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Kentucky Press



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Published In the Interest of Community  
Journalism - - Of, by, and for  
Kentucky Newspapers



JANUARY, 1937

Volume Eight

Number Eight

# Jodie Gozder Is Elected President As Flood Curtails Program

Jodie T. Gozder, publisher of the Campbellsville News-Journal, fisherman and hunter, cabinet-maker and authority on antiques, and host par excellence, was elected president of the Kentucky Press Association at the closing meeting at the Brown Hotel, Louisville, Friday, January 22. He was elevated to that important office from vice-president by acclamation.

J. LaMarr Bradley, Enterprise, Providence, was elected vice-president after serving one year as chairman of the executive committee. J. Curtis Alcock, Messenger, Danville, was reelected secretary-treasurer for his twenty-sixth consecutive term. Thomas R. Underwood, Herald, Lexington, was elected as chairman of the executive committee.

The mid-winter meeting of the Kentucky Press association at the Brown hotel, Louisville, scheduled for January 21, 22, 23 will long be remembered by the sixty editors who registered Thursday evening or Friday morning. When these editors, many accompanied by their families, left home Thursday morning, they little anticipated the difficulty in getting to Louisville. The Ohio river was on rampage, but heretofore the flood had not caused serious menace to travelers or to that city itself. Train and bus schedules were delayed and auto traffic was rerouted, causing many of the editors to arrive much later than they had anticipated. However, a good number registered early and enjoyed the bounteous buffet luncheon as guests of the Brown hotel in the roof garden.

Seventeen days of continuous rain failed to dampen the spirits of the editors when the meeting was opened Friday morning by President Crawford. Invocation was pronounced by the Rev. Dr. Peter H. Pleune, Highland Presbyterian Church. In the absence of Mayor Neville Miller, on "flood duty", the address of welcome was delivered by Vance Armentrout, Louisville Courier-Journal, chairman of the program committee, who graciously turned over the keys of the city and said, "While I am turning over these keys to you for the front door, I cannot guarantee that the back door will not be closed." His words were prophetic. Executive chairman, J. Lamarr Bradley, responded for the association in his usual witty style.

In his annual address, the retiring president, John L. Crawford, Corbin, outlined the work of the past year, giving special emphasis to the excellent work of the legislative committee in their success in passing two bills through the legislature: the bill respecting press confidences, and the bill which established conditional privilege concerning filed documents in court records. He concluded by outlining the needs and program for the association for the future. His address is published in another column.

A round table discussion on Co-

operative Advertising was opened by Chairman Victor R. Portmann, who stressed the need of a market survey and rate book for Kentucky newspapers and explained and exhibited two types of such books as published by other state associations. He also stressed the need of honesty and exactness in circulation figures and rates that should be included in the proposed rate book.

Joe T. Lovett, Ledger and Times, Murray, gave his report as chairman of the advertising committee and told of the preliminary work that had been done to procure an advertising agent for the Kentucky newspapers whose duty would be to contact Kentucky manufactures and industrial plants for advertising in the state papers. Every editor present took part in the discussion that followed and the association voted to place the matter in the hands of the executive committee for future action and also voted approval for the work done by the advertising committee. Several editors present signed contracts for participation in the advertising plan after Secretary Alcock had announced that over sixty editors had previously signed. The Press will carry a complete report of this project in an early issue.

The editors adjourned to the Pendennis Club where they were guests of the Louisville Courier-Journal at the annual luncheon. Editor Tom Wallace presided and introduced the guests at the head table with appropriate and humorous remarks.

The afternoon session was opened by George A. Saas, classified advertising manager, Indianapolis News, who gave an interesting and illuminating address on classified advertising. He answered many questions fired at him by the interested editors present. His address will be published in the Press.

Harold A. Browning, Williamsburg, gave a report on the annual meeting of the National Editorial association in Maine the past summer. He then explained how he had made his hobby of photography profitable from the standpoint of procuring pictures for his paper and in commercial photography. He showed many prints of his work in "illustrating" his address. He, also responded to many questions.

Kenneth White, member of the Public Accountant firm of Yeager and White, Louisville, gave an address on the Social Security Act, and was "put on the spot" with rapid fire questions by the editors on the various phases of the act as pertained to the community newspapers. His answers, together with an all-inclusive and tabulated pamphlet on the Act, did much to clear the perplexing problems that had mystified the publishers. His address and solutions presented were the high-lights of the session.

President Crawford then announced that Louisville authorities had informed him that flood waters

were reaching alarming heights and all who wanted to get out of the city had better leave at once. According, it was voted to curtail the convention by postponing the Saturday addresses until the mid-summer meeting and that all unfinished business, reports of committees, and election of officers would take place at the banquet. Some editors immediately left for their homes, but the majority waited for the "eats."

The Louisville Board of Trade were hosts at the excellent banquet, followed by a floor show. The closing session was then held with the report by the resolutions committee and election of officers. Friday afternoon, the ladies were entertained at bridge and rummy in the Louis XVI room.

As many editors who were able left early the next morning for home. Many were flood-bound, especially the "boys" from the western part of the state. Communication with Louisville has been cut off and we anxiously wait news that the editors arrived home safely. Sufficient to say, many editors have first hand knowledge of the worse flood disaster that has ever occurred.

The first official action of President Gozder was the appointment of the standing committees:

Executive: Gracean M. Pedley, Herald, Eddyville; Vance Armentrout, Courier-Journal, Louisville; Dolph Creal, Herald, Hodgenville; Vernon Richardson, Advocate, Danville; J. Gilmore Nunn, Herald, Lexington; Joe Costello, Democrat, Cynthiana; Robert L. Kincaid, News, Middlesboro; James T. Norris, Independent, Ashland; Victor R. Portmann, Kentucky Press, Lexington; and Martin Dyché, Echo, London.

Legislative: Thomas R. Underwood, Herald, Lexington, Chairman; Warren Fisher, Mercury, Carlisle; Lawrence W. Hager, Messenger, Owensboro; George A. Joplin, Jr., Commonwealth, Somerset; and Francis W. Burke, Mountain Eagle, Whitesburg.

Advertising: Robert L. Kincaid, News, Middlesboro, Chairman; Thomas T. Wilson, Log Cabin, Cynthiana; Shelton Sauffley, Register, Richmond; W. L. Dawson, Oldham Era, La Grange; and A. S. Walthen, Kentucky Standard, Bardstown. Newspaper Exhibit: Victor R. Portmann, Kentucky Press, Lexington, Chairman; S. B. Goodman, Central Record Lancaster; and Flem Smith, News, Georgetown.

