

# The Kentucky Press

OF, BY, AND FOR THE KENTUCKY NEWSPAPERS

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## The Mid-Summer Meeting At Mammoth Cave

### MINUTES

Sixty-Fourth Annual Mid-Summer Meeting Kentucky Press Association, June 22, 23 and 24, 1933, at Mammoth Cave, Kentucky.

The sixty-fourth annual mid-summer meeting of the Kentucky Press Association was held at Mammoth Cave, Ky., headquarters being at the Mammoth Cave Hotel. The attendance was larger than many of the editors expected, running over one hundred.

Most of the delegation of editors arrived by motor Thursday afternoon, June 22, and registered at the hotel, and at 7 o'clock they were entertained at a delightful chicken dinner, being guests of the Kentucky National Park Commission.

Editor Lawrence W. Hager, Owensboro Messenger-Inquirer, president of the KPA, was toastmaster at the dinner and before introducing the speakers made a brief talk, calling attention to the large crowd present at the opening meeting and expressing his appreciation for the courtesies shown the press by the Mammoth Cave authorities. Mr. Hager introduced W. W. Thompson, secretary of the Kentucky National Park Commission, and Editor Joe Richardson, Glasgow Times, a member of the commission.

Max B. Nahm, chairman Kentucky National Park Commission, Bowling Green, was then introduced as the principal speaker of the evening, and he delivered a most eloquent and interesting address. Mr. Nahm said, "You editors have entertained me all of my life," and that he welcomed the opportunity to entertain them.

Mr. Nahm said we are in a strange world, but interesting, and went on to commend the press for its great work. He spoke of the dictatorship of the President and of Congress in regulating financial affairs and said banks, railroads and other business institutions must cooperate in helping to carry out the plans of the government, or quit. In every great crisis, said Mr. Nahm, some great man takes the lead and we follow him, and the press gives the facts to the world.

Mr. Nahm spoke of the Mammoth Cave national park project and what is being done to have the park area established as a national park. There are, he said, 45,310 acres in the park area and the commission has acquired

35,500 acres of land. He spoke of the unselfish work of members of the commission who are giving their time to this great undertaking. He said the tourist business is the greatest business in the United States and that Mammoth Cave, if made a national park, would attract millions of tourists who would spend millions of dollars in the state every year. Mr. Nahm said if the press will support the movement it would be a success, and the required additional land would be purchased. Bills were introduced in Congress, he said, but were held up on account of administration legislation.

Editor A. Robbins, Hickman Courier, chairman of the KPA executive committee, responded to the address of Mr. Nahm, saying the editors appreciated the welcome extended to them and that he felt sure everyone would cooperate in helping to put over the Mammoth Cave national park project. Mr. Robbins spoke of the value to Kentucky of Mammoth Cave, saying it would mean a great deal if established as a national park. People of other states, when they meet Kentuckians, he said, always ask about the Mammoth Cave and the Kentucky Derby. Mr. Robbins' address was a most interesting one and was appreciated by all present.

President Hager appointed G. M. Pedley, Lyon County News, Eddyville; J. L. Crawford, Corbin Times-Tribune, and R. L. Elkin, Lancaster Central Record, on the resolutions committee, and the meeting adjourned.

Following the dinner meeting the editors were taken through Mammoth Cave from the new entrance, where they were shown "Frozen Niagara," and many other interesting formations in the cave.

### Friday, June 23

The business session Friday morning was called to order by President Hager in the pavilion, about 150 yards from the hotel on the grounds, at 9:30 o'clock.

The first speaker on the program was Tom Wallace, editor of the Louisville Times, who was introduced by President Hager. Mr. Wallace, who is an authority on public parks and who has done some splendid work in behalf of parks in Kentucky and other states, spoke on the subject, "The Press as a Factor in the Parks Problem."

Mr. Wallace spoke of the romance and natural beauty of Kentucky, saying the state is an agricultural state and may never be known for its industries and described Danville as being typical of the beauty of Kentucky. We haven't yet got the idea of protecting our forests and establishing state parks, declared Mr. Wallace, who said the natural beauty of Kentucky should be preserved. He called attention to the proposed devastation of the beautiful hills around Frankfort and said the press of the state should protest against it.

