

# The Kentucky Press

March, 1947

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



My Old Kentucky Home, Bardstown

VOLUME EIGHTEEN  
NUMBER FIVE

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 per 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. Portman, Secretary-Manager, McVey Hall, University of Kentucky, Lexington 29, Kentucky.

# Contest Entries Wanted

Call is hereby issued for the 1947 contests and every newspaper in the state is invited to submit entries in every contest. Announcement of awards will be made at the mid-summer meeting.

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

Attention is particularly called to the requirement that entries in the editorial, news, and advertising contests must each be pasted on separate slips of paper, or cardboard, otherwise the entries will not be considered. The exhibit this year promises to be one of the largest and best since the contest began.

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

## Open to Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest is open to country dailies. Every editor is urged to send in his entries for each contest and every entry will be judged on its merits. Let us make this 1947 contest the biggest contest of them all! No newspaper shall be eligible for more than one of the above first prizes.

## Disinterested Judges to Act

Competent outside judges will study the entries in the contests. Because of the necessity of getting the contests in their hands at an early date, all entries must be in the University postoffice not later than May 1. Please follow all rules regarding preparation of the exhibits and the deadline. The job printing exhibit shall be brought to the Mid-summer meeting, not mailed to Lexington.

## May 1, Deadline

All entries must be in the hands of Secretary Victor R. Portmann on or before May 1. Entries can be included in the same bundle, but each entry must be plainly marked as to the contest. The package must be marked "K. P. A. Newspaper Contest," and addressed to Professor Portmann, University

of Kentucky, Lexington. It is suggested that the editor write a note announcing that the package has been sent, to avoid delay and possible loss of entries.

## Contest Selection Rules

Each contestant may select any issue of this paper, or may clip any specific entry, between the dates of May 1, 1946 and May 1, 1947. This change from requiring specific issues of newspapers was made at the request of many of our members. It has also been suggested that "election" or "special" edition" issues should not be included in the All-Around Contest entries.

## Beautiful Trophies Procured

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

## All-Around Contest

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

The Princeton Leader, Gracean M. Pedley, Editor, was adjudged the Best All-Around Newspaper in 1946.

## Front Page Contest

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

The Somerset Journal was accorded the 1946 prize in this contest.

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

## Best Editorial Contest

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

## State Open Advertising Rate Averages .455 Inch

A breakdown of Kentucky's community newspapers, 150 weeklies and one semi-weekly, reveals that the average national open advertising rate is \$0.455 per inch. This is approximately two cents an inch over the national average, but approximates the average of the better-newspaper states.

Through the cooperation of state publishers, the majority of their advertising rates are based on the line; the deviation is found in three newspapers charging 45c an inch, seven charging 50c, and five charging 60c—a total of fifteen not on the actual lineage basis.

Breaking down the newspapers into rate groups, it is found that 19 newspapers, charging 35c per inch, have a total circulation of 19,968; average circulation 1,150; highest circulation 1,596, lowest 500.

Group 42c—62 newspapers; total circulation 102,077; average 1,646; highest 3,679; lowest 600. Group 45c—3 newspapers; total circulation 4,950; average 1,650; highest 2,350; lowest 600. Group 49c—37 newspapers; total circulation 73,296; average 1,981; highest 3,503; lowest 559.

Group 50c—7 newspapers; total circulation 11,857; average 1,700; highest 2,600; lowest 676. Group 56c—14 newspapers; total circulation 45,892; average 3,278; highest 5,050; lowest 2,253.

Group 60c—5 newspapers; total circulation 15,971; average 3,194; highest 3,804; lowest 2,025. Group 63c—2 newspapers; total circulation 8,036; average 4,018; highest 4,400; lowest 3,636. Group 70c—2 newspapers; total circulation (one weekly, one semi-weekly) 3,634; average 1,807; highest 2,017; lowest 1,617.

Total circulation of all groups is 285,681, an average circulation just a fraction less than 1,900; average rate per inch .0455.

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

## Grehan Memorial Plaque

The winner for the best editorial will again have the name of his newspaper engraved on the beautiful Enoch Grehan Memorial Plaque which was established by Mrs. Enoch Grehan and the members of the Department of Journalism in memory of Mr. Grehan. The first name to be engraved on the memorial was that of The Pineville

Sun, Herndon J. Evans, editor. Second winner was The Shelby News, Wade McCoy, editor. Winner in 1940 was the Lyon County Herald, Gracean M. Pedley, editor. The name of the Cumberland Courier, Charles K. Steele, editor, was added in 1941. Gracean M. Pedley's Lyon County Herald repeated its triumph of 1940 in the 1942 contest, and Editor Pedley again triumphed in 1943 with an editorial printed in the Princeton Leader. The Paris Kentuckian-Citizen won the honor in the 1944 contest. 1946 contest was won by Roscoe I. Downs, Hawesville Clarion. Space is reserved on the plaque for subsequent winners and your paper's name will look proper thereon.

