs quiet. Never oil the driving gear as this will collect dirt and cut the pinion sooner.

13. For linotype motors. 21-tooth fiber pinions will give the proper speed.

Q.—What causes driving belt to slip off when motor is turned on or when distributor stops?

A.—Loosen belt. The belt may appear tight but it is not. Tighten at once as a loose belt will cause uneven power and may cause trouble in the assembling of mats.

**Lottery Feud Won
By Miss Harrell**

A new Kentucky feud, this time involving a newspaper and a postmaster, has been settled temporarily in favor of the newspaper by the simple expedient of sending a telegram to Washington.

It all begun several months ago when the Post Office Department instructed local postmasters to give more attention to newspaper violation of lottery regulations. The repercussion was great in Williamstown where the only newspaper, the *Grant County News*, found it necessary to turn down much advertising at the insistence of the postmaster who followed a strict interpretation of the lottery regulations.

Miss Edythe G. Harrell, publisher of the Williamstown weekly, complied with the postmaster's request until recently. The newspaper's counter-measure came when, after a request of the Grant County Motor Company to insert a large advertisement announcing cash prizes for visitors at the showing of new car models, the following telegram was sent to the Third Assistant Postmaster General in Washington.

"Advise immediately if following paid advertisement may be inserted in this newspaper without violating postal laws. Williamstown postmaster advises he is not permitted to rule. Please note in ad that there IS NO CONSIDERATION. Reply immediately.

"On Friday, June 18th, Saturday, June 19th, and Sunday, June 20th, we are unveiling the New '49 Ford car. It's the one and only new car in its field. It's a complete break with the past and it's by all odds the finest Ford we've ever had in our showrooms. We're anxious to have you come in on one of the dates shown above and see for yourself, why this outstanding new car has defi-

nitely won the title "Car of the Year." We're offering \$50 in cash and other prizes on this our day of days to all who come in to see this great car. You don't have to buy anything to win a prize. We'll be looking for you. Come in and help us make this the biggest day Grant County Motor Company has ever had. We're terrifically enthusiastic about this new car, you'll be too when you see it. Grant County Motor Company, Your Ford Dealer, Phones 304-305, Williamstown, Kentucky."

Edythe G. Harrell

Publisher Grant County News."

A few hours later, Miss Harrell received the answer:

"Urtel today advertisement quoted acceptable under postal lottery laws if no purchase or other consideration required to be furnished.

Frank J. Delaney, Solicitor."

The ad appeared in the June 18th issue on schedule.

After the beautiful feud had apparently ended, Miss Harrell considered the eight dollars "campaign expense" in sending the telegram well-spent.

The Weekly (Wis.) Deerfield Independent came out on schedule but there were only six lines of type on page 1.

Editor Harlen Everson used the lines to explain:

"There have been times in the past when our patience has been sorely tried, but nothing like this. After making up the front page with much care, we had difficulty with the press and that page was completely smashed. Some days you just can't lay up a dime. All the news will appear next week, or we will blow up the printing office—period."

Times Roman is a new type face, which, according to announcement by the Linotype Company, is now available and is suitable for newspaper, periodical, book and other kinds of printing.

Linotype has the Times Roman series available in combination with a companion bold face in six useful sizes: 5½, 7, 8, 9, 10 and 11 point, with other sizes to follow. Also ready now are the Italic and Small Cap series in 7-, 8-, 9-, 10- and 11-point sizes, with others in process.

Mrs. Gay Whaley Wood, assistant editor of the defunct Mt. Sterling Gazette, died July 4 at Paris after a two-year illness. Her late husband, Huffman Wood, formerly edited the paper. Surviving are two sisters.

"You-All" Are Concerned With This Explanation

YOU-ALL

Come all of you from other parts,
Both city folks and rural,
And listen while I tell you this:
The word "You-all" is plural.
When we say "You-all" come down
Or "We-all" shall be lonely;
We mean a dozen folks, perhaps,
And not one person only.
If I should say to Hiram Jones
For instance, "You-all's" lazy
Or, "Will you-all lend me your knife?"
He'd think that I was crazy.
Now if you'd be more sociable
And with us more often mingle,
You'd find that in the native tongue
You-all is never single.
Don't think I mean to criticize,
Or act as if I know all;
But when we speak of one alone,
We-all say "You" like you-all.
There are many other expressions be-
sides "you all" that people outside the South
do not understand.