The Mayfield Messenger found Christmas advertising easiest to sell in years. Scores of firms and individuals were good for season's greetings including ministers, hospitals, undertakers, the post office, churches and banks. The fire department wanted an ad but the fire chief injured his foot the night before and was unable to get the copy to the paper on time.

## RESOLUTIONS

Your resolutions committee beg to report:

The deep regret and immeasurable sense of loss of this group in the passing from this association during the year of John J. Barn life member, Rolling Fork Echo, New Haven; H. B. Smith, Richmond Pantagraph; M. O'Sullivan, Shelbyville; and Robert Moore, Fulton Daily Leader.

That the association express its gratitude for and sincere appreciation of the courtesies shown us by the Courier-Journal and the Louisville Times, the Brown Hotel, the Louisville Board of Trade, the ladies of the entertainment committee, the members of the program committee and to Barry Bingham, publisher, of the Courier-Journal and Times, and to felicitate Mr. Bingham upon the glad event of the day in the birth of a daughter. We deem it fitting to say that, in view of the unusually trying conditions under which all of these agencies and individuals labored, this meeting has been more successful than could have been expected, and we thank them most cordially.

Your committee wishes to commend the legislative committee for its efficiency and accomplishment for the association during the last year. We feel this progress has meant a great deal to us all.

Also highly commendable has been the work of the advertising committee, which has made, we feel, and excellent start upon a program, which will be to the very material advantage of every member who cooperates.

We wish to especially thank Mr. Geo. A. Saas of the Indianapolis News, for his instructive and entertaining address and to Mr. Kenneth White for his lucid and helpful explanation of the Social Security measure.

We desire to express the regret of this body of the illness of our honored member, Enoch Grehan, head of journalism, University of Kentucky and to wish for him a speedy recovery.

Your committee believes if speaks for all present when it expresses appreciation of their parts on the program of every person who participated. We feel this has been more than usually informative and beneficial meeting, despite extremely trying circumstances and conditions, and that this is due, in large measure to those who had active part in the program.

Especially do we wish to commend our outgoing president John L. Crawford for his devotion to the duties of his office and for the clarity and instructive force of his annual address. And finally, to J. Curtis Alcock, our always dependable and efficient secretary, our thanks go unstintedly.

Respectfully submitted,  
A. S. THOMPSON  
ROBERT KINCAID  
G. M. PEDLEY

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# Retiring President Reviews Work Of Past Year

The following is the text of the address of John L. Crawford retiring president:

The outstanding accomplishment of the Kentucky Press association for 1936 is found in its legislative and legal program.

The outstanding need of the Kentucky Press association at the present time is for a full time representative to look after the interests of its members.

The greatest opportunity facing the publishers of the smaller newspapers and the job printers in Kentucky today—insofar as money is concerned—is embodied in the fact that now is the logical time to advance prices of all the revenue-getting products of the print shop. Everything else is advancing. If the publishers do not follow suit, they will have let slip a golden opportunity, and they will be classed in that 90 percent of the business men of the nation who were not making money in 1929, despite the fact that that period is known as the Golden Era of American business.

Nineteen hundred thirty-six has laid the foundation for a great business year in 1937.

Your association has witnessed the advancement of newspaper standards during 1936. The Kentucky Press association has not been sensational in its part in this advancement. General pick-up in the business over the state and nation is responsible for this splendid condition in which the country publishers find themselves today. It has been an easy year for the leadership of your association. The main problem has been one of "sitting steady in the boat" and letting the advancement follow a natural course of action.

In only one field have we been militant. In only field can we "point with pride" to the betterment of the newspaper clan in Kentucky: The legislative field.

You will recall that when the General Assembly began its deliberations early in 1936 the legislative committee of the Kentucky Press association sponsored two bills that became laws, and waged a battle against the repeal of one law already on the statute books.

Largely due to the aggressive action of the Legislative committee, under the able leadership of Tom Underwood of the Lexington Herald and by the loyal and unstinted support of Warren Fisher of the Carlisle Mercury, Lawrence Hager of the Owensboro Messenger and Enquirer, George Joplin, Jr., of the Somerset Commonwealth, Harold Browning of the Williamsburg Republican and the lay members of the KPA by the score, two important laws were placed on the statute books of Kentucky last year.

One of them is the law making privileged the information of the newspaper reporter, just as the information of the doctor and the lawyer are privileged.

The other major press law enacted last year makes court and legislative records available as legal

and legitimate news—under certain necessary restrictions, of course.

These two laws are the foundation for a Bill of Rights for Kentucky newspapermen. We should cherish them as a man holds dear the wife of his bosom. At the same time, we should use their powers judiciously, in order that we may not become over-zealous and bring down the wrath of the powers that be on our heads and make them to regret the confidence they have placed in us.

Of almost equal importance was the blocking of a proposal to undo much that has been accomplished in the way of a legislative program for the publishers and printers of the state. There are always those who want to repeal all publicity laws and place the taxpayers in the dark as to the fiscal affairs of their government. The past session of the Assembly was no exception. Certain laws were proposed; but, due to the aid of friends we had in the lawmaking body, these bills were never in any danger of passage. It is well, though, to express our appreciation of these friends who fought so valiantly for us and for the taxpayers.

The Paducah newspapers are due a fulsome expression of thanks from the other publishers of Kentucky for the splendid way in which they tested the financial statement act.

The Kentucky Press association had a committee working on this matter, following the astonishing ruling of the Attorney General to the effect that the county budget law repealed and made void the financial statement act.

This committee had obtained the services of Attorney Clifford Smith. One of the most notable contributions to the membership of the Kentucky Press association in 1936 was the resume of the publicity laws of Kentucky which Mr. Smith prepared and which the Secretary printed and mailed out to the membership. This document was a masterpiece in concise statement of the laws.

Mr. Smith was employed to carry a test case up to the Court of Appeals.

In the meantime, the Paducah papers ran into trouble over the publication of the financial statement. With the memory still fresh of a tragic event in the life of the community over the failure of officials to make public the condition of the county's financial affairs a few years ago, the militant Paducah Sun-Democrat instituted action in the McCracken Circuit Court to force the publication of the financial statement if the county. Successful in the Circuit Court, the Paducah paper carried the case to the Court of Appeals and obtained a favorable decision there.

Mr. Smith, realizing that this was just what the newspaper publishers of Kentucky wanted, briefed the decision of the higher court and submitted it to the special committee of the Kentucky Press association. This statement and quotation

for the Court of Appeals was printed and submitted to the KPA membership.

The results speak for themselves. All over the state, the fiscal courts, which had been withholding publication of the financial statements on the authority of the Attorney General, began to release them to the publishers and the result was a legitimate piece of business.