#### Best News Story Contest

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

#### Best Editorial Page Contest

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

The Big Sandy News, Louisa, won the first leg on this trophy last year.

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

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

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

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

At his suggestion, the following rules will prevail: Any editorial written on a religious subject, printed in any Kentucky newspaper between the dates of May 1, 1946, and May 1, 1947, is eligible for entry in this contest. The same rules as in the Best Editorial contest will also apply in this.

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

#### Daily Contest Is Continued

The contest for the Best Small Daily is continued again this year with the trophy being offered by President Harold A. Browning. Modified rules as for the Best All-Around weekly will be considered by the judges.

#### Best Advertising Composition

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

Each contestant may select any advertisement that appeared during the year, May 1, 1946, and May 1, 1947, each entry to be mounted on a sheet of cardboard with the notation as to the name of the newspaper, date of issue, and name of contestant. Christmas advertisements only will not be considered.

#### Trophy Offered For

#### Job Printing Exhibit

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

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

twelve listed must be included:

1. Letter head—one color.
2. Letter head—two or more colors.
3. Envelope—one color.
4. Envelope—two or more colors.
5. Program.
6. Booklet—four or more pages.
7. Business card.
8. Calling card.
9. Wedding invitation.
10. Statement of bill head.
11. Blotter.
12. What you consider your best job.

#### Best Editorial Page Contest

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

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

# AMERICA'S SUPER MARKET PLACE



A famous foreign correspondent who has roamed the globe for many years is back home with the observation that "the super-market is the symbol of Americans' super-life".

To all the world the super-market exemplifies the bountiful life we have built in America.

Actually, a circuit of your A&P super-market on any Main Street in the country reveals an amazing collection of over 2,000 individual items. These represent the efforts of millions of farmers, shippers, processors and factory workers. They constitute the bulk of the non-heavy freight handled by the nation's railroads. They involve the livelihood of hundreds of thousands of warehouse and retail-store employees.

Providing abundance at the retail level, these 2,000 items represent a triumph for modern distribution which places the output of the fields and orchards of the world at the disposal of a people spread over more than 3,000,000 square miles of territory.

A&P's constant goal in this respect is to seek out these foods wherever they are, to speed their movement from farm to dinner table and to cut waste and cost wherever they occur. Its success has contributed heavily to the tremendous variety from which the nation selects a wholesome daily diet.

Having pioneered modern marketing for more than 87 years, the men and women of A&P continue to do the nation's most efficient job of food distribution.



## A & P FOOD STORES



### Prizes Are Offered For Editorial Series

Special prizes for a series of ten editorials will be awarded at the 1947 mid-summer KPA convention. The awards, made possible by Harry Schacter, president of the Committee for Kentucky, were approved by the Executive Committee and first announced at the mid-winter meeting.

The series of ten, or more, editorials, embracing the general theme of "Kentucky On The March" must be completed by May 15th in order to qualify for the four awards of \$40, \$30, \$20, and \$10. Rules and conditions are:

1. The editorials must follow the theme of "Kentucky On The March."

2. The theme of the editorials may be state-wide in scope or cover only community or local conditions, or both.

3. Twelve topic themes are suggested: New industries for Kentucky; Increased per-capita income; Better markets for farm products; Improvement of farm-to-market roads; Still greater programs in soil improvement; Greater extension of rural power and telephone lines; Greater improvement for youth and adult training in our schools; More extensive health programs; Good housing; More and better recreational facilities; Scientific development of Kentucky's resources; and Development of Kentucky as a tourist attraction.

4. Prizes will be awarded for first, second, third, and fourth places.

5. Background material may be used from the bulletins already published by the Committee for Kentucky, but sole use of the published material is not required. Local community data is encouraged.

Editors who do not have the Bulletins on file can obtain same by writing to 1106 Republic Building, Louisville 2.

6. Competing editors are required to submit three sets of each series, for the judges. Each editorial must be pasted on a separate sheet of paper, or cardboard, and the entire series securely fastened, or bound together.