The mountain speech, for instance, looks
cruder in print than when said by the
mountaineers, but Alberta Hannum in
"The Great Smokies" explains where the
mountain people got their queer expres-
sions.

They use "hit" for "it," and "hit" is the
old Anglo-Saxon neuter of "he." And "ary"
and "nary" are, as Mrs. Hannum says, mere-
ly convenient contractions from the classi-
cal "e'er a" and "ne'er a."

The mountaineers live in a symphony of
beautiful scenes and they make their talk as
musical as possible.

If a verb feels better to them as a noun,
says Mrs. Hannum, that's the way they use
it.

"You can git one more gittin' of wood
out of that pile; I did'n't hyear no give-out
about hit; listen, all you settin' rounders;"

And they use adjectives freely, also:

"Hit grumbled the old woman, some; he
was biggin' and biggin' the story; he went
lick-splittin' hit down the road; much (make
much over) that dog and see won't he come;
toe-teeterin' in; I didn't do nary a thing to
contrary her; hit benasties a man's mind."

And verbs flow into adjectives: "The
travelin'est hosses; the talkin'est woman;
the workin'est man; the nothin'doin'dest
child; she war just a little setalong child;
Jim's the disablest one of his family; hit's
a fotched-on hat."—SNPA Bulletin.

Are you getting your share of ABC ad-
vertising dollars?

Blaze Damages C-J Building

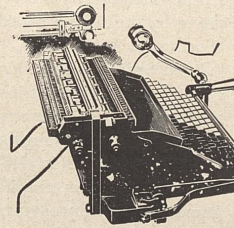
A blaze on the second floor of the new
Courier Journal and Louisville Times
building recently caused nearly \$10,000
damage. The fire was caused when a spark
in the air-conditioning mechanism touched
off an oil filter. The filter, three coils, and
much of the wiring were destroyed, accord-
ing to John R. Lindsay, company secretary.
The coils were valued at more than \$300
each, he said. Damage to the filter alone
was set at \$3,000. Smoke poured from air-
conditioning openings in the building for
several minutes. The room in which the
fire occurred is entirely fireproof.

More national advertising on its way to
you.

There may not be much to see in a small
town, but what you hear makes up for it.

Must Mark Advertising In Editorial Columns

Neglect in marking newspapers may
bring publishers into conflict with the Post
Office Department. Provisions of 39 U. S.
C. 234 embodied in paragraph 2, section
537, Postal Laws and Regulations, require
that certain textual advertising be marked
with the printed word "Advertisement."
It is contemplated that each reading article
for the insertion of which money or other
valuable consideration is paid, accepted or
promised, shall be plainly marked with the
printed word "Advertisement." In case
every article on a page or under a heading
constitutes paid editorial or reading matter,
if there be conspicuously printed an inscrip-
tion such as the following: "Advertisement
—Every Article Under This Heading is a
Paid Advertisement," the requirements in
the above respect will have been met.



LINOTYPE'S Exclusive Swinging Keyboard

Reduces Your Maintenance Time

*Just a few turns of a hand screw and the
keyboard can swing out. All parts become
immediately accessible and the whole key-
board may be serviced without removal
from the machine.*

*This is merely one Linotype feature which
saves you time and money. It's just another
reason to investigate the new Blue Streak
Linotypes today.*

LINOTYPE • BROOKLYN 5 • NEW YORK

Linotype Erbar and Spartan Family

TRADE MARK

Kentucky Radio Group Forms Organization

Kentucky radio members of the Associated Press organized a Kentucky AP Radio Association at Louisville on June 26.

The organization meeting followed the annual mid-year two-day session of the Kentucky Broadcasters Association.

Nate Lord, WAVE, Louisville was chosen president of the AP group. Hecht Lackey, WSON, Henderson, was named first vice president and Ted Grizzard, WKLX, Lexington was made second vice president.

