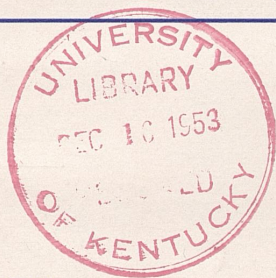


The Kentucky Press

JANUARY, 1951

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



Coach Paul Bryant, U.K. Football Champions



VOLUME TWENTY-TWO
NUMBER THREE

Publication Office:
University of Kentucky
Lexington

Awarded Kentucky Press Associations Outstanding
Citizen Award For 1950

Official Publication Kentucky Press Association

Newsstand Outlets Will Increase Your Circulation

Aggressive promotion of newsstand and newsboy sales by a weekly newspaper can produce up to 50 per cent of total circulation. This was revealed by the discussion of this topic at the Circulation Clinic.

Publishers with long experience in newsstand sales report that it pays to establish several dealers in the town of publication in addition to sales over the newspaper counter. Some have as many as six or eight in the home town. In addition to such common dealerships as drug stores and restaurants, publishers reported successful operations with bus stations and neighborhood groceries.

One or more dealerships should be established in the smaller villages of the trade area.

Very successful newsstand operations were reported in rural crossroads stores, rural taverns and filling stations.

Several newspapers have dealerships with the country grocery trucks which regularly sell groceries in rural areas from "stores on wheels." One publisher reported a stand on a ferry boat.

Delivery of bulk papers to dealers is made by mail when practicable, frequently by bus, by bread or ice cream truck route men, and often by car direct from the newspaper office.

Newsboy deals appear to have been very successful among the colored people. In several cases, a colored preacher or teacher has a regular weekly route. One such route has a regular weekly sale of more than 200 papers.

Newsstand and newsboy sales count as paid circulation by ABC.

Some newspapers furnish the newsstand dealer with regular sales racks which can be installed on the floor or on a counter. Most publishers also furnish a printed placard to show the public that the home town paper is on sale here.

Several publishers reported it pays to publish occasionally a list of the newsstands in the trade area.

There is often some resistance to be overcome in getting merchants to become newsstand dealers, but after they get started they become enthusiastic. Best argument to get them started is to point out that sale of the home newspaper will bring new people into the store regularly, and that these newspaper customers will make other purchases in the store.

Publishers reported that newsstand sales do not cut into the mail subscription list. To the contrary, the mail list is more likely to increase.

The single copy rate for the weekly newspaper sold by newsstands and newsboys probably should be 10 cents, although only a few of the publishers have actually established this rate as yet. At least two newspapers have gone to the 10 cent rate since the Circulation Clinic, however.

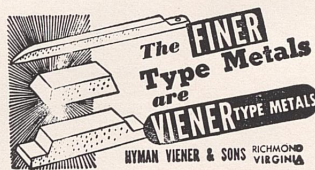
It seemed to be the consensus that if the mail rate must go to \$3 a year, the old single copy rate of a nickel would be out of line and outmoded.

Publishers already charging the 10 cent rate reported that sales resistance to the dime copy was relatively small and that it soon melted away. While numerous weekly newspapers have been using a rate of 6 or 7 cents with successful results, there was a general feeling that the problem of making change in pennies was a distinct disadvantage.

Although some daily newspapers do not accept returns from dealers and newsboys, weekly newspaper publishers appear unanimous in the policy of accepting full returns for unsold papers. Several publishers emphasized the importance of not overloading dealers or newsboys with more papers than they can sell. It's better to keep them coming back for more.

Most publishers handle their news dealer accounts by billing on a monthly basis.

A ban on police news have been lifted in Norwich, Conn., where a stolen car recently was recovered as the result of a news story after police had been unable to find it. City police, after a conference with the mayor, removed the censorship restrictions.



Colbert Tompkins of the McKee Star... ered an artery in his right arm... he was operating a paper cutter. The... dent occurred when his arm struck a... ready knife in his apron pocket.