Mr. Wallace said the fish and game work in Kentucky was injured by the state administration under the plea of economy, and he went on to show that it was poor economy to take the money paid by sportsmen as license fees for fishing and hunting and use it for other purposes. In Pennsylvania, said Mr. Wallace, the revenue received from fish and game is more than the revenue from live stock in Kentucky, and the funds are used for the protection of fish and game. The failure to protect properly fish and game and to establish parks in Kentucky, said the speaker, is the fault of the press in not being alive to the value of these things. Legislation reacting against the State Forestry Department, the fish and game laws, and State parks at various past General Assemblies, was cited by Mr. Wallace as instances when public opinion had not been developed on their behalf.

"When we started the drive for funds for the Mammoth Cave National Park," Mr. Wallace continued, "we did not have, and we have not now, the benefit of the united and militant opinion we should have had, had the press of the State fully realized its revenue importance, its educative importance and its value as an influence in behalf of capitalization of natural assets in other parts of the State."

In closing Mr. Wallace made a plea for the press to support the Mammoth Cave national park project — not to make a national park out of a hole in the ground, but of the vast area around the cave.

Hon. James H. Richmond, State Superintendent of Public Instruction, delivered an interesting address on "Problems of Education in Kentucky," declaring at the start that the schools

mean more to the welfare of the people than any other agency, and he went on to speak of importance of properly supporting the schools, which, he said, get only 17 per cent of the tax dollar at the present time, when seventeen years ago the proportion was 45 per cent. Yet there has been a great increase in service rendered by the schools. Mr. Richmond distributed copies of his address to the editors. He delivered a most interesting address and was warmly applauded at the close.

#### Newspaper Awards

Prof. Victor R. Portmann, of the Department of Journalism, University of Kentucky, at Lexington, awarded prizes in the newspaper contests. He made a brief statement, saying the entries this year were the best in the past six years, showing much improvement and it was difficult for the judges to pick the winners. (See list in another column).

Professor Portmann spoke of his recent visit to the National Editorial Association convention at Indianapolis and suggested that the Kentucky Press Association change its annual dues to \$10 a year, half of which to be applied on membership in the N. E. A. The question was referred to the executive committee. Professor Portmann then made a motion that an invitation be extended to the N. E. A. to hold its annual convention in 1936 in Kentucky. The motion was adopted, and President Hager later authorized Secretary J. Curtis Alcock to confer with other members of the press and form a committee to work on the proposition.

Secretary Alcock then made a report of the N. E. A. convention held June 5 to 8 at Indianapolis, calling attention to some of the outstanding parts of the program. He said the N. E. A. had appointed a committee to look after the interests of the country publishers in the Industrial Recovery Act, which may affect publishers and printers. The N. E. A. committee, he said, would make a report later on this subject, and he advised members of the K. P. A. to cooperate with them in the matter.

The secretary reported that Col. Jim Maret, "The Boone Way Man," of Lexington, had been proposed for life membership at the last winter meeting, and a motion was adopted electing Colonel Maret as a life member of the Association.

The secretary also reported that a resolution was offered at the last winter meeting to the effect that the constitution be amended, providing for the election of one member of the executive committee from each of the nine congressional districts in Kentucky and two from the state at large. A motion was offered, seconded, and carried approving the resolution.

President Hager read a letter from

Brainard Platt, member of the executive committee, suggesting that legislation against fraudulent advertising be enacted and the matter was referred to the chairman of the legislative committee, with power to act.

#### Banquet Meeting

At 7 o'clock Friday evening, June 23, a banquet dinner meeting was held at the Mammoth Cave Hotel, the editors being guests of the Mammoth Cave National Park Association.

Eugene Stuart, executive secretary of the Louisville Automobile Club and a member of the Mammoth Cave Park Association, was the toastmaster and introduced a number of the prominent guests.

The first speaker of the evening was Editor H. A. Sommers, of the Elizabethtown News, and in introducing him Mr. Stuart paid him a compliment by saying he was one editor in Kentucky with an editorial policy.

Colonel Sommers spoke of the many noted men from all parts of the world who have visited Mammoth Cave since 1879, first in the stage coach, then the old train, by boat, horse-drawn carriages, and now by motor cars. He said Mammoth Cave is one of the world wonders and should be a national park.

Colonel Sommers offered the following resolution, which was unanimously adopted:

#### Urge Government Support

"Pursuant to an Act of Congress creating a Mammoth Cave National Park the Mammoth Cave National Park Association was organized. This association raised \$700,000 to purchase Mammoth Cave and the necessary land. Having exhausted this resource the State of Kentucky appropriated \$1,500,000 to purchase the additional land desired. With this money all expended, amounting to \$2,200,000, there has been purchased the old Mammoth Cave and the New Entrance Cavern, together with 35,000 acres of land. There is still lacking to meet the minimum requirement of the government 10,300 acres of land. To purchase this additional land will require \$350,000. The State has a deficit and the people are unable to subscribe further. Therefore

"Be It Resolved, by the Kentucky Press Association that we urge the Government of the United States to make this additional purchase so that the Mammoth Cave may be immediately be made a National Park. We urge this because it is impossible for it otherwise to be obtained and because the Park would create a great source of revenue for Kentucky through tourist travel."