Wilber Crawford, AP bureau chief at Louisville, was selected secretary of the organization.

The AP group named Ed Paxton Jr., WKYB, Paducah, chairman of a continuing study committee and Fred Bullard of WKIC, Hazard, was made chairman of a committee to co-operate with the AP in filing state news stories.

At its final session, the KBA adopted a resolution asking the Bureau of the Census in 1950 to include facts and figures on the number and types of radio receivers in the United States.

Harry McTigue, WINN, Louisville, is president of the KBA.

Attorneys of one state are supporting adoption of a rule by the State Judicial Council that would bar news and television photography and radio broadcasting from the courtrooms of that state. This brings to mind the recent complaint by an Indiana publisher that his staff photographer was prohibited by the judge from taking pictures in the courtroom, the judge holding there is a difference of reporting of news in a courtroom and taking news pictures in a courtroom.

Until there is some law or leading cases on the subject, it will be necessary to go along with the opinion of the judge. At the present time, judges have sole authority to determine whether pictures may be snapped in the courtroom. But a judge may not prohibit a reporter from making notes in the courtroom and it is doubtful whether a judge could bar a newspaper reporter from the courtroom, except in juvenile hearings.

The question then is why a judge can prohibit a photographer from taking news pictures in the courtroom, but cannot prevent a reporter from making news notes in a courtroom. Apparently it simmers down to the question of what is a public record. Evidence, pleadings and other matters which are the subject of the reporter's news notes are public records. It might be difficult to include photographs in that class. Whether

radio broadcasts from a courtroom is in the same category as news reporting in a courtroom is another question.

The reason usually given by judges for barring picture taking in the courtroom is that it is too theatrical and damaging to the dignity of the court. That same reason would probably be given for barring radio broadcasting, even though the broadcast is as news as the notes being taken by the newspaper reporter and should have the same freedom of dissemination.—SNPA Bulletin.

Congress Defeats Two Vicious Proposals

Two legislative proposals designed to restrict the functioning of legitimate advertising were defeated in U. S. Senate Committees at the session just ended. Outstanding was the rejection by the Senate Committee on Interstate and Foreign Commerce of S.2352 and S.2365, measures designed to place drastic strictures on the advertising in publication of alcoholic beverages. The Senate Committee on the Judiciary failed to take action on H.R. 5287, a bill passed by the House, March 4, to modify the present statutory requirement on publication of notices to creditors in bankruptcy proceedings. The NEA Legislative Committee appeared in opposition to these measures.

Sworn Statement Law Has Been Effective

Postmaster General Donaldson in his annual report to Congress stated that the sworn circulation for weekly newspaper (Public Law 482, approved July 2, 1946) worked out effectively during its early days. This law requires publishers of weekly, semi-weekly, and tri-weekly newspapers to include in their statements of ownership, management, and circulation, to be filed and published annually, the average of the number of copies to each issue of such publication sold or distributed to paid subscribers during the preceding 12 months. The P. M. G. reported: "It was necessary during the year to call many irregularities in this respect to attention of publishers and postmasters. Most of these were adjusted without undue difficulty, but it was necessary to revoke the second-class mailing privilege of a few publications because of such irregularities. Some complicated questions involving the construction of this law have arisen which in time may require clarification by Congress."

Tax Exempt Status Affects Certain Jobs

George J. Schoeneman, Commissioner of Internal Revenue, on July 21 issued a notice of proposed ruling relating to the tax exempt status of certain vendors of newspapers and magazines. The proposed ruling is carried in the Federal Register of July 22, page 4191.

Exempted from Social Security Tax, in line with the recently enacted Gearhart Bill, are:

(15) (A) Service performed by an individual under the age of eighteen in the delivery or distribution of newspapers or shopping news, not including delivery or distribution to any point for subsequent delivery or distribution;

(B) Service performed by an individual in, and at the time of, the sale of newspapers or magazines to ultimate consumers, under an arrangement which the newspapers or magazines are to be sold by him at a fixed price his compensation being based on the retention of the excess of such price over the amount at which the newspapers or magazines are charged to him, whether or not he is charged a minimum amount of compensation for such service, or is entitled to be credited with the unsold newspapers or magazines turned back; or

(a) The amendment made by subsection (a) * * * to section 1426 (b) (15) of the Internal Revenue Code shall be applicable with respect to services performed after December 31, 1939.