Other accomplishments of the Kentucky Press association for the past year are negligible. To be sure, we had a splendid year in the matter of fellowship. This summer meeting at Danville was one of the outstanding social events in the history of the association. Even the weather was in our favor. The legislative research work of Vic Portmann's group at the University of Kentucky, while not yet ready for publication, promises to be outstanding in the life of the association. That will come later. But a good start has been made.

So much for the history of the past.

Let us look for a few minutes to the future.

A short time ago I stated that the outstanding need of the Kentucky Press association was for a full time representative to look after the interests of the membership.

In making this statement I realized I was treading on dangerous ground.

The matter of employing a field representative has been brought up many times in this association, and as many times vetoed.

But that does not convince me that we do not need some central organization with which to fight our battles.

This is especially true in this age of group efforts. If we do not hang together, we follow the age-old axiom of hanging separately.

Take, for example the cooperative effort to secure additional advertising, which the Kentucky Press association is now considering: If we do not work together in this job, then it is a failure before we have started.

The main reason, in fact, that the program has not been pushed as planned in the announcement of the Advertising Committee's recommendation which I submitted in a bulletin a few weeks ago is found in the lack of cooperation among the publishers. We decided to delay action on this proposal until the mid-winter meeting, in order that the group could decide what it wants to do. But this will be brought out in another part of the program and does not need to be discussed here.

Twenty-one states now have field representatives. Kentucky needs to join that militant group. Whether we ever do or not depends upon you as members. If you want to put more money into your association and get better returns, I feel that you can do no better than to appoint a committee to look into the matter of a field representative.

This good year finds the Kentuc-

ky Press association in better condition legally than ever before in its history. But there are still many things to work out in the legislative program and I recommend a close guarding of the present laws to see that they are not repealed or made ineffective. At the same time, there remains much to be done in the way of enforcement of the present publicity laws. There should be some central point of enforcement, which would relieve the local publisher of having to fight with his fiscal court over such matters. I understand that Indiana has an ideal set-up in this respect, but have not investigated it. This could be done at little cost and might give the legislative committee something upon which to work in the future.

There should be a closer unity of the papers of the association. Not that it is necessary to become an inter-locking corporation. But we should stick closer together in matters of policy. Wages, working hours, professional practices, prices—these are but a few of the things that should find us working as a unit on. Of course different local conditions will cause variations, but these could be considered.

At the beginning of this talk I stated that the publishers were facing a great opportunity, in a business way, this year.

I referred to this matter of advertising the price of job work, advertising and subscriptions to meet the increased cost of production.

The man who does not raise his prices this year to conform to the advance in all other lines of business for the pleasure he gets out of it and for the good he can do his fellowman—and the harm he can heap upon his competitor.

Never was there a more legitimate excuse for advancing prices to the point where he can operate with a profit. Never was the demand to do this more compelling and unequivocal.

As a matter of fact, if we do not advance our prices, we admit by this act we do not have the business ability to conduct a newspaper plant or we say to the public that we have been profiteering off the people all during the depression—and we know this is not true.

So I say to you, if you have not already done so, to raise the price of your advertising space, to advance the cost of the job printing output to the customer, and to move the cost of your subscriptions up a notch.

If you don't, old High Wages, advancing costs of stock, social security and a thousand and one other items will swallow you, and some keener business man will be soon sitting in your editorial chair and draping his hoofs over the corner of the desk where now you repose wrestling customers and fighting in your spare moments between production in the back shop.

Incidentally, this is an "election year," and you can and should close the books of 1937 with a nice nest egg on the right side of the

(Continued on Page Six)

# The 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

Jodie P. Gozder.....President.....News-Journal, Campbellsville  
J. LaMarr Bradley.....Vice-President.....Enterprise, Providence  
J. Curtis Alcock.....Secretary.....Messenger, Danville

### EXECUTIVE COMMITTEE

Thomas R. Underwood, Lexington Herald, Chairman; Gracean M. Pedley, Herald, Eddyville; Vance Armentrout, Courier-Journal, Louisville; Dolph Creal, Herald-News, Hodgenville; Vernon Richardson, Advocate, Danville; J. Gilmore Nunn, Herald, Lexington; Joe Costello, Democrat, Cynthiana; Robert L. Kincaid, News, Middlesboro; James T. Norris, Independent, Ashland; Victor R. Portmann, Kentucky Press, Lexington; Martin Dyche, Echo, London; Robert L. Elkin, Lancaster, Honorary.

### LEGISLATIVE COMMITTEE

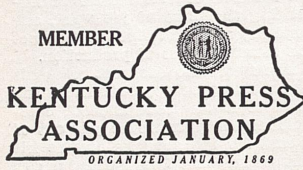
Thomas R. Underwood, Herald, Lexington, Chairman; Warren Fisher, Mercury, Carlisle; Lawrence W. Hager, Messenger, Owensboro; George A. Joplin Jr., Commonwealth, Somerset; Francis M. Burke, Mountain Eagle, Whitesburg.

### ADVERTISING COMMITTEE

Robert L. Kincaid, News, Middlesboro, Chairman; Thomas T. Wilson, Log Cabin, Cynthiana; Shelton Saufley, Register, Richmond; W. L. Dawson, Oldham Era, La Grange; A. S. Wathen, Kentucky Standard, Bardstown.

### NEWSPAPER EXHIBIT COMMITTEE

Victor R. Portmann, Kentucky Press, Lexington, Chairman; S. B. Goodman, Central Record, Lancaster; Flem Smith, News, Georgetown.



### WORK WELL DONE!

To our retiring president, John L. Crawford, we can only say, "Thanks! Well done." The officers have accomplished much the past year and the association is in better shape, in every way, than ever before. And the future looks bright.

### OUR NEW PRESIDENT

It has always been just Jodie to all the editors, not Mr. Gozder. Now it is President Jodie. Tom Wallace told of many accomplishments of our new president, many of which he has been hiding under the proverbial basket. But the Press is sure that he voiced the sentiments of the entire KPA when he extended congratulations and best wishes to Jodie. The Press joins with its fellow members in pledging heartiest co-operation to the new officers during the next year in word and in deed. Try us, Jodie!

### THE FLOOD SITUATION

Many of our fellow editors whose towns were ravaged by the rampart Ohio river have suffered severe financial loss, if not total loss, during this past week. Every newspaper in the grip of the flood, in-

cluding the Louisville Courier-Journal and the Paducah Sun-Democrat was forced to suspend publication. There is not much that can be said in the face of such calamity, but the editors of these newspapers can be assured of every assistance needed on call from their fellow editors.