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

Central Press Clipping Service

309 North Illinois St. Indianapolis, Indiana

KUP-KOT

For Press-Room—Bindery—Stockroom

The Efficient, Sanitary Aid to Paper Handling—Inexpensive—Durable—Attractive

Worn like a wrist-watch, it is always where you need it, and eliminates the mess and disorder of old paper-handling methods

Order one for every press-feeder binder and paper handler

INTRODUCTORY PRICE: KUP-KOT Dispenser and Bottle of both for

\$2 Postpaid

Order from your Association office, or check with order to:

Vegas Manufacturing Company, P.O. Box 1174, Salt Lake City, Utah

Extra Profits

FOR YOU, MR. PRINTER Send Us Your Orders

for ADMISSION TICKETS COUPON BOOKS LICENSE STICKERS SCALE TICKETS NUMBERED FORMS

WELDON, WILLIAMS & LICK

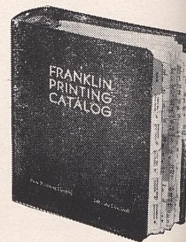
Specialists in Numbered Printing FORT SMITH, ARK.

FOR YOUR SECURITY and PEACE of MIND

Rely on the nationally famous FRANKLIN PRINTING CATALOG for fast, accurate, profitable estimating. Used by thousands for over 33 years.

Write Today for 60-day Free Trial

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



Record Attendance Marks 82nd Annual Mid-Winter Convention At Louisville

Douglas D. Cornette, assistant to the General Manager of the Courier-Journal-Times productions, was elected the sixty-seventh president of the Kentucky Press Association during the closing session of the 82nd annual mid-winter meeting. He succeeded Joe La Gore, Paducah Sun-Democrat.

Bennett Roach, editor of the Shelby News, Shelbyville, was elected vice-president, and Enos Swain, editor of the Advocate-Messenger, Danville, was elected as chairman of the executive committee. Prof. Victor R. Portmann, University of Kentucky, was re-elected secretary-manager for his tenth term of office.

President Cornette appointed his executive committee to include Chairman Swain, Louisville, Sixth district; Paul Westpheling, Fulton County News, Fulton, First district; John B. Gaines, Park City Daily News, Bowling Green, Second district; Niel Dalton, Courier-Journal, Louisville, Third district; Alfred S. Wathen, Jr., Kentucky Standard, Bardstown, Fourth district; Charles E. Adams, Gallatin County News, Warsaw, Fifth district; Fred Bullard, Herald, Hazard, Seventh district; James G. Wilson, Log Cabin, Cynthiana, Eighth District; Martin Dyche, Sentinel-echo, London, Ninth district; members-at-large, William C. Cawood, Sun, Winchester, and Mack Sisk, Progress, Dawson Springs. Joe LaGore, Sun-Democrat, Paducah, continues on the board as immediate past resident.

The meeting got under way Thursday, January 26, at the Brown Hotel, Louisville, with one of the largest registrations in the association's history.

Initial event of the three-day program was buffet supper Thursday evening followed by square dancing led by Randy Atcher, WHAS-TV star, and his Square Dance Gang. "How'd we add," it was enjoyed by all".

The Friday morning session was called to order by President Joe LaGore, Paducah, and invocation was given by Rev. Ted Lightower, St. Paul Methodist Church, Louisville. Merle Robertson, President, Louisville Chamber of Commerce, welcomed the delegates to Louisville and the response on behalf of KPA was given by Bennett Roach, Shelbyville, Chairman of the Executive Committee.

President LaGore appointed the following committees: Legislation — George Joplin, Somerset; Landon Wills, Calhoun, and Mack Sisk, Dawson Springs. Resolutions — Lawrence Hager, Owensboro; Herndon Evans, Mineville, and Jody Gozder, Campbellsville.

Nomination — Fred Wachs, Lexington; Joplin; Tyler Munford, Morganfield; and Russell Dyche, London. Memorial — Roscoe I. Downs, Hawesville. KPA Crippled Children Fund — Tom Adams, Lexington, and Niel Dalton, Louisville.

H. J. Ward, Treasurer, Porte Publishing Co., Salt Lake City, addressing the group on "Changing Printing Costs," tracing the trend of machine operation costs from 1878 when the work week was 60 hours at 25 cents an hour to the present when the work week ranges from 37½ to 35 hours at an average \$2.13 per hour. Ward said a comprehensive study of wages and hours and other data affecting the printing industry would be sent the Central Office for distribution.