Mr. Stuart introduced Thomas G. Allen, superintendent of Hot Springs Park, and Mr. Allen said Kentucky has something in Mammoth Cave of which to be proud.

Capt. C. J. Ancker, C. O., Capt. L. P.

Herd, medical officer, Alex Bradford, superintendent, and W. W. Fuller, assistant superintendent, engaged in U. S. National Park Service, stationed at Camp Mammoth Cave, doing emergency conservation work, were introduced, and each made a short talk.

Robert J. Ball, Louisville, chairman executive committee Mammoth Cave National Park Association, was the principal speaker of the evening. He spoke of the power and influence of the press for law and order and also for discontent, at times. We are entering a new day—or new deal—and the press, the pulpit and numerous other agencies are doing splendid work in promoting public opinion, said the speaker.

Kentucky has the biggest opportunity it will ever have to get a national park, as Mammoth Cave is one of the marvels of the world and the greatest natural feature of America, declared Mr. Ball, who went on to say that there are only 23 national parks in the United States, and millions of people will visit Kentucky if Mammoth Cave is established as a national park. The Cave, he said, is within a day's travel of 76 million people.

Mr. Ball called upon the press to support the national park project, suggesting that 3 per cent of the state ad valorem tax of 8 per cent be taken from the road fund, which is not needed, and used for the benefit of the national park.

Lawrence W. Hager, Owensboro, president of the Kentucky Press Association, was the next speaker, his subject being "Burdens of a Press President." He spoke in favor of the national park project, saying the press of Kentucky is doing its part to make the movement a success. Mr. Hager expressed the belief that the recovery in business was brought about by cooperation between the new national administration and the press and spoke optimistically of the business situation. He said K. P. A. chose Mammoth Cave as the 1933 summer meeting place because of the interest of Kentucky publishers in the state's places of historical and scenic grandeur.

#### Make Officers Colonels

Mr. Stuart announced that Governor Ruby Laffoon had appointed President Lawrence W. Hager, Vice-President George A. Joplin, Secretary J. Curtis Alcock, and Chairman of the Executive Committee A. Robbins, of the Kentucky Press Association, Aide-de-Camp on the Governor's staff, with the ranks of Colonel, and presented the officers with the certificate of appointment.

A motion was made and adopted authorizing the President to appoint a national park committee to represent the Kentucky Press Association in working for the Mammoth Cave project, and President Hager announced he would appoint a committee later.

Following the banquet program a dance was given in the pavilion on the grounds near the hotel, the occasion being a most enjoyable one.

On Saturday morning, June 24, the editors and their families were taken through the Echo River route of Mammoth Cave. Many of the delegates were also taken through the many other caves during the meeting. The hotel accommodations, hospitality and many courtesies shown the newspapermen and women were very pleasing to those in attendance.

During the meeting many of the press folks played bridge, prizes being given by President and Mrs. Lawrence W. Hager.

J. CURTIS ALCOCK, Secretary.

The Bracken Chronicle began its 65th volume with the June 8 edition, having been established in that thriving city in 1869. We congratulate Editor James Thompson on this auspicious occasion, and the good people of Augusta on their progressive and enterprising newspaper and editor.

Resolutions

Mr. President, your resolutions committee respectfully submits the following report:

"Resolved, That the Kentucky Press Association shall support to the fullest extent the Mammoth Cave Park Commission and the National Park Association in their program of completing the Mammoth Cave National Park project as presented by the Hon. Max B. Nahm, chairman of the Kentucky National Park Commission, at our opening session Thursday night.

"Resolved, That the Kentucky Press Association and its members, individually and collectively, shall lend every aid to the completion of the National Park-to-Park Highway, linking Mammoth Cave, My Old Kentucky Home Park, Cumberland Falls Park, and the Great Smoky Mountain National Park, and other parks on this highway.

"Resolved, That the Kentucky Press Association is grateful to the Kentucky National Park Association, the Mammoth Cave National Park Commission and to all employees of the park area for their unsurpassed hospitality and their unflinching courtesy to us all.