### THE FUTURE

In his valedictory address President Crawford stressed the future needs and program that should be impressed upon the editors of the state. These points included the raising of standards of the newspapers of the state in regard to wages, certification and truthfulness in circulation, and higher livable rates in subscription prices, advertising, and job work. Mr. Crawford warned that these were present now, and would be more important in the future on the account of raise in raw materials and living conditions. The Press ascribes heartily to these points, and pledges its columns to bring them into reality.

### KPA LIFE MEMBER DIES AT NEW HAVEN

John J. Barry, 78, one of the best-known rural newspaper men in the state, editor and owner of the Rolling Fork Echo since the weekly was established fifty-one years ago, died suddenly following a heart attack at his home January 4.

Until ten days ago Mr. Barry was active in his office. He contracted influenza and had been confined to his bed since. During his long career he took an active part in Democratic politics and

was known and liked by thousands in his section of the state.

The second oldest member of the Kentucky Press association, he established in 1886 the newspaper which he published occasionally for fun until 1889, when it became a weekly.

Born in Clay Village, Shelby county, he was the last survivor of nine children of Dr. J. J. Barry and Mrs. Barry. He was educated in St. Catherine's Parochial School, New Haven, and began his career as a traveling passenger agent for the Old Ohio and Mississippi Railroad, now the B. and O. Railroad.

He was never married and as a member of the Catholic church served three terms on the board of supreme directors of the Young Men's Institute. He also did extensive work in tracing the Lincoln family in Kentucky.

### PEDLEY IN NEW JOB

The Press joins the Fourth Estate in congratulating Gracean M. Pedley on his appointment as state publicity director. His headquarters will be in Frankfort. Much of his efforts will be devoted toward editing and building up the Kentucky Progress magazine. We know that the work will be well and faithfully done.

### HAPPY BIRTHDAY TO YOU!

Among the many newspapers throughout the state enjoying birthdays during the past month were: The New Castle Local, E. Russel McClure, editor-manager, 57; the Georgetown News, Flem D. Smith, publisher, 51; the Williamstown News, Robert L. Westover, editor, 31; the Paris Kentuckian-Citizen, A. S. Thompson, editor and owner, 131; the Cynthiana Log Cabin, J. T. Wilson, editor, 42; the Leitchfield Gazette Fred Hughes, editor-publisher, 57; the Prestonsburg Times, C. B. Latta, editor, 11; the New Haven Echo, D. E. Wagoner editor and publisher, 51; the Pineville Courier, Fred Creech, editor, 14; the Corbin Daily Tribune, John L. Crawford, editor and Manager, 33; the Nicholasville Journal, Mrs. M. A. McCarty, editor, 64.

Salersville Independent, Albert K. Moore, publisher, 17; Harlan Daily Enterprise, J. M. Alverson, publisher, 18; Georgetown Times, Lila and F. M. Bell, publishers, 70; Carlisle Mercury, Warren Fisher, editor, 71; Liberty News, Otis C. Thomas, editor and publisher, 33; Franklin Favorite, Alvis G. Hunt, manager, 79; Mount Sterling Sentinel-Democrat, Ratliff H. Lane, editor-manager, 71; Clay City Times, J. E. Burgher, publisher, 42; Versailles Sun, A. A. Bowman, publisher, 69; Beatyville Enterprise, Carter D. Stamper, editor and publisher, 30.

London Sentinel-Echo, Russell Dyche, editor, 64; Grayson Journal, J. W. Lusby, publisher, 45; Edmonston News, Miss Blanche Mackey, publisher 37; Ewing Enquirer, A. F. Hoffman, editor and publisher, 12; Scottsville News, H. A. Ward, 3; Bedford Democrat, Bell, Barkley,

Bell editors, 41; Morehead Independent, William J. Sample and George M. Calvert, editors and publishers, 4; Bardstown Standard, A. S. Wathen, president, 37; Lebanon Enterprise, Oliver Kelly, editor and publisher, 52.

The Owenton News-Herald, published by M. E. Bourne, recently started its 69th year.

The Mount Sterling Sentinel-Democrat, Ratliff H. Lane, editor-manager, began its 71st year of publication on December 23.

Edition number one of its 18th year was published by the Irvine Times, Robert Barker, editor and publisher, on December 25.

### NEW PAPER AT PLEASUREVILLE

The Pleasureville News was established January 2 with Sam Schulman as editor, assisted by Miss Mary Elizabeth Newnan as news editor, and J. C. Roberts as assistant. Mr. Schulman joined the staff of the Louisville Courier-Journal eight years ago as a reporter, working at night and attending the University of Louisville School of Law during the day. After being admitted to the bar, he practiced law for some time in Louisville but gave up his practice to devote his entire time to a journalistic career. He has held the positions of assistant state editor and of Indiana editor of the Courier-Journal.

He was educated to be a rabbi even taking biblical courses in the Presbyterian Theological Seminary. He says that he knows he cannot make a financial success of a newspaper in that town, but wants to be of service to his community. He has also opened a law office.

A unique part of his paper is a "fudge box" in the upper right-hand corner of the first page. In this Mr. Schulman prints the latest spot news with a rubber stamp. The Press wishes him success in his undertaking and congratulates Pleasureville on his enterprise.

### FLEMING PAPER SOLD

William E. Hacker, editor of the Fleming Gazette for the past 11 years, has announced that he has sold his half-interest in the weekly independent newspaper to Charles E. Rankin, Flemingsburg. Last summer Mr. Hacker sold a half-interest to Ransom Todd, Fleming county, who since has served as manager of the paper. Mr. Todd will act as manager and editor and will be co-publisher with Mr. Rankin.

The Richmond Pantagraph weekly Republican newspaper, has been sold to Dr. O. F. Hume and Gibson Prather, it was announced December 12. The sale was made by Mrs. E. B. Smith, widow of the former publisher and administrator of the estate. Publication of the paper will be continued.

Secretary J. Curtis Alcock was re-elected chairman of the Danville District Committee of the Boy Scouts. Outside of that, he has nothing else to do.

# Saas Gives Tips On Classifieds

It is with a feeling of respect that I address the Kentucky Press association because, as I understand it, the first newspaper published west of the Alleghenies, the Kentucky Gazette, was established at Lexington, Kentucky in 1787. Judging by this fine gathering, that seed was well sown.

I am here to help you gentlemen with classified problems and, because the word "classified" covers such a multitude of ideas, efforts, and plans, it is rather a difficult job to do justice to the subject in such a short time. I'll try, however, to give you a few ideas and then I'll make a stab at answering your questions.