Mr. Ward urged that all newspapers should adopt a cost-finding system in their plants in order to establish a basic cost price in both advertising and job printing, permitting them to arrive at a profitable hour selling rate.

Dean Kenneth Olson, School of Journalism, Northwestern University, discussed the present publication trends in the various countries of Europe, especially noting the methods of handling advertising. He slated that the Russian papers carry little advertising, if at all, the only advertising carried is when the state-owned stores want to foist over-stocked items on the public.

In France, he explained that the buying habits of generations and the peculiar channels of distribution are so steeped in antiquity that the French people are suspicious of all advertising. Very little retail advertising is carried with a predominance of classified advertising and considerable national and general advertising.

The same conditions prevail in Italy as in France. Belgian newspapers carry somewhat more general advertising but no attempt is made to position the advertising as in America. In Holland, the newspapers carry from 40 per cent to 50 per cent retail advertising and their methods are similar to those of America.

Norway advertising is much the same as ours but their newspapers put more emphasis on classified. The Swedish newspapers use the same methods and space, with much color reproduction, as in America. The English newspapers follow American trends, but today must ration space because of the scarcity of newsprint.

Edwards Templin made the report for the microfilming committee and explained

the basic need and desirability of this method used in the preservation of old files. The complete and expansive report was distributed to all present. This problem will be discussed in the district meetings during March with a view of establishing a central laboratory and archives at the University of Kentucky.

The business panels, Friday afternoon, with Charles E. Hodel, West Virginia, as moderator, were well attended. The formal presentations of the members of each panel were interesting and highly instructive, and invoked much discussion in the limited time allotted. Paul Westpheling, Fulton County News, introduced a number of interesting questions on "Newspaper Business Practices" which were partially answered by his panel consisting of Harry Lee Waterfield, Clinton Gazette; Percy Landrum, Hartford News; Elizabeth Spalding, Bardstown Standard; Roscoe Downes, Hawesville Clarion, and L. L. Valentine, Franklin Favorite.

Seymour Goodman, Elizabethtown Enterprise, led the panel on "Equipment and Job Printing," and was assisted by Frank Bell, Bedford Democrat, on job printing; Mark Warren, Versailles Sun, on the use of pix as a means of improving the paper and increasing the circulation; Alfred Wathen, Jr., Bardstown Standard, on the versatility, use, and care of plant equipment; and H. J. Ward on the use of the Franklin Price List.

The third panel on "Promotion of the Newspaper in the Community" was led by James Woodriddle, Hopkinsville, who introduced George Hubley and Don Wilson, of the Kentucky Agricultural and Industrial Development Board. They explained and outlined the work of the Board in the development of business in the state, and the need, opportunity and duty of the community newspaper in the furtherance of this much-needed program.

The Saturday morning program was opened by a brief report of the year's activities by President Joe LaGore. He was followed by the secretary-manager who emphasized certain phases of his annual financial report which had been mimeographed and distributed to those present. Copies of this report are available on request at the Central Office.

Gordon Molesworth, assistant to the general manager in charge of the new atomic plant now in construction near Paducah, gave an interesting address on its construction, its potential production, and the wealth and prosperity that it will bring to the Paducah area.

Warren Grieb, manager of the Detroit NAS office, and Frank Thomas, J. Walter Thompson Advertising Agency, Detroit, pre-

the McKee S...
ght arm rece...
er cutter. Th...
arm struck a...
pocket.

we have m...
ptions to e...

Clipping

inois St.
Indiana

KOT

ery—Stockro...

nd to Paper H...

ive—Attractive

it is always wh...

e mess and dis...

ing methods

ss-feeder binder

andler

nd Bottle of lo...

paid

ation office,

ing Company

Lake City, Uta...

Profits

. PRINTER

our Orders

TICKETS

BOOKS

TICKETS

FORMS

AMS & LICK

bered Printing

H. ARK.

INKLIN
NTING
ALOG

sided jointly on their panel, "National Advertising." They discussed certain phases of national advertising in community newspapers and then answered a volley of questions from the floor. Unfortunately, the time for this panel limited the questions that our members propounded. Many members took the opportunity to continue the discussion with earnest young gentlemen on the sidelines.