"Resolved, That the Association is very grateful to all those who participated in its program here."

"And Finally, Be It Resolved, That the Fourth Estate in Kentucky has lost one of its noblest and best representatives in the untimely passing of Henry R. Lawrence, founder, editor and publisher of the Cadiz Record, that his place among the journalists of Kentucky cannot be filled; that the part he played in the political, religious, civic, and social life of his state and his community cannot be performed by any other.

"That we recognize at this time his

high and unswerving principles of right as well as the splendid example he set us in the field he loved so well.

"That the Kentucky Press Association cause now to be spread upon its permanent records this brief tribute to a man beloved by all."

Respectfully submitted,  
G. M. PEDLEY,  
J. L. CRAWFORD,  
R. L. ELKIN.

1933 CONTEST AWARDS

Awards in the 1933 newspaper contests, as announced at the mid-summer meeting, were as follows:

All-around newspaper: First place, (silver loving cup offered by Lawrence W. Hager, president K. P. A.), to the Campbellsville News-Journal; second place (certificate), Corbin Times-Tribune; third place (certificate), Somerset Journal. Honorable mention: Somerset Commonwealth, Union County Advocate, and Kentucky Standard, Bardstown.

Front page contest: First place (silver loving cup offered by Joe T. Lovett, Murray Ledger and Times): Somerset Journal; second place (certificate), Pike County News; third place (certificate), Campbellsville News-Journal. Honorable mention: Somerset Commonwealth, Anderson News, and Union County Advocate.

Best editorial contest: First place (silver loving cup), to Editor Charles E. Grote, Pike County News; second place (certificate), Editor J. Earle Bell, Union County Advocate; third place (certificate), Editor J. L. Bradley, Providence Enterprise.

Best news story: First place (silver loving cup), Kentucky Standard, of Bardstown, written by D. R. Brown; second place (certificate), Hickman Courier, written by Editor A. Robbins; third place (certificate), Lyon County Herald, written by Editor G. M. Pedley.

Best full page advertisement: \$5.00 award to the Union County Advocate; best half-page advertisement: \$5.00 award to the Union County Advocate.

Enos Swain, former editor of the Harrodsburg Democrat, resigned his position to accept a new post with George Joplin, Somerset Commonwealth. Lawrence Herron, who was graduated from the Department of Journalism, University of Kentucky, this June, is filling the vacancy on the Democrat. We congratulate both of these newspapers on the calibre of the new editors, and predict continued success and excellent newspapers with these men at the helm.

The Press notes, with congratulations, the many splendid promotional ads that are being run in the Harlan Daily Enterprise, and commend the series to our press membership, in addition to our own series.

The Press notes, with gratification, the cooperation of many state papers in the publishing of the promotional ads. Keep it up! We solicit, not only your cooperation, but also proofs of your own composition in order to pass them on to the KPA membership.

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TRADE MARK

Never  
a dull moment  
for the A-P-L.  
Between jobs  
it earns  
its keep  
by casting  
composing-room  
material.

MERGENTHALER  
LINOTYPE  
COMPANY  
•  
BROOKLYN, N. Y.

Linotype Memphis Bold

## Kentucky Press

Official Publication of THE KENTUCKY  
PRESS ASSOCIATION

VICTOR R. PORTMANN ..... Editor

Printed on THE KERNEL PRESS, Department of Journalism, University of Kentucky, Lexington

### PRESS ASSOCIATION OFFICERS

Laurence W. Hager ..... *President*,  
Messenger-Inquirer, Owensboro  
George A. Joplin, Jr. .... *Vice-President*  
Commonwealth, Somerset  
J. Curtis Alcock .... *Secretary-Treasurer*  
Messenger, Danville

### EXECUTIVE COMMITTEE

A. Robbins .... *First District, Chairman*  
Courier, Hickman  
J. L. Bradley ..... *Second District*  
Enterprise, Providence  
Joe Richardson ..... *Third District*  
Times, Glasgow  
J. P. Gozder ..... *Fourth District*  
News-Journal, Campbellsville  
Brainard Platt ..... *Fifth District*  
Courier-Journal, Louisville  
Keith H. Hood ..... *Sixth District*  
Democrat, Bedford  
Tom Underwood ..... *Seventh District*  
The Herald, Lexington  
R. L. Elkin ..... *Eighth District*  
Central Record, Lancaster  
Joe Costello ..... *Ninth District*  
The Democrat, Cynthiana  
Chas. A. Kirk ..... *Tenth District*  
Herald, Paintsville  
J. L. Crawford ..... *Eleventh District*  
Times-Tribune, Corbin

### HENRY R. LAWRENCE

The death of Henry R. Lawrence, of the Cadiz Record, removes from the ranks of Kentucky newspaper men one of the most popular and most useful of the many who have served their constituency and the state at large. Mr. Lawrence was a member of the Kentucky house of representatives, a member of the state prison commission for a time and at all times a fighter for what he believed to be right and for the best interests of the people of Kentucky.