Advertising salesmen, county correspondent contractors, independent contractors and other newspaper workers who are independent contractors are not to be brought under the Federal Social Security plan.

This became definite when the House and Senate overrode a presidential veto of H. J. RES. 296, which had the strong support of PNPA and other associations.

Passage of this measure by the Congress makes it impossible for the Internal Revenue Bureau and the Social Security Board to make their own definitions of an employee. H. J. RES. 296 states that the term employee "does not include (1) any individual who, under the usual common-law rules applicable in determining the employer-employee relationship, has the status of an independent contractor or (2) any individual (except an officer of a corporation) who is not an employee under such common-law rules."

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.

Bryan Collier, former associate editor with the Louisville Courier-Journal, tendered his resignation as editor of the Columbus, (Ga.) Ledger-Enquirer on July 3 to engage in free-lance writing. He joined the Ledger after leaving Louisville.

Arthur Thomas, 75 years old, an electrician in the Louisville Courier-Journal plant for 52 years, died July 30 after an illness of four months. He began work for the company in 1896, and was presented with a gold watch for service two years ago.

Newsman's Alphabet

Part of the average newsman's stock in trade is his "spelling alphabet" used in reporting stories by telephone to insure clarity and avoid misspelled names. Here's one:

- A—Able
- B—Baker
- C—Cat
- D—Dog
- E—Easy
- F—Frank
- G—George
- H—Harry
- I—Ice
- J—Jack
- K—King
- L—Love
- M—Mike
- N—North
- O—Oklahoma
- P—Pat
- Q—Queen
- R—Roger
- S—Sugar
- T—Tom
- U—Uncle
- V—Victor
- W—William
- X—X-Ray
- Y—Yoke
- Z—Zebra

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



**"PACKAGED ADS"
 NOW AVAILABLE
 TO ALL PUBLISHERS**

"Packaged Ads" are 13 week advertising campaigns. Heretofore they have been available only to subscribers of the N.E.A. Services who receive them as a regular part of each release. Now, however, due to many requests from publishers, we are making "Packaged Ads" available to non-subscribers. "Packaged Ads" are excellent revenue producers . . . they're easy to sell and priced at only \$5.00 per set.

"We sold the 13 week layout for Paint and Wall-paper stores one hour after it arrived . . . with an order for repeat after it had run the first time."
Bulletin, Bixby, Okla.

You'll like "Packaged Ads", and find them real money makers. Why not investigate? Mail the coupon below for list of available campaigns and our 10-day Free Inspection Offer.

NEWSPAPER ADVERTISING SERVICE
 222 North Michigan Ave.
 Chicago 1, Ill.

Send us list of available "PACKAGED ADS" and details of your Ten Day Free Inspection Plan.

NAME OF PUBLICATION.....
 ATTENTION OF.....
 CITY.....STATE.....

Are you proud of the scenic spots in your vicinity? Do you have a half-tone, not larger than two column by five inches that would look well on the cover of the Kentucky Press? Can we borrow it for next issue? We'd like to give your town some publicity.

You can always borrow money at the bank if you can produce ample evidence that you need it.

Binding News Files

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

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

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

Pro
 Adairville,
 Albany, T
 Auburn, T
 Augusta,
 Barbourvil
 Bardstown
 Bardwell,
 Beattyville
 Beaver Da
 Bedford, T
 Benton, T
 Benton, T
 Berea, Th
 Brandenbu
 Brooksville
 Brownsvill
 Burkesville
 Burlington
 Cadiz, Th
 Calhoun, M
 Campbells
 Campton,
 Carlisle, C
 Carlisle, N
 Carrollton,
 Cave City,
 Central Ci
 Central Ci
 Clay, Trib
 Clay City,
 Clinton, T
 Cloverport,
 Columbia,
 Corbin, Tri
 Cumberlan
 Cynthiana,
 Cynthiana,
 Danville, B
 Dawson Sp
 Earlington,
 Eddyville, L
 Edmonton,
 Elizabethto
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 Elkton, Toc
 Falmouth,
 Flemingsbu
 Flemingsbu
 Franklin, T
 Fulton, Fu
 Georgetown
 Georgetown
 Glasgow, G
 Glasgow, G
 Grayson, J
 Greensburg,
 Greenup, N
 Greenville,
 Hardinsbur
 Harrodsbur
 Hartford, O
 Hawesville,
 Hazard, Pla
 Hazard, Un
 Hickman, H
 Hindman, H
 Hodgenville,
 Horse Cave,
 Hyden Thou
 Irvine, Estim
 Irvine, Irvin