7. The judges will be announced later as well as the mailing address for the entries.

8. Weeklies and dailies published in cities under 25,000 are eligible to enter the contest.

9. Winning editorials will be published.

10. Awards will be made at the KPA mid-summer meeting in June.

11. Contest will start February 1.

The Bardstown Standard has advanced its out-of-state subscriptions to \$3.00 a year. Nelson county residents pay \$2.00 a year, and those in the state, \$2.50 per year.

### Clean Up Scrap Metal For Attractive Prices

Attention is again called to the importance of keeping scrap metals within the industry. While OPA ceilings have been removed from all metals, tin and lead both in short supply, are still being rationed out to the printing industry, and papers are therefore to a great extent still living off our own "fat" in this connection.

Attractive prices are now being paid for scrap metals such as old electros, stereos, obsolete foundry type and scrap linotype and stereotype metals which makes this a good time to get rid of these surplus materials, and certainly to your typemetal suppliers for re-use in the newspaper printing industry.

A connection with the Franklin Printing Catalog assures safe steering to the right value. Speed, dispatch and a minimum of time on estimating printing jobs—that's the basic benefit of the Franklin Printing Catalog. No matter how slight or pretentious the job, you find the valuation by a swift, sure and scientific method. Using the Catalog is as simple as using the dictionary.

When the Catalog is used, you never get bogged down in a litter of calculations. All the arithmetic is done for you in advance, and done by experts—men who know current costs and make sure that none of them are overlooked.

The Franklin Printing Catalog gives you absolute assurance that you are quoting your customer a right value—a figure fair to him and profitable to you. You know that no cost item has been overlooked, and he knows that he is dealing with a printer who conducts his business in a business-like way.

### Age Limit Of Carriers Under Close Scrutiny

Recent hearings conducted by the Department of Labor and Industry, coupled with the activities of the U.S. Children's Bureau, indicate that age limits of carriers are coming under close scrutiny. There is a growing amount of evidence that these two agencies are attempting to build a case against newspapers based upon the premise that carriers are delivering newspapers at an age when such activity is injurious to their health and morals.

James A. Robinson purchased part ownership of the Earlington News on March 10.

### NAS Enlarges New York Office

Newspaper Advertising Service, Inc., representing over 5,000 weekly hometown newspapers all over the country, has leased new office space in the Grand Central Terminal Building, New York City.

The move to the heart of New York's Graphic Arts section is an important part of NAS' present policy of offering streamlined facilities to advertisers using weekly newspapers to reach the hometown rural market, the organization's directors announced.

Lease of the new office was revealed by Raymond B. Howard, NAS president and publisher of the Madison Press, London, Ohio. Don Eck, NAS treasurer, will be general manager of the New York location.

The Cheney Free Press, Glenn R. Maxwell, publisher and the Bothell Citizen, Lynn Scholes, publisher, are two Washington newspapers using picturesque ears." Instead of the usual type box in each upper corner, these two papers use little scenics and building pictures of a nature which permits reduction without loss of appearance. The cuts are rotated, and thus not confined to one-time use. They are ordered from the engraver in layouts, permitting a uniform reduction to eliminate high individual costs.

John B. McKean, until recently the publisher of the Bothell (Wash.,) Citizen, has invented a technique which greatly reduces the time in mortising boxes inside grocery ads and similar layouts. These little mat service castings can almost always be "sawed through" at some point in a way which is almost unnoticeable, and then the insides can be removed by ordinary sawing, instead of requiring the time-consuming drilling and gouging. When the half sections are put together none but an expert would note the break in margins.

Beg pardon! The article in last month's Press, which set the date of the next meeting of the Western Kentucky Association at Mayfield for May 11, was in error. That important meeting, with KPA officials in attendance, will be held on April 12 when a fine program has been prepared.

Old superstition: A ring around the moon indicates rain or snow.

### Former Morgantown Editor Dies March 8

Rupert S. Rives, 80 years old, former owner and editor of the Green River Republican, died at his home on Saturday, March 8th. Funeral services were conducted at his home at 3 p. m. Sunday by the Rev. Weldon Marcum, pastor of the local Baptist church. Burial in the Riverview Cemetery.

Born March 21, 1867 in Butler County, Kentucky, the son of James T. and Alminia J. Williams Rives, attended the Butler County schools and took special course in Normal, was deputy sheriff under his father. In 1889 was granted law license and in 1897 was appointed pension attorney, and for almost 50 years assisted soldiers and their widows and minor children, beginning with soldiers of the Civil War and continuing to and including World War II, in securing the payment of their claims. It has been estimated that no less than 2,000 persons have received advice and assistance from him.