There are two surviving brothers to carry on the traditions of one of the best rural newspapers in the state and we have no doubt that the policies which governed Henry Lawrence in his conduct of that newspaper will be continued by those who take up the flag of public service that has fallen from his hand.

Members of the newspaper and printing fraternity join with the many other friends of Charles W. Fothergill, veteran Paris printer, in felicitating him

on the celebration of his 75th birthday on June 5. He has been employed in one newspaper office for about 60 years and is still going strong. About 60 years ago Mr. Fothergill entered the employ of the Paris True Kentuckian as an errand boy and carrier. The owner of the paper at that time was Col. John G. Craddock. He has been continuously in the employ of the paper since that time and through the merger of the True Kentuckian and the Western Citizen. Mr. Fothergill has never worked in a printing office outside Paris, and for no other paper in Paris except on occasions when he assisted other newspapers in an emergency. He is today active as many men years his junior, and has suffered very little from illness during his lifetime.—Log Cabin, Cynthiana.

### NEWSPAPER ADS INCREASE, RADIO ADS DROP IN APRIL

Washington, D. C.—Newspaper advertising in April increased, while expenditures for radio advertising declined, according to figures compiled by the department of commerce. Newspaper advertising rose 20 per cent in April and was only 15 per cent under a year ago, while radio advertising declined in April to a level 39 per cent under a year ago.

### AMONG THOSE PRESENT—

The enterprising editors of the state who made up the best summer meeting for many years, were:

Mr. and Mrs. George A. Joplin, Jr., George A. Joplin, III, Mr. and Mrs. George A. Sallee, The Commonwealth, Somerset; Mr. and Mrs. R. M. Munford, The Advocate, Morganfield; J. Curtis Alcock, W. C. Alcock, The Messenger, Danville; John J. Barry, The Echo, New Haven; J. P. Gozder, The News-Journal, Campbellsville; Charles A. Blanchard, Mr. and Mrs. L. S. Webb, Mergenthaler Linotype Co., Louisville; H. L. Felix, Metals Refining Co.; David R. Brown, Kentucky Standard, Bardstons; A. C. Campbell, Courier-Journal and Times, Louisville; Vernon Richardson, Miss Gail Richardson, Jack G. Durham, The Advocate, Danville; Mr. and Mrs. Lawrence Hager, Messenger-Inquirer, Owensboro; Donald McWain, Courier-Journal, Louisville; Mr. and Mrs. J. L. Crawford, Times-Tribune, Corbin; G. M. Pedley, Lyon County Herald, Eddyville; W. W. Thompson, Mammoth Cave National Park, Bowling Green; Mr. and Mrs. Russell Dyche, Miss Margaret Dyche, Sentinel-Echo, London; Prof. and Mrs. Victor R. Portmann, Lexington; Edward Hamlett, Mrs. Barksdale Hamlett, Miss Margaret Hamlett, The Adair County News, Columbia; W. H. Jones, The Republican, Glasgow.

J. T. Norris, Miss Susie Norris, Miss Julia Norris, Miss Jeanie Goff, The

Independent, Ashland; Mr. and Mrs. Cecil Williams, Journal, Somerset; Joe Richardson, Glasgow Times, Glasgow; Jas. S. Shropshire, University of Kentucky, Mrs. James Shropshire, Lexington; Mr. and Mrs. R. B. Pritchford, Citizen-Times, Scottsville; R. M. Clements, Clements Paper Co., Nashville, Tenn.; J. Earle Bell, Union County Advocate, Morganfield; Max B. Nahm, Bowling Green; Mr. and Mrs. D. B. Spragens, The Marion-Falcon, Lebanon; H. H. Wilson, Robert K. Darling, Hart County News, Munfordville; S. M. Saufley, The Register, Richmond; N. W. Gill, The Highlander, Louisville; Joe T. Lovett, Ledger and Times, Murray; Albert Schumacher and children, Albert, Janet, Betty and Mark, The Citizen, Berea; Mr. and Mrs. Thomas R. Underwood and son, Lexington Herald, Lexington.