In characterizing the attitude many papers assume towards classified, permit me to quote a little story: Two drunken visitors in Washington, D. C., in looking over the sights, came to the Washington Monument. They walked up close and one of them began feeling his way around the base of the shaft. After three round trips, he turned to his partner who had been right at his heels and said: "No use, buddy—we're walled in." Many newspapers, particularly smaller ones, assume this attitude towards classified and one sometimes wonders why. Classified is not a hard subject to analyze, nor a branch of advertising impossible to get; and there is a definite need and place for want ads in every newspaper.

In the first place, no matter how small the city, people have wants, perhaps not in the degree people in larger communities do, but these needs are very real, never-the-less, and they spell want ads.

There is room in every community, for example, for a help-wanted column, for headings in a want ad section covering such subjects as for sale—household goods, poultry, livestock, feed, machinery produce; every newspaper can work up a business on lost ads a personal column, etc.

In the second place, consider the natural set-up of things for a moment. Your local merchant—when he wishes to tell a story—can use radio, direct mail, signs in his store, window displays, direct telephone solicitations and of course newspapers. We all naturally feel that this last medium of expression is the most important one—and it is—but the other ways of telling a story are available to a merchant just the same. Now, take a subscriber of yours who has an old radio, or a mule, or a washing machine for sale, or who has lost his pocket-book, what can he do to tell his story? His only means of expression is the want ad column in your newspaper. Is it easy and convenient for your readers to use the only avenue of expression open to them?

There probably is no one in the newspaper business who would dispute the statement that want ads spell revenue prestige, and circulation. Yet many papers give want

ads just a passing thought—and let it go at that.

Want ads, because of their money-making possibilities for the reader build a strong bond of friendship and loyalty between paper and subscriber, an invaluable good-will asset.

To be successful with want ads, make them profitable to your readers. That's the simple formula for building a want ad section, particularly on smaller size newspapers. And an infallible formula it is, too!

To be useful to your readers, a want ad must be profitable to them. Here, I believe, is the fork in the road where most newspapers go astray in seeking classified volume.

To clearly follow my line of reasoning, it is necessary to distinguish between transient and contract classified advertising. A transient ad is one placed by a reader who is not in the business of selling the item advertised. In other words, the ad of a casual advertiser. A contract ad is placed by used car men, real estate men, business firms, etc., at a rate usually covered by a yearly contract, advertising merchandise taken in trade or merchandise of their own.

Contract business swells volume and means profits, but it's the transient advertising that builds reader interest. The readers of a want ad section are readers because they hope to find a bargain advertised by a private party. It's the desire to find transient ads that draws readers to the want ad columns and gets results for the rest of your ads.

Transient advertising, therefore, should always be the first consideration in building want ad volume. The next step, therefore, in building a want ad section is logical enough:

Here, gentlemen, is the fork in the road of want ad building. When establishing want ad rates, keep Mrs. Smith and Mrs. Jones in mind, who may sometime wish to sell a \$5 baby buggy, or a \$2 porcelain top kitchen table, not the used car dealer or the real estate firm who have a \$500 used car or a \$4,500 house to sell. Just as a matter of comparison, let me point out that you do not raise the subscription price of your paper every time the spirit moves you, because you realize the danger of fooling around with your readers' pocketbooks. Yet want ads rates are established or changed or raised with absolute disregard for Mrs. Smith's interest.

When a young man or woman is employed to handle want ads, don't hound them for more lineage, but watch the ad count. Don't worry about signing up the local loan companies on a classified contract, but concentrate on transient business. Don't try to make a profit on your want ad column at the start, because want ads mean more to a newspaper than just dollars and cents. Want ads are a service, they build prestige, good will and cement the bond of friendship between readers and the newspaper.

Set your solicitor down to a

'phone and start calling the front part of the telephone book. Call all the Mrs. Smiths, Mrs. Joneses, and Mrs. Browns in town. Tell them they can run ads in your paper for 1c a word. Suggest uses of want ads—like making a list of dust-gathering articles in the basement and attic, or selling old furniture before buying a new living room outfit and getting more money for it, etc. This sort of activity will not only make a profit for your transient want advertisers, but it will release and put more money into the channels of trade.

Remember that the first consideration is to make your paper instrumental in increasing your readers' income. Make money for them—and you'll keep them as friends. If you succeed in selling your community on the general use of want ads, contract classified will walk in of its own accord, literally speaking.

And, of course, keep at it. Building want ads is a slow process, and starting a want ad section from scratch is still slower. Don't start it unless you feel you want to do it right.

Counting dollars as first consideration in judging a want ad is a mistake. To call the classified salesman into the office and raise Ned about more business—but saying nothing about the kind of business wanted—is a mistake. To permit your classified department to pile up lineage in the want ad columns from used car dealers, real estate men, loan companies, etc. without working on transient business is a mistake. As a matter of fact it's actually putting the cart before the horse.

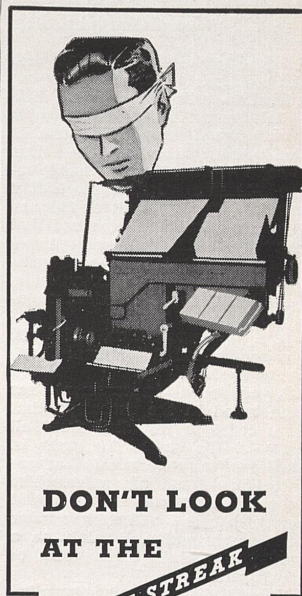
A newspaper whose readers are not using its want ad columns hasn't got a want ad section, regardless of the classified lineage tabulated for that newspaper by Media Records.

If you are in the fortunate position of having a volume of want ads, you are naturally interested in still further increasing this volume. Here, as in starting from scratch, there are many pitfalls that must be avoided.

Generally speaking, the same principles of courting the transient advertiser apply to problems of expanding as well as to starting a want ad section. If you have a classified manager, give him a "breathing spell" and in the vernacular: "lay off lineage." Inasmuch as his activity reflects your desires, show an interest in transient business, watch the daily ad

(Please Turn To Page Six)

Hundreds of new subscribers were added to the list of Scottsville News, published by H. A. Ward, as a result of a campaign, it announced recently.



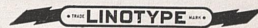
**DON'T LOOK AT THE BLUE STREAK LINOTYPE**

... if you want to remain contented with your present composing machine. Once you see the Blue Streak, you will never be happy with anything less. 74 features.