Larry Nelson, publisher of the Glenview (Ill.) Post, one of the most progressive of the offset community newspapers, gave a brief explanation of the methods of graphic reproduction, its advantages and disadvantages. He displayed phases of production during his address, aided by Mrs. Nelson. Many publishers discussed methods of graphic reproduction with them after the meeting.

The reports of the convention committee were then introduced and accepted. These are published elsewhere in this Press.

On vote of the convention, recommended by the Executive Committee, the following newspapers and organizations were accepted for membership: active members—The Crimson Rambler, Transylvania College; the Rockcastle Record, Mt. Vernon; and the Salt River Valley News, Shepherdsville. Associate member—The Kentucky Beverage Journal, Frankfort. Sustaining members—George "Brownie" Leach, Churchill Downs, and Ed Schergen, Tell City News, Tell City, Ind.

The election of officers followed.

President Cornette also announced that a series of central meetings would be held in each district during March; the time and place to be announced by the district committeeman. It is hoped that every publisher in each district will find it possible to attend the meeting which will be held on the weekend.

Tom C. McCall, Deputy Minister of Travel and Publicity, Province of Ontario, Canada, gave an interesting and informative address at the Friday luncheon. He said, "You cannot know your neighbor by looking out of your window onto his lawn—you've got to come into his house."

He expressed gratification at the number of American tourist dollars spent in Canada and frankly stated that the economy of his country was largely dependent on and needed American dollars, not only in tourist travel but in the sale of Canadian goods. He gently chided Americans for "an appalling ignorance" about Canada, her history, culture, and policies." He invited Kentuckians "to come to Canada, to know our country and our people better."

The Friday night banquet, attended by

over 400, was one of the best in history. The floor show was peppy and amusing and kept the audience in gales of laughter under the emceeing of Jim Walton, WHAS. Most of the delegates thoroughly enjoyed the dancing session that closed the evening.

The highlight of the banquet was the presentation of the 1951 Outstanding Citizen Award to Paul Bryant, coach of the Southeastern Conference champions and the Sugar Bowl victors. Governor Lawrence Wetherby, in his usual gracious manner in presenting the trophy, stated, "It is my hope that all members of Kentucky's famous team will find within the bounds of our state the opportunity to pursue their chosen careers and contribute to the success of our state—just as they did as members of the 1950 football squad—in order that the whole state may share in the reflected glory of their individual achievements."

The Governor emphasized that teamwork is always the very essence of success and that Coach Bryant was the synthesis of the spirit which won the victories. He added, "we honor him for teaching young men to develop themselves in such fashion as to reach the top rung of the athletic ladder."

In accepting the handsome silver pitcher, presented by President LaGore, Coach Bryant stated that he would stay in Kentucky as long as Kentucky wanted him. He refused to take credit for the team victory and introduced Capt. Shorty Jamerson as one who had made the victory possible through personal aggressiveness.

Coach Bryant concluded with, "I am happy that I have been accepted as a citizen of the Commonwealth of Kentucky, and I hope that I will enjoy the privilege as long as I live."

The sessions and meal-times were enlivened by door prizes being presented to three lucky persons at each gathering. The pleasure at the banquet was enhanced by the distribution of favors which were donated by the Kentucky Chain Store Council under the sponsorship of Ivan Jett.

The Saturday luncheon was highlighted by the address of Joseph B. Phillips, former Paducah newspaperman, now special assistant to the Assistant Secretary of State for Foreign Affairs. He averred that Russia's propaganda line has shifted in the past few days to picture the United States alone as the great aggressor nation of the world. Until this shift, the Soviet used the phrase "coalition of western powers" in charging all sorts of aggressive acts.

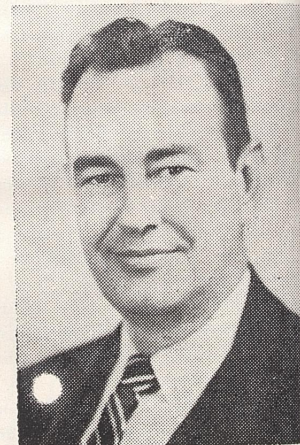
Mr. Phillips explained that until recently Voice of America broadcasts have aimed at showing the average Russian citizens that their government is leading them into war. "We can increase the average Russian re-

sistance to Soviet moves toward another through this Voice of America." However, Mr. Phillips urged, "We would like to see more distinction made in the United States press between the Russian regime and Russian people. We feel there is a distinct cleavage."