Keen Johnson, The Register, Richmond; James H. Richmond, Superintendent of Public Instruction, Frankfort; Mr. and Mrs. J. L. Bradley, Miss Madalyn Robards, The Enterprise, Providence; Tom Wallace, Louisville Times, Louisville; J. O. Catlett, James Catlett, L. A. Kelley, Leader, Princeton; Alvis H. Temple, Daily News, Bowling Green; Dorothy Leigh Harris, Gleaner-Journal, Henderson; Mr. and Mrs. A. Robbins, Hickman Courier, Hickman; Mr. and Mrs. Floyd Smith, Louisville Paper Co., Louisville; Geo. W. Hicks, The Kentucky Post, Covington; Harry Heath, Times-Ledger, Murray; E. H. Hammen, Sun-Democrat, Paducah; Sam H. Hubley, Hardin County Enterprise, Elizabethtown; Mr. and Mrs. Sam V. Stiles, Associated Press, Louisville; E. R. McClure, Henry County Local, New Castle.

Fred Hughes, The Gazette, Leitchfield; Brooks Montgomery, News, Elizabethtown; J. Richerson, Hardin County Enterprise, Elizabethtown; Mr. and Mrs. R. L. Elkin, Central Record, Lancaster; Wallace Brown, Kentucky Standard, Bardstons; Hampton Maxey, executive secretary Tennessee Press Association, Nashville, Tenn.; William A. Burnett, Nashville, Tenn.; W. D. Williams, H. Ewing Harris, Southeastern Paper Co., Louisville; Miss Vivian Taylor, Glasgow News, Glasgow.

### RHYME AND REASON

It's not for me to order  
Just simply to advise  
If you want to get more business  
You've got to advertise.

The richer or the poorer  
No matter what your size  
If you want to boost your business  
You've got to advertise.

If your biz is slowly slipping  
And your cash in bank likewise  
Just do a bit of thinking  
Wake up and advertise!

—Ad Infinitum.

## A Call To Arms To Kentucky Publishers

This message is directed to the Kentucky publisher who, the Press sincerely believes, practices and preaches co-operation in every business but his own. We could use almost all the space in the Press in telling the benefits of belonging to an associated group, a group that is working for the benefit of the group and not for individual selfish interests alone. In the modern business world those organizations which are taking a "lone trail" have found themselves gradually going backward for indeed it is true that "in unity there is strength."

It has been stated that it is important that every publisher be made to realize that this is a day of organization, and the industry which is not thoroughly organized is losing out. Business conditions are changing so rapidly that industry faces new obstacles and new difficulties every day, and some one must be on guard continually. This is especially true of the state newspaper field.

The KPA needs every newspaper in the state in its organization. If the KPA can go before any other group and say that every editor of the state is represented, then will the association carry weight and exert influence. If only a few of the editors are represented, then will the organization lose prestige and that influence which surely abides with the Fourth Estate. Let's enroll every newspaper today, because of the influence that will surely be needed tomorrow.

According to the ruling of the KPA, only members will receive the Press. This issue goes to every editor in the state this month; the next issue only to members. If you like the Press and feel that it fills a need in your business, join the KPA today. The KPA needs you; you need the KPA. Read what our officers have to say:

### VAS YOU DER SHARLIE?

By A. A. Robbins Hickman Courier Chairman Executive Committee

Those of you who attended the Mid-summer meeting at Mammoth Cave need hardly be told the benefits of belonging to the KPA. That is only a starter on what you get from membership in the KPA and NEA.

It has long seemed to me that Kentucky had the best motto of any state in the Union—"United We Stand, Divided We Fall." They are true words. It is the same in the newspaper game. Unless publishers stand together in the various states and nationally, we are bound to fall sooner or later, for there will be no one to look out for us in this new era.

I have noticed for years that the papers which are members of all the press associations and whose publishers attend the meetings regularly, are not only the best papers, but are bless-

ed with the best business. There is a reason for that. Ideas and contacts at press meetings can be made to develop business. Ideas gleaned from The Kentucky Press and the NEA Service Letter can be made to develop business.

If a man or woman is interested in their work on a newspaper, the most interesting thing they can do is gather with other newspaper people and talk shop. If you are not interested in shop talk, you don't belong to the newspaper game. If you are not interested in newspapers enough to belong to the various associations, attend the meetings and have a good time while you are gaining all the benefits that the KPA give you, you might better be jerking sodas or hoeing corn.