## MERGENTHALER LINOTYPE CO.

BROOKLYN, NEW YORK  
New York City, Chicago, San Francisco, New Orleans, Canadian Linotype, Limited, Toronto  
Representatives in Principal Cities of World

LINOTYPE MEMPHIS FAMILY AND BOOKMAN



**BUSH-KREBS CO.**  
INCORPORATED  
ARTISTS, ENGRAVERS  
PRINTERS, SUPPLIES, ELECTROTYPERS  
LOUISVILLE, KENTUCKY  
ED WEEKS, MGR. SUPPLY DEPT.

### Retiring President Reviews Work During Past Year

(Continued from Page Three)

ledger from this source of income. But you cannot do that unless you put your prices in line with other costs.

Once again we are faced with the problem, too, of continuing our affiliation with the National Editorial association or dropping it. Personally, I think the NEA is worth many times the three dollars it costs us now. But in sending out the statement of dues for 1937 a few days ago Curtis Alcock followed my instructions and explained that payment of this item was optional with you—at least until the association passes on the matter again.

So much for the recommendations.

A brief generalization, and I will have completed this annual President's message.

A continued improvement has been noted in the exchanges that have come to my desk from all parts of the state. The press of Kentucky has continued to be fearless, honest, and aggressive. The state is blessed with more editorial ability than is found in any other state of the union, I think, on a comparative basis of numbers of newspapers.

Happily, the number has been increased during the past year. Several able and alert men have joined the ranks of newspaperdom here. We welcome them into the fold and bespeak for them a great measure of success.

Unfortunately, but in keeping with the relentless passage of time, the association has likewise lost some of its most cherished members during the past year. We miss these fellow members. We pay tribute and know that their living has not been in vain.

I could not close this message without expressing my appreciation for the opportunity you have given men of serving you in executive capacity for the past year. It has been the greatest honor that has ever come to me or that can ever be placed upon me, no matter what the future holds in store. I appreciate the honor.

Likewise I appreciate the splendid way in which you have cooperated with me in the work that I have tried to do for the association. You have been most liberal in your support. You have earned my undying appreciation for your kindly acceptance of my efforts and the unbounding charity with which you have regarded my failures.

I should like to name each one of you in expressing my appreciation, but that is an impossibility. I cannot, however, fail to single out our faithful and efficient secretary, Curtis Alcock, and recommend to you his services and his long-suffering in dealing with a new, green, and untried president each year. It is largely through his guiding hands that the year closes as serenely as it does.

Thus the Kentucky Press association successfully marks up another

milestone in its long illustrious career.

And so I come to this mid-winter meeting to turn the management of your association into other hands—your association, hallowed by the deeds of the heroic leaders in days gone by and prophetic in its scope of service to you in the future.

### Tips On Classifieds

(Continued from Page Five)

count, and he'll start after this type of business automatically.

Surveys conducted in 1935 by the Association of Newspaper Classified Advertising Managers, analyzing the losses suffered by newspaper during the depression, show a 47% loss from 1928 to 1934. This represents a loss of millions of dollars to American newspaper publishers — and, while crying over spilled milk is a foolish occupation, it is by no means foolish to analyze these losses, to find out what classes of business disappeared and what classes of business stand the best chance of coming back. Not wishing to bore with statistics, I'll skip all the figures and come to the point that will illustrate my contention.

The largest volume of loss, of course, was in Real Estate and Used Cars—this was to be expected. Other classified fictions showed losses of various degrees, but was extremely interesting to note that while total classified volume was down 47%, Sale Miscellaneous, a group of headings comprised of household goods for sale ad, lost only 21%.

The fact that this classification group is largely voluntary, furnishes the cue for further operations. To my way of thinking, here is the publisher's golden opportunity to build a sound want ad volume and recover some of the lost revenue.

In proof that transient business particularly transient "for sale merchandise" business, should be sought, consider this:

Comparatively few people have anything to rent, only a few of them wish to sell a business, just now and then do people lose anything, but everybody has an attic or a basement, and everybody has something to sell stored away there.

Then consider this: at times it's not easy to rent houses, often the calls for a hamburger stand or a filling station are few, if a dishonest person found the lost article the ad would not produce results, but it's extremely easy to get results, to get calls, at least on household goods for sale.

When you step back and look at this picture the story is plain. Follow the line of least resistance by going after the kind of ads that most everybody can use, and at the same time build up your paper's reputation for results by running ads that most everybody will answer.

Here is the classification upon which to build; the heading that offers the reader the easiest entrance into the use of want ads; the heading that will turn a reader into an enthusiastic want ad user the quickest.

The very fact that this classification has held up better than the whole during the depression proves its worth, proves its value as a good will builder, proves its merit as a foundation and stepping stone to creating new advertisers.

My final suggestion on building a want ad volume is this:

Make your rate low enough so your readers can use your want ad column easily often, and with a profit. Keep everlastingly at the business of soliciting private people and building up transient business. The results, gentlemen, will be a want ad section that surprisingly, will pay you dividends every day you publish a newspaper. Thank you.

### GRACEAN PEDLEY APPOINTED STATE PUBLICITY DIRECTOR

Governor Chandler added another bright feather to his brilliant cap of appointments when he named G. M. Pedley, editor of the Lyon County Herald, as state publicity director. The governor not only named the very ablest man available in the state for that place but gave the lie to the assertion that he honored with appointments only those who supported him in

his races for Governor.

The appointment of Mr. Pedley, whom his fellows affectionately know as "Duck" will be universally popular with the members of the newspaper fraternity throughout the state. They not only just like the danged fellow but they fully appreciate that he's one of the most brilliant and successful pen pushers in the entire Commonwealth. — Murray Ledger-Times.

### ADVERTISING MAN MARRIED

The marriage of Miss Myrtle Bruce and Mr. W. Carroll Fisher, Jr., formerly of Lexington, was solemnized December 23 at Winchester. Mrs. Fisher is the daughter of Mr. and Mrs. Denver Bruce, Winchester.

Mrs. Fisher, who is advertising manager of the Winchester Sun, is a son of Mr. and Mrs. W. C. Fisher, Winchester, formerly of Lexington. Mr. Fisher attended the public schools of Lexington and was graduated from University high school in 1932.

The Murray Ledger and Times appeared with 14 pages recently—as interesting and attractive as usual, but larger.