He emphasized, "At present, the policies of Russia and China seem on the way to success in dividing us and our allies in the West. Communist propagandists are magnifying every evidence of differences among America, Britain, France, and other nations. As a result, our alliance with the Western nations is under a greater strain than at any time in our history. We must not be divided on issues chosen by communist policies. It would be a great mistake if that division were allowed to place."

The entire group then moved by motor caravan to the Executive Mansion, Frankfort, where Governor and Mrs. Wetherby were gracious hosts at a reception for association members.

Governor Lawrence Wetherby



Entertains Publishers

Resolutions —

Whereas the eighty-second annual winter meeting of the Kentucky Press association has been outstanding in its educational, inspirational and social phases and, while men high in publishing, business and political pursuits deserve and have our best wishes and less gratitude for the contributions they have made to its success, be it resolved that:

We express to Dean Kenneth Olson of the School of Journalism, Northwestern University, our appreciation of his informative talk on "The European Press," and our sincere wishes for his succeeding administrations to bring us more programs of this type.

(Please Turn To Page

ward another
 erica." How
 would like to
 the United S
 regime and
 here is a dis

ent, the poli
 n the way to
 allies in the
 are magnifi
 s among Ame
 nations. As
 Western nat
 han at any t
 n issues chose
 would be a
 re allowed to

moved by m
 Mansion. Fi
 Mrs. Weth
 reception fo

e Wetherby



ublishers

cond annual
 ntucky Press as
 g in its educati
 phases and, wh
 , business' and
 and have our be
 tributions they
 resolved that:
 Kenneth Olso
 , Northwestern
 of his inform
 a Press," and
 ns to bring us

rn To Page

Integrity In News And Food



Newspapermen will undoubtedly encounter many problems in covering the news in 1951.

One thing every reader can count on is the traditional integrity of American newspapers which insures objective and accurate reporting.

Undoubtedly, there will be big problems in the food business, too, during the coming year.

And here again, the public can rely on the integrity of the people who produce, process and distribute the nation's food supply.

The men and women of A & P, for example, will strive constantly to live up to the 90-year-old policy of fair and friendly service as expressed in posters prominently displayed today in every A & P store, headquarters and office:

Do what is honest, fair, sincere and in the best interests of every customer

Extend friendly, satisfying service to everyone

Give every customer the most good food for her money

Assure accurate weight every time — 16 oz. to each pound

Give accurate count and full measure

Charge the correct price

Cheerfully refund customer's money if for any reason any purchase is not satisfactory

Operating under this policy, we of the A & P will continue our efforts to do the nation's most efficient job of food distribution.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume 22, Number 3

Kentucky Press Association

Douglas Cornette, *President*,
Courier-Journal, Louisville
Bennett Roach, *Vice-President*
Shelby News, Shelbyville
Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

District Executive Committee

Chairman, Enos Swain, *Advocate-Messenger*,
Danville (*Sixth*); *First*, Paul Westpheling, *Ful-*
ton County News, Fulton; *Second*, John B.
Gaines, *Park City News*, Bowling Green; *Third*,
Niel Dalton, *Courier-Journal*, Louisville; *Fourth*,
Alfred S. Wathen Jr., *Kentucky Standard*,
Bardstown; *Fifth*, Charles E. Adams, *Gallatin*
County News, Warsaw; *Seventh*, Fred Bullard,
Herald, Hazard; *Eighth*, James G. Wilson, *Log*
Cabin, Cynthiana; *Ninth*, Martin Dyche, *Senti-*
nel-Echo, London; *State-at-Large*, William Cay-
wood, *Sun*, Winchester; *State-at-Large*, Mack
Sisk, *Progress*, Dawson Springs; *Immediate*
Past President, Joe LaGore, *Sun-Democrat*,
Paducah.