I presume that everyone who reads this, if any, will be a member of the KPA, so in closing let me urge that every KPA member join the NEA. It's about the best five bucks a newspaper publisher in a small city or country town can invest. You will get your money's worth many times over, and don't forget we want the NEA to meet in Kentucky in 1936.

P. S.—And all you birds in the First and Second districts can pay up your dues in the West Kentucky Press Association right now!

Every newspaper publisher in Kentucky should be a member of the Kentucky Press Association and should be interested in its continued activity and future growth and development. The association is constantly on the job fighting the battles of the state newspapers and protecting them against fraud and misrepresentation.

With a session of the legislature coming up, the editors of the state must put up a united front. The KPA has a legislative committee that will be active and will look after your interests. In dealing with this committee the legislators will want to know how many newspapers the group represents.

Attacks on the legal rate structure may be expected. The demand for economy and for reduction in public expenditures is more insistent than ever. It will be necessary to mobilize all forces available to prevent some serious losses at the 1934 legislative session. It is imperative that we go after those editors outside the association and bring them into the fold. Impress upon them their obligations to the KPA.

The dues are nominal. "The Kentucky Press," the monthly publication of the association, is well worth the amount of the dues. Helpful information and valuable suggestions are to be found in its columns.

The fellowship and social side of the association can not be overlooked. No organization, we believe, gets as much out of its conventions as the

KPA. In recent years these meetings have grown in size and interest. Excellent programs have been offered and delightful social events arranged. The round table discussions at the winter sessions, when ideas are exchanged, have been especially helpful to members.

If there is an editor in your section who does not belong to the KPA, go after him at once and secure his application for membership.

GEORGE A. JOPLIN, JR.

### ADVERTISING TOMBSTONES

This is a true story.

Once upon a time a man called upon me in great distress. He was a maker of tombstones. He wasn't selling his product and he had difficulty in meeting his weekly payroll.

He came to me because he hoped that by advertising he could sell tombstones. It looked like a mighty hard job advertising tombstones.

The idea

It was in early February. The weather was cold, snowy, alternating with thaws and freezes, really nasty. But I actually had the nerve to advertise his tombstones all that month. After March the first I called upon him.

"What luck?" I asked.

"Not a thing, I'm broke and I've got to quit. Cut off that advertising. I can't pay for it."

"All right," said I.

In a few days the bad weather broke. Spring opened up, the grass turned green, the trees began to bud. Then my telephone rang.

"Start that advertising again," said the tombstone man. "I've sold more grave stones these few days since the pretty weather began than I sold all winter." The advertising did it.

The Falmouth Democrat made its first appearance in newspaper circles with the June 1 edition. The printing plant of the Butler Banner was moved to Falmouth, and Mrs. A. K. McDowell, Banner editor, is editor of the new paper. Shelby McDowell is advertising manager, and C. K. Mathews is publisher. Thursday is the publication day.

SEE FELIX

For Your

LINOTYPE METAL

Now Representing  
METALS REFINING CO.

Manufacturers of  
WILKE'S TYPE METAL

### COMMERCIAL PRINTING

This office is fully equipped to handle any particular job of quality printed that you can use in your business. It is not necessary for you to send the work out of town under the fallacy that only a city plant can do the job. Let us plan your work and give you an estimate. Our work is guaranteed to please you and will be done right. Our motto is

**QUALITY ALWAYS**

### KEEP IT AT HOME

Mr. Merchant, have you ever thought that the money you spend at home is the money that will return to you? Money sent out of town for printing never comes back either directly or indirectly. Your printer spends his money directly with you for necessities; indirectly, through taxes and support of semi-public institutions, he helps make the town upon which your business depends.

**Buy Your Printing from  
Your Home Printer**

### HOME PRIDE

Every citizen has pride in his home; every citizen should have pride in his home town. He should do everything to make his town bigger and better in every way.

But he cannot help his town if he spends his money out of town.

Support your home merchants, your home institutions, and your home printer.

Like every merchant in . . . . ., your printer is ready to serve you in quality products.

### BETTER BUSINESS

Business is at the cross-roads in America today. Depression is behind us; a brilliant future is ahead of us if we show ourselves worthy and strive to build up that business. Mr. Merchant, you can improve your business and make it better if you tell your people what that business has to offer. Advertising is surely the life blood of trade, so if you want to improve, tell your customers what you have to offer through the columns of the (name of paper).

## Cecil Williams Joins Benedicts

While Cecil Williams and his bride were enjoying their honeymoon, his office force printed a special edition of the Somerset Journal to commemorate the exciting event of the marriage of the KPA's most eligible bachelor. The edition carried, not only the following account of the wedding, but was filled with appropriate stories, advice, and advertising.