## PRINTERS' BUSINESS DIRECTORY

### Louisville Paper Company

"A PAPER FOR EVERY NEED"

Permanized Bond Papers

Howard Bond

Maxwell Bond

Cherokee News (Blue-white)

### Imperial Type Metal

Howard L. Felix, District Representative

SEND YOUR ORDERS TO

The Dickson Company  
119 North Fourth St.  
Louisville

The McHugh Express Company  
812 Freeman Avenue  
Cincinnati

### Whitaker Paper Company

Nation's Finest Printing Papers

Inquire of Our Salesmen

G. C. Ferrone, Lexington

Frank Pund, Cincinnati

Ed Ballinger, Evansville, Indiana

### Southeastern Paper Company

Louisville, Kentucky

Hammermill Products In Fine Papers

Guy B. Roush, Representative

125 Hillcrest, Louisville

## REPRO ENGRAVING COMPANY

HALFTONES • ETCHINGS • ELECTROTYPES • COLOR PLATES FOR ALL TYPES OF PUBLICATIONS • PROMPT SERVICE • REASONABLE PRICES • 505 ELM STREET • CINCINNATI, OHIO

**JERE P. NEWMAN, STATE JOURNAL EDITOR, DIES**

Jere P. Newman, 67 years old, managing editor of the Frankfort State Journal, died at his home January 31, following a brief illness.

Mr. Newman is survived by his widow, Mrs. Martha Abbott Newman; two brothers, James L. Newman, publisher of the State Journal, and L. Y. Newman, of Birmingham, Ala., and a sister, Mrs. Kate Brennan, of Louisville.

**WRITER EXPLAINS VALUE OF A CHATTER COLUMN**

Correctly handled, a chatter column can be made just as interesting in a country weekly in a city daily. I conducted one of these columns for a prosperous weekly for some time, and know that it can do things no other department can hope to accomplish.

First of all, it gives a place for sidelights on the news, as well as personal comments and opinions. When you know something of interest behind the news it is difficult to keep from writing it into the news account (where it really has no place) and thus the news becomes unduly colored with personal ideas. This happens to entirely too great an extent in many papers already; a chatter column would allow the use of the side posts, and simplify the task of writing only straight news for the news columns.

Items of local appeal, not timely enough to be called news and not deep or important enough to rate an editorial, fit into a chatter column nicely. In fact, my column was started to relieve the congestion of the editorials and to take care of the lighter topics.

The old files are always good for a note or two. If the paper already carries a "25 Years Ago" or similar department it is still possible to enlarge on many of the items and build them up into short articles. A cleverly written comparison of the old and the new in local news is the surest hit in the semi-feature field.

Personal mention, the backbone of a good country weekly, can also add to the subjects available for a chatter column. Every name given in the column must be in a favorable light—must pat someone or some group on the shoulder. The few exceptions to this rule are so rare that they can be disregarded. The city daily may draw circulation by airing folks troubles and shortcomings, but the basic friendliness of rural people simply will not tolerate such comments in more than out-right news (and they resent it even then!).

News about and subtle boosts for advertisements and advertisers look out of place anywhere except in the chatter column, but there they are right at home. They can hold attention of the readers if brief and snappy; they can hold the advertisers if accurate and complimentary.

State news of local importance or local news of state importance

can be discussed there, too, remembering always the appeal of the sidelights that seem to take the readers behind the shifting scenes of the week's news. If your community gets a mention in a national or state periodical, the chatter column allows you to play it up for all it is worth—which may be plenty.

Don't make the mistake of trying to bind a department down to just so many inches a week. Mine ran a wide range of lengths, depending on the limits of makeup. A safe rule is to quit writing when the items lose their sparkle, whether it is at the end of two inches or two columns. Hosts of short bits containing only one or two sentences brighten up the appearance and readability, so the topics about which only one worthwhile sentence can be written should be given just that much and no more.

—American Press

**MAKE NEW CUTS DO DOUBLE DUTY, SAYS IOWA EDITOR**

The publisher of the small town cannot buy cuts in a "hit-and-miss" fashion, and expect his investment to pay. All purchases must be made with an eye peeled for the future, as well as the present use.

In the small town, the revenues received from job printing and advertising run hand in hand. Monies from both sources must be used to balance the budget; therefore it is necessary to bear in mind that no investment should be made unless benefits can be realized in both departments.

The writer, in the management of his father's paper, has purchased a considerable quantity of cuts, and is convinced that this investment is worth while, and that every small-town paper, even in towns of less than 500, can make such an investment pay a good profit.

Recently, from cuts purchased over a period of years, a postcard series was arranged and placed on sale in the town, with the result that these sales realized for the shop a good margin of profit. Two-ply bristol board was used in the preparing of the card series, with the result that a good print was obtained from newspaper halftones. New residences were the subject of the first series. Two church cuts, two business places recently erected and eight new residences were included in the first dozen items of the series. Two prints of each subject were placed in the envelope, which then contained a total of 24 cards which retailed for 40 cents, allowing the retailer a profit of a nickel on each assortment.

Some of the cuts have been used as background prints on letterheads. Some time ago, a telescope view was taken of a large beef and dairy farm, and that picture has turned a letterhead job to two colors. Other examples may be given of the various uses to which the cuts, purchased for news work, have been placed, thereby bringing in a profit sufficient to make their use worth while.

The writer was not advertising in his previous item that the small town publisher should invest in

cuts for news work alone, just because he desired to picture some special "spot" news. When you buy a cut, or if you desire to invest in cuts, plan a program so that every cut will have a future use in job work, or so that it can be used several times in news work. Every publisher who buys a cut for the fun of it will find his pocketbook will soon be flattened, with little or no gain.

If some small-town publisher has been investing in cuts of new residences of his community, the writer will be glad to give that publisher a tip that may result in his publishing a booklet that will net him considerable profit, through a little hard and soliciting of advertising from building material dealers. Yes, I'll send the tip free.—Rake (Iowa)

"The Biggest News Man in the State" is the claims of the Marion Press since the addition to its staff of Edwin Belt, Jr., 260 pounds in heft, six feet high, and measuring 44 inches around the girth.

The Richmond Pantagraph was sold recently by Mrs. E. B. Smith, widow of the late publisher of this paper, acting as executrix of his estate, to Dr. O. F. Hume and Gibson Prather, who will continue its publication.

Col. Nathan M. Yates, sports editor and reporter for the Mayfield Messenger, has returned from a 10 day sojourn in Delray Beach, Fla.

R. L. Harris recently celebrated his 10th anniversary in the shop of the Fulton Daily Leader. It is said that he can take an old linotype apart and make three good ones out of it.

The first milestone was passed by the Hindman Herald recently when it issued its first edition of volume two. The Herald is printed in the plant of the Hazard Herald, where Charles N. Wooten is in charge.

Delinquent subscribers were recently warned by the Beatyville Enterprise, Carter D. Stamper, editor and publisher, who is assisted by Robert S. Smallwood, that unless renewals are received shortly many would fail to get the remaining installments of the Enterprise's serial story, "Murder Masquerade."