Wage-Price Freeze Favors Newspapers

Here is how the wage-price freeze ordered by the Economic Stabilization Agency effective midnight Jan. 25 affects newspapers:

Until amended, wages, salaries or other compensation in all industries — including the newspaper business — are frozen as of midnight Jan. 25. The wage freeze is covered in the following section of the E.S.A. order:

Wages (Sect. 1, E.S.A. Order): No employer shall pay any employe and no employe shall receive "wages, salaries and other compensation" at a rate in excess of the rate at which such employe was compensated on Jan. 25, 1951, without the prior approval or authorization of the Wage Stabilization Board. New employes shall not be compensated at rates higher than those in effect on Jan. 25, 1951, for the jobs for which they are hired.

Petitions for approval of wage and salary increases should be filed with the Wage

THE Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth in the Canons of Journalism. It advocates strict ethical standards in its advertising column. It opposes the publication of propaganda under the guise of news. It affirms the obligation of a newspaper to frank, honest and fearless editorial expressions. It respects equality of opinion and the right of every individual to participation in the Constitutional guarantee of Freedom of the Press. It believes in the newspaper as a vital medium for civic, economic, social, and cultural community development and progress.

Stabilization Board, which is setting up boards outside of Washington.

Prices: Newspaper advertising and circulation rates, as well as magazine, radio, television, motion picture and outdoor advertising rates are exempt from control in the Defense Production Act of 1950 and the E.S.A. price freezing order of Jan. 26, 1951. Text of the exemption in the law for newspapers and other media is in Federal Laws Bulletin No. 53-1950, Sept. 7.

Record Keeping: While newspapers are exempt from preserving price and cost records for the base period of May 24 to June 24, 1950, as provided in the Defense Production Act of 1950; it is suggested that publishers preserve their price and cost records for that period. Text of the exemption from record keeping for newspapers is in B Bulletin No. 49-1950, Sept. 20.

Price, wage, rationing, special labor dispute and credit control provisions of the Defense Production Act of 1950 expire June 30, 1951, unless extended by Congress.—ANPA.

Every newspaper publisher eschews the use of abbreviated words in his publication. Mr. Publisher often will permit no abbreviations in his news columns; rarely, if ever, do abridgments occur in the text of display advertisements. In the want ads, however, anything goes!

It is explicable why abbreviations in classified are accepted by large metropolitan newspapers where rates are in excess of a dollar a line and want ad columns of 10½ picas run nine to the page. It is difficult to understand, however, why a small city daily with a 12 pica column, 8 point body type and a low want ad tariff, should permit an ad like this:

Furn. Apt. Small, Desir. Utl.
Pd. Tel. 921M.

However, this advertisement did actually appear in a well-established newspaper, along with several other want ads almost as vague. "No abbreviations" is a good rule for

most newspapers. It means a more readable, more resultful want ad section.

Proposed Defense Bill Harms Press, Radio

"Newspapers, magazines, radio and television stations could be seized by the government under the proposed civil defense bill," the CHICAGO DAILY NEWS charged Jan. 8 in a story under the by-line of George Dahl.

"Authority to take over all means of communication during an 'emergency' is contained in the model civil defense bill which has been framed for state legislatures by the federal Civil Defense Agency.

"It was outlined to officials of the 48th Illinois Legislature when they met in Chicago last month in a booklet entitled 'Suggested State Legislation for 1951.'

"Under its provisions, the governor of any state will have absolute authority to seize any newspaper or means of communication once he has proclaimed a 'state of emergency'.

"Such seizure obviously would run contrary to constitutional guarantees of freedom of the press.

"But observers point out that a swift-acting governor could move first and worry about the constitution later.

"Apparently the authority to seize the press was not intended by the framers of the bill.

"They expressed surprise when a News reporter in Washington pointed out the meaning of the all-inclusive phrase permitting seizure of 'all means of transportation and communication.'

"Attorneys pointed out that power to seize the press could be eliminated by the state legislatures."—Inland Press Association.

Among the entertainments and amusements in early Boston papers were bear fights, horse races and exhibitions of a new type of gun.

Douglas D. Cornette



(Continued From Page Two)

We express to H. J. Ward our sincerest thanks for enlightening us on the subject of "cost accounting" in our industry. With costs rising we feel that it is a subject that will occupy more of our attention in the future. Mr. Ward's introduction to it was excellent, and we want him to realize that his has been one of the great contributions to the over-all success of this midwinter meeting.