Old Reliable penned this little ode:  
The weekly Somerset Journal  
Nocturnal and also diurnal  
Has an editor chap  
Who's taken the "rap"  
With joy that's likely eternal.

With this dedication, the Press extends congratulations on the happy event with this write-up "lifted" from the special edition:

The Journal is scooping all newspapers in the state on the biggest news story of the year.

It is the story of a wedding, that some expected but others thought would never occur. But it is the unexpected that often happens in the newspaper offices.

Mr. Cecil T. Williams, editor of the Journal, and Miss May Berry, of Paris, Ky., were married Saturday at noon (that's the time all swell folks get married now), at the home of the bride's parents, Mr. and Mrs. James Berry, Xalapa Farms. Rev. F. M. Tindler tied the knot.

The bride and groom are spending their honeymoon at a hotel that advertises in the Journal and for which room and board is furnished. The preacher was paid with a year's subscription and the balance in scrip.

The bride is a girl of splendid judgment, or she would not have picked the man she did. She is attractive, beautiful (see picture for evidence), talented, and being a graduate in Home Economics at the University of Kentucky, is a good cook, so if we can get the food, we can at least eat.

The bride is of English parentage, but she "can catch a joke," and she did.

The groom is just an ordinary newspaper man, suffering from the depression like all other editors. He made about the worst president the Kentucky Press Association ever had, and he has dabbled in politics, much to his sorrow; served as president of the Rotary Club (no one else would have it that year); has been secretary of the Chamber of Commerce for seven years, retaining the job because everyone else in the club has refused the honor, and is a director in the Somerset Building & Loan Association. He got himself elected so he could borrow some money.

Everyone thinks the match between Cecil and May a good one and con-



gratulations and best wishes have been pouring in, but no presents have arrived yet. They hope to have lots of spoons, candlesticks, clocks, etc., when they return from their honeymoon.

They will make their home with the groom's parents, as most young married couples do.

### RADIO ADVERTISING

At the last meeting of the American Newspapers Publishers' association, it was decided that Radio Programs were not news but advertising. This opinion has long been held by many newspaper publishers who have systematically disguised real advertising programs by listing the names of the orchestras or artists and omitting the name of the advertisers.

This, however, is also misleading. Many a listener tunes in because some well known performer is listed and turns away in disgust when it is discovered that the radio program is simply an advertisement for tooth paste, mouth wash, or something else. Thousands of radio fans turned in to hear Mrs. Franklin D. Roosevelt some time ago only to find it was simply time paid for by a manufacturer of facial cream.

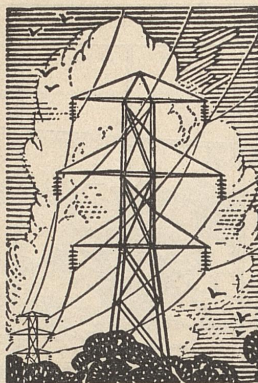
Such misleading announcements can only have a destructive reaction on the

products so advertised and do harm instead of good.

The only way to overcome this difficulty is for the newspapers to list only genuine concerts, talks or other entertainment and omit entirely every sponsored program. If the radio advertiser wants his program listed let him pay for it at regular rates.

Frank Self, of the Corydon, Indiana Republican, well known to many of Kentucky's editors, received first prize at the meeting of the Indiana Press association, as the best all round rural weekly in that state. In Indiana the judges require four successive issues of any newspaper contesting. This is possibly a good rule for the Kentucky Press, the idea being to make it difficult to pick out on especially good issue for submission in a contest of this kind.

Now is the time for all good printers and editors to take "stock." The depression is over; are you prepared in type, in stock, in good will, in your newspaper to meet the new conditions and to go forward? Take stock of your assets right now, whatever they are. The progressive editor WILL go forward.



# POWER



Great plans are under way for bringing prosperity to a large area of the South—including Kentucky and southwestern Virginia—by means of industrial development in the smaller cities, the towns and the villages . . . Every community which today is connected with the far-flung electric transmission network composing our system has immediately available an unlimited volume of cheap power for all industrial purposes . . . The small cities and towns that realize the industrial opportunities opened by the New Deal, and act on that realization without delay, will “get in on the ground floor” and benefit accordingly . . . Our commercial and engineering experts will be glad, upon request, to assist you in your city’s industrial promotion plans.



## Kentucky Utilities Company

Incorporated