He practiced law until he purchased the Green River Republican in 1914. After becoming editor he retired from active practice of law and devoted his time to the newspaper work and assisting soldiers. For 20 years Mr. Rives was editor and manager of the Republican until 1936 when he leased the plant to E. W. Neel who was succeeded by the present editor and publisher January 1946.

In 1898 when Capt. N. T. Howard raised a company of county volunteers to serve in the Spanish American war, Mr. Rives and his brother, Herbert Rives, following in the footsteps of their father a veteran of the Civil War, enlisted as did many other Butler county boys. It is said that Company I held the distinction that no other company had, that of having 13 sets or pairs of brothers. Company B, of Bowling Green, ran second with 11.

Mr. Rives was a member of the Morgantown Christian church and the Col. Thomas J. Smith Camp of the Spanish American War Veterans.

Surviving are his wife, Mrs. Florence Dale Rives to whom he was married January 24, 1892, a sister Miss Ina Rives, Morgantown; two nephews, Paul M. and Joe W. Rives of Nashville; two nieces, Mrs. William Moore, Nashville and Mrs. J. R. Preston, Rockfield, Virginia.

### Facsimile Signature

Tests have shown that a facsimile signature of the publisher-editor is far more effective in inducing subscribers to renew their subscriptions through a series of renewal let-

ters. Other pointers: produce the letter in typewriter and not display type. Try pink for order blank enclosed. Be sure to inclose a reply envelope in another bright warm color. Fill in the prospect's name with pen and ink and write the name big.

### Uses Book Ink

A Michigan publisher reports that the use of book ink, costing slightly more than news ink, has remarkably improved the appearance of his newspaper. After all, the ink cost is comparatively small in relation to the overall newspaper costs and a little extra expenditure to improve the appearance of the printed page is a good investment.

Advertise — and again — your commercial printing service.

### Capsule Course in Selling

Metro Associated Services, Inc., 275 South 4th Avenue, New York 1, N. Y., offers new booklet entitled "Capsule Course How to Sell Newspaper Advertising."

The special friend of weekly newspaper in this fine organization, Joseph A. Bernstein, compiled and edited the brochure covering 20 pithy pages. William St. general manager of Metro, says, "Our is to give the advertising manager a plan which he can hand to the newest youngest member of his staff, confident it will furnish a sound background for quickening his training."

KPA 1947 dues are due.



# Dependability Foremost

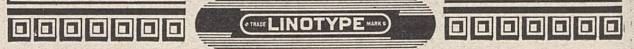
WITH MACHINERY, as with men, *dependability* is the foremost quality to be desired.

Today, and down through the years (for sixty years now) the dependable characteristics of *Linotype* have come to be accepted as a matter of course by users throughout the entire world. Such a reputation can exist only when proper materials and expert workmanship combine in a product that stands up to its tasks.

Then, to dependability add flexibility, capacity and precision and the result is the Blue Streak Linotype—in various models. There's a Linotype for every need.

LINOTYPE · BROOKLYN 5 · NEW YORK

Linotype Garamond Bold No. 3 and Bookman Series



### Sales By G

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**Salesmanship Summed Up  
By Graphic Arts Speaker**

Publishers and managers of our newspapers are good salesmen. As good salesmen they have to know most of the rules, but occasionally they forget some of them. P. W. Carter, of Boston, presented 13 points at a Graphic Arts meeting in Boston.

- His 13 points of salesmanship included:
1. Learn to like people. Try to impersonalize what you do not like in them.
  2. Wear a friendly smile. Only 4% of all salesmen smile often enough.
  3. Be generous with honest praise, as against sincere flattery. You can always find something to praise in the other fellow.
  4. Be a good listener. Know what you want to say and say it.
  5. Talk in terms of "you" and not "I".
  6. Learn to agree before you disagree.
  7. Don't argue. If you win the argument, you lose.
  8. When you are wrong, don't be afraid to admit it. It pays off.
  9. Try to understand the other fellow's viewpoint. Remember that we all crave praise.
  10. Use showmanship and dramatize your points, but be simple, solid, and sincere.
  11. Ask questions which make it easy for the other man to say "Yes". Words are vitally important and should be used with the greatest care. Many should take a course in public speaking.
  12. Don't knock. It destroys confidence in all salesmen.
  13. Use your powers of observation. Treat your customers the way they wish to be treated. Use your customers' yardstick, not your own.

**Printer Dies After  
37 Years Of Service**

L. B. Marshall, 50 years old, plant superintendent of The Frankfort State Journal, died March 23 in Nicholas General Hospital at Louisville.