To Hon. Tom C. McCall of Canada, we say thank you very much, for your excellent address on "Canadian Tourist Trade." But more yet to our liking was his forthright manner in appraising Canadian-United States friendship. We feel sure that ties are all the more secure in the understanding that friendship was won by the way in which real friends are made: By each trying to outstrip the other in generous hospitality. We sincerely hope that we will have Mr. McCall with us again.

We feel that in honoring Coach Paul W. Bryant we have honored ourselves. In choosing him as Kentucky's "citizen of 1950" the press acted with commendable discrimination and judgment. His acceptance of the award as a symbol of his adopted citizenship was spoken with the characteristic sincerity of a true Kentucky gentleman, and as he had won our admiration before, he has now captured our affection. We shall remember fondly the sentiment he expressed. And for the contribution he made as a participant in our program at the closing session, we wish to add another "thank you."

Governor Lawrence Wetherby gave complete and impressive expression of the thoughts of our Kentucky editors concerning Coach Bryant's contribution to the Kentucky of tomorrow, by the high athletic ideals he holds up before Kentucky's young men and the impressions of the benefits, of clean living, right thinking and sportsmanlike relationships in the affairs of life, which he is making on our future Kentucky citizens. For the fine manner in which he presented our trophy to Coach Bryant, we thank the governor. We want him, and the lovely first lady of the Commonwealth, Mrs. Wetherby, to know that for their personal interest in our meeting and the delightful cap they have planned for its social climax at the governor's mansion, we are deeply appreciative.

We thank the micro-film committee for its comprehensive report on the value of filming newspaper files and commend it to the careful study of all members of KPA.

The newspaper forum, has become one of the most valuable features of the Kentucky

Press Association's meetings. In it we see the practical value of an exchange of experiences and ideas. Each member of this year's panel deserves our thanks for his work and we extend it gladly to the leaders, whose names appear in your convention program, and especially to Charles E. Hodel of Beckley, W.Va., who served as moderator.

The famous old Brown hotel, with its unique atmosphere, and efficient and hospitable handling of our annual meetings, has never endeared itself to us as much as in this year's event. We feel as if we have attended, not only a great convention, but also a week-end house party, with the Harold Harters, the Mark Ethridges, the Fred Wachs, Ivan Jett, Merle Robertson, Rev. Hightower, the Balantines, Ed Pepperman, John Marcum, the Doug Cornetts and the Joe LaGores, and other personal representatives of our prodigious hosts, who have lavished thoughtfulness on us and filled us with a sense of belonging to one big, happy Kentucky family.

We thank the program committee for bringing to us, for our further education and enjoyment, talks on timely topics of interest to all of us by Warren E. Grieb, Detroit; Frank Thomas, of the J. Walter Thompson agency's Detroit office; Larry Nelson, Glenville, Ill., Post publisher; and Hon. J. B. Phillips of our state department, Washington.

And in conclusion we commend the work of our program committee and resolve that it has our sincere gratitude.

In Memoriam —

The year 1950 took from the ranks of the Fourth Estate in Kentucky nearly a score of the members and close relatives of the newspaper fraternity.

The poignant pens of those of us who compose the profession, and of those closely attached to the publication of newspapers in Kentucky, suffered the loss of so many of those who use the printed word to mold public opinion, and their pens are silent and their mission completed.

In such report as couched in military terms we might aptly say: "Mission completed and objectives fully accomplished." Thus, those who, through the years, have labored to produce the media of the public press have laid aside the tools of the profession and have written "30" at the end of the page; and folding the hand and with closed eyes, have gone to that eternal rest beyond the realms of this world, where the duties and responsibilities of their profession cease, and no more shall the meeting of deadlines and the putting to bed the papers

importance of public the pre-advocates publication of a respects opation in es in the ural com-

a more read ion.

ill

radio and ed by the go ournal and Times, is the newly elected civil defense Y NEWS cha by-line of G

all means of wo-year period during which he served as executive manager of the Louisville Park Theatrical Association (Iroquois Amphitheatre) and three years of military service. He was director of the National Spelling Agency.

als of the 48 ce for the Courier-Journal from 1939 to 1941 and was named assistant to the promotion manager in 1946. He has served in his present position since July, 1949.

the governor authority to of communic state of emer ge would run rantees of free t that a swift- at and worry

ority to seize by the framer ise when a ngton pointed clusive phrase eans of trans that power to nated by the ss Association.

ments and pers were bear hibitions of

Douglas D. Cornette, assistant to the general manager of the Louisville Courier-Journal and Times, is the newly elected president of the Kentucky Press Association.