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, Edmonon 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
Edmonton, Edmonon 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

Irrington, 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
Munfordsville, 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

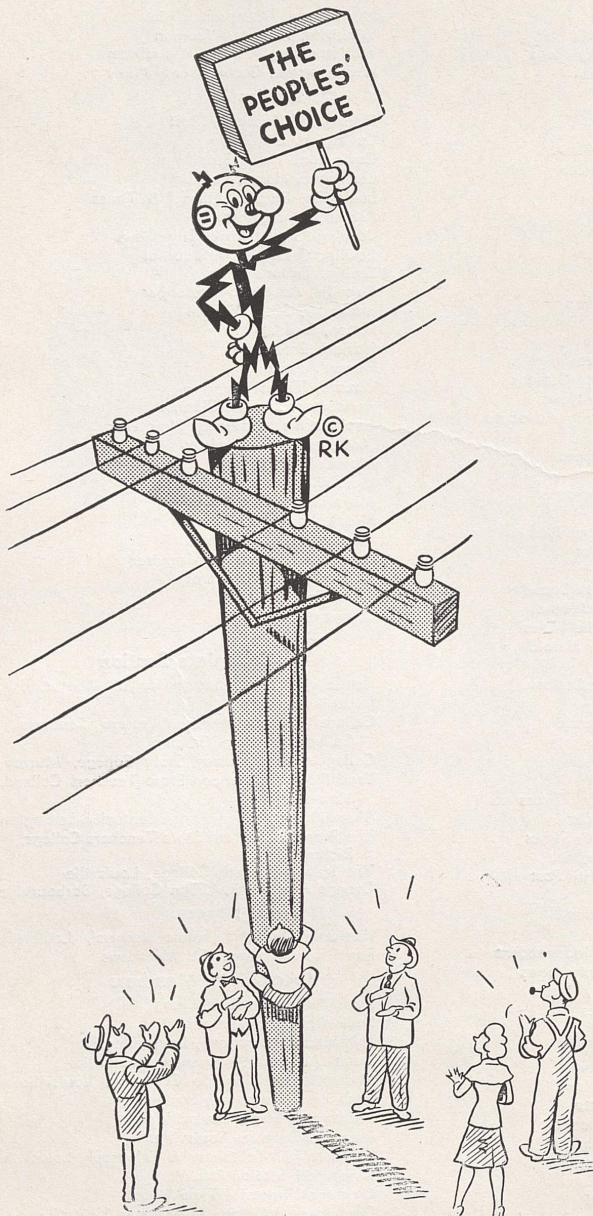
Kentucky Farmers Home Journal, Louisville
Farm Bureau News, St. Matthews

Associate Members

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Southern Bell Telephone & Telegraph, Louisville
Cincinnati Station WLV
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U. S. Brewers Foundation, Louisville
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Reddy Kilowatt

TOPS EVERY 'POLE'!

Yes, sir. When it comes to low cost service, the peoples' choice is electric service and Reddy Kilowatt by a unanimous vote.

In the shop, on the farm, in the home, Reddy's a true "servant of the people." He's always there, at the flick of a switch, to do your bidding, around the clock and around the calendar.

And don't forget that despite the increased cost of everything it takes to make and deliver electricity, it's **STILL** the lowest cost item in your family's budget.

KENTUCKY UTILITIES COMPANY

Incorporated

VOLU
NUMB

Public
Room
Univer
Lexing