**RATE BOOK GOES TO 1,000 ADVERTISERS**

A new book of rates and circulation data for Minnesota and North Dakota newspapers has been published by the Minnesota Editorial Association and 1,000 copies will be distributed to the association's members and to advertising agencies throughout the country.

The newspaper and rates and circulation data appear in 32 pages, 9"x12", as compared with the last official rate book, which contained the same number of pages, but which was 4"x12" in size.

Aside from an accurate tabulation of information on Minnesota newspapers, the pamphlet lists the Wisconsin newspapers which are affiliated with the association, and gives information on North and South Dakota papers, also summaries of the retail trade in the Dako-

tas. Minnesota papers are listed by counties and also alphabetically and in addition total inch rates for each county are enumerated.

The data of Minnesota papers includes for each newspaper, which is an association member, the day of publication, its display and classified advertising rates, its total circulation by town and rural and the size of mats it can cast. Such information is given on 460 Minnesota papers, organized by counties, and three Wisconsin newspapers.

Maps of Minnesota and North and South Dakota show the location of the newspapers listed in the rate book.

Preliminary reports of the 1935 census of business in Minnesota reveal that 37,382 business places had sales amounting to \$815,954,000, handled by 35,382 active proprietors and firm members and 92,033 employees, whose wages amounted to \$81,426,000. Sales mounted highest in the business places classified in the flood group, second in the general merchandise group, third in the automotive group, fourth in the lumber-building-hardware group, fifth in the eating and drinking places, sixth in other retail stores, seventh for filling stations, eighth for the apparel group ninth for general stores with food, eleventh for furniture-household groups and twelfth for second-hand stores.

A comparison between major groups of business shows that retail sales in North Dakota in 1935 totaled more than \$150,000,000, which is an increase of 39 percent over the sales of 1933. Sales in 1933 totaled \$108,087,000 in 7,891 stores in comparison with a total of 1935 of \$150,015,000 9,015 stores.

Similarly, there was an increase of 38 percent in retail sales during the safe period in South Dakota, which amounted to \$146,000,000. Sales in 1933 totaled \$106,196,000 in 8,566 stores. The 1935 total was \$146,078,000 in 9,573 stores.

In the classification by counties of Minnesota newspapers are given the population of the towns, the name of the newspaper, together with its publisher and column and page sizes for each.

Advertising rates are listed by totals for each county, amounting to \$137,095, and individually in alphabetical order.

The book is in the form of a file folder, marked conspicuously so that it will fit into reference file and yet not be lost in the shuffle of papers.

With many publishers now concentrating on getting their subscription lists back to normal, the time is not far off for a revival of the circulation audit. Though usually thought of in connection with its value in the race for national advertising, the audit has an even greater value right at home. It stiffens your backbone for a bona fide paid-in-advance subscription list, keeps you on your toes to maintain your list at par, and really amounts to the necessary ounce of prevention to keep poor business methods out of your subscription department.—Wisconsin Press.

**MR. PUBLISHER**

Send us your orders for strip Column Rules, Borders, Leads, Sugs, and Manotype spacing material. We also have many desirable type faces. Manotype or Linotype composition for your Catalogs, School Annuals, Association Minutes, Law Briefs, Etc. Prices reasonable.

Send for specimen sheets.

WESTERN NEWSPAPER UNION  
22 E. 12th St. Cincinnati, O.

Pleasureville and vicinity was recently provided with a local newspaper, the News, which is being published by Sol Schulman.

The Monticello Outlook, J. W. Simpson, editor, went to 14 pages on December 24 to accommodate legals. Editor and Mrs. D. E. Wagoner of the New Haven Echo and Bloomfield Messenger recently announced the birth of a baby boy.

Now that the Weekly Advance, La Center, has stepped up to eight pages, using four pages of top-flight WNU features, Mrs. Ada Wear, editor, acknowledges receipt of tangible proof of subscribers' approval in the form of renewals, and asks for more.

The Adairville Enterprise, G. E. McKinney, editor, set a record for Adairville with its annual tobacco edition of December 31 which went to 26 pages, in three sections.

The Russell Springs Banner, J. R. Benard, editor and manager appeared in keeping with the holiday season on December 30 when it used red ink for the whole edition.

The Hardinsburg Independent, Jesse M. Howard, Jr., editor, is running a series of articles on local matters written as a class assignment by students of the English department of the local high school.

Among the Kentucky papers which put forth extra effort on their Christmas editions by carrying Christmas borders and Christmas greetings in two colors, and printing them on green newsprint, were the Princeton Leader, Clifton Gazette, Fulton News, and the La Center Advance.

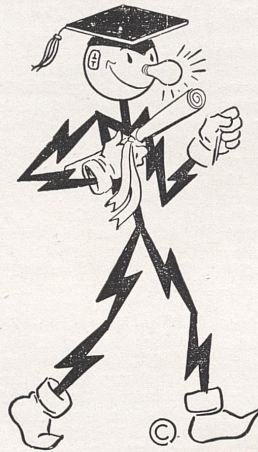
Russell Dyche, publisher of London Sentinel-Echo, has announced that as of January 1, his son Martin Dyche will share his responsibilities of publisher of the Sentinel-Echo, and in conducting the job printing department Martin Dyche will also have charge of the news and the advertising departments of the Sentinel-Echo, Mr. Dyche said.

Paul A. Plaschke, cartoonist extraordinary, whose Semaphore page and other cartoons have made his readers laugh and cry, has resigned from the Louisville Courier-Journal and accepted a position with the Chicago Herald and Examiner, a Hearst publication.

**COURIER-JOURNAL IS ISSUED IN LEXINGTON LEADER PLANT**

Our state newspaper, forced out of business by the highest water of years, is being issued from the plant of the Lexington Leader. Six pages were issued the first day by a force of the editorial and mechanical employees now on duty at the Leader plant. The first flood edition was issued from the Shelbyville News, but that plant's equipment was too limited to permit a daily newspaper.

# The Power Of A Giant's Hand In The Tip Of Your Finger...



With the tip of your finger just flip the little switch . . . and I am instantly at your service . . . with the Power of a Giant's Hand . . . for whatever the job demands.

For where else and in what other manner can you get such useful service at such a small cost and minimum effort?

My company's inter-connected transmission and distribution system makes my service available to those far and near, in daylight or darkness . . . winter or summer . . . in fair weather or foul . . . in normal times or cases of emergency.

I am always eager to see that you get satisfactory service.

**REDDY KILOWATT**

*Your Electrical Servant*

**KENTUCKY UTILITIES  
COMPANY**

INCORPORATED  
AND ASSOCIATED COMPANIES