A son of the late Ben Marshall, prominent in Democratic state politics, he was a veteran of World War I and worked for The Journal 37 years. He went to the hospital after suffering a heart attack two weeks ago.

Survivors include his wife, Mrs. Lucille Duncan Marshall, a son, and three daughters.

NASKPA—a good bet to tie with.

More national advertising on its way to you.

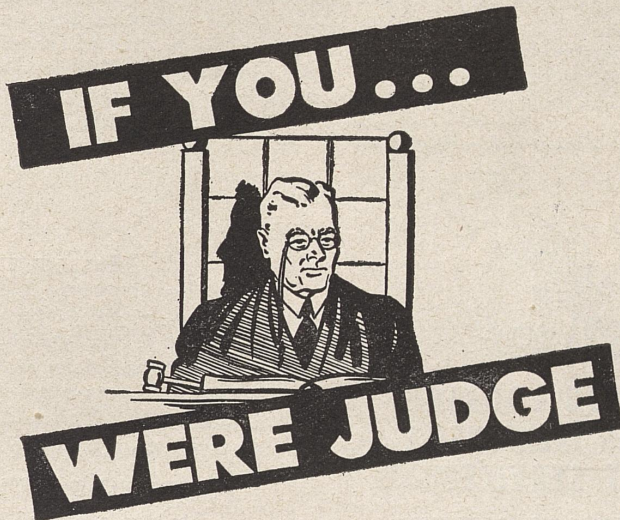
You can't go wrong with ABC.

**New Printing Ink  
Found Smudge-Proof**

Goodyear Tire & Rubber Company recently announced development of a new printing ink that dries with the pressure of type against paper, making it virtually

smudge and offset proof.

Moisture is driven from the ink at the instant the type hits the paper, just as water is squeezed from a sponge, Dr. L. B. Sebrell, director of the company's research laboratories, said.



If you were a veteran Judge, you'd have grim memories of Prohibition days.

**Memories of lawless days and prisons crowded with youth.**

**Memories of poison rot-gut and its fearful results.**

You'd have memories of an unwholesome law that was vicious because it could not be enforced.

**To good citizens, today's legal, tax-paying Alcoholic Beverage Industry is a welcome replacement. It is an industry controlled by you—the Citizen—not gun men.**

It doesn't take a judge wise as Solomon to decide in favor of our present set up—Legal Control!

**KENTUCKY BREWERS, DISTILLERS & DISTRIBUTORS**

*One of Kentucky's Valuable and Historical Industries*

### Screens Are Tested For Use On Presses

To determine the best screen for cuts on a flatbed press, William K. Ulerich, publisher of the Clearfield, Pa., Progress recently conducted an interesting test and found that 85 screen gave the best results.

"While we felt that 85 screen was the best for our Duplex flatbed, we never had actually run a test of different screens. To make all conditions equal we had four separate cuts made of the same photo to be sure there

would be no difference in the picture. We had cuts made of 65, 85, 100, and 120 screen. In order that ink and other conditions would be the same, we put all the cuts on the same page of a run.

"We run our cuts exactly type high. A number of flatbed users make their cuts more than type high, I know, but this will eventually wear down the blankets and is hard on the tympan so there was nothing like this done in the test. The results show that 85 is best and 100 the next best, while 65, commonly used on rotary presses, comes off a bad third or fourth.

"I think that also proves why many of us running on flatbeds don't get the reproduction from syndicate news mats that we should."

The wedding of Rumsey E. Garrison, editor-publisher of the Anderson News, Lawrenceburg, and Miss Ann McBrayer of that city, was solemnized Saturday evening, March 8. The Press extends congratulations.



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 Calhoun, MeLean County News  
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 Campbellsville, Taylor County Star  
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 Carrollton, The News-Democrat  
 Cave City, Cave City Progress  
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 Dawson Springs, Progress  
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 Eddyville, Lyon County Herald  
 Edmonton, Edmonton Herald-News  
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 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  
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 Munfordville, Hart County News  
 Murray, Ledger & Times  
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 Neon, News  
 New Castle, Henry County Local  
 Nicholasville, Jessamine Journal  
 Nicholasville, Nicholasville News  
 Olive Hill, Carter County Herald  
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 Owingsville, Bath County Outlook  
 Paducah, Paducah Press  
 Paintsville, Paintsville Herald  
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 Pikeville, Pike County News  
 Pineville, Pineville Sun  
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 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  
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 Covington, Times Star  
 Lexington, Herald-Leader  
 Louisville, Courier Journal & Times  
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