Cornette has been with the Louisville papers since 1933, with the exception of a two-year period during which he served as executive manager of the Louisville Park Theatrical Association (Iroquois Amphitheatre) and three years of military service. He was director of the National Spelling Agency. He was assistant to the promotion manager for the Courier-Journal from 1939 to 1941 and was named assistant to the promotion manager in 1946. He has served in his present position since July, 1949.

The new KPA president entered military service in 1943 and received a second lieutenant's commission on graduation from the Infantry Officers' Candidate School at Fort Benning, Ga. In 1945 and '46 he served with the Eighth Army Headquarters in Tokyo, Japan, as entertainment officer in charge of USO-champ show programs. He was promoted to first lieutenant.

Active in Louisville and state civic affairs, Cornette is a member of the Louisville Chamber of Commerce, serving on four committees; treasurer and board member of the Louisville Park Theatrical Association; member of the executive committee, National Newspaper Promotion Association; public relations committee, Louisville and Jefferson County Community Chest; public relations committee, Kentucky Chamber of Commerce; Louisville Advisory Committee for National Security; Board of Directors, Junior Achievement of Louisville; Board of Directors International Center of the University of Louisville; Pineville Mountain Festival Association, and the Big Sandy Valley Association.

of their making, be a challenge to their ingenuity.

Those of the press of Kentucky who have completed their mission and have answered that summons that eventually must come to all of us, and have wrapped the "drapery of their couch about them to lie down to pleasant dreams", are recounted to us as:

Judge Squire Turner, 89, of Mt. Sterling, who for more than 65 years was associated with Mt. Sterling newspapers.

Mrs. Daisy Crume Hamlett, widow of the late Barksdale Hamlett, former Superintendent of Public Instruction of Kentucky, and mother of Edward Hamlett, editor of Adair County News.

Mrs. Hannah Madge Forgy Hamlett, wife of Edward Hamlett, editor of Adair County News, and daughter of Col. B. F. Forgy, publisher of the Ashland Daily Independent.

Mrs. Bessie White Hager, wife of the late S. W. Hager, and mother of Lawrence and Bruce Hager of the Owensboro Messenger-Inquirer.

James M. Lilly, sports writer of the Louisville Times.

Lonnie Lawrence, 60, printer on the Kentucky New Era of Hopkinsville.

Miss Katie B. Beauchamp, former publisher of the Spencer Magnet of Taylorsville.

John Hoffman, father of Auva Hoffman of the Mt. Vernon Signal.

Buel Gaskins, owner of the Russell County News of Jamestown.

Mrs. Timothy Asbury Pedley, mother of Gracean Pedley, publisher of the Lyon County Herald.

Wesley E. Carter, former publisher of the Elizabethtown Enterprise, and director of Public Relations of Mergenthaler Linotype Company, and editor of The Linotype News.

Mrs. Nellie Hensley Webb, mother of Mrs. Earl W. Kinner of the West Liberty Courier.

John G. Evans, 90, father of Editor Herndon J. Evans of the Pineville Sun.

Miss Rhea Franklin, society editor of the Shelby News of Shelbyville.

Pryor G. Tarvin, retired editor of the Kentucky edition of the Cincinnati Times-Star.

Morton Green, former manager of the Anderson News of Lawrenceburg.

Miss Neva L. Williams, veteran Kentucky newspaperwoman and associate editor of the Harrodsburg Herald.

And may we include among those of Kentucky newspaper people who have passed away during 1950, one not a Kentuckian, but who was known and loved by all newspaper people of our state and the nation, Fred W. Hill, publisher of the Hamburg

(Iowa) Reporter, and former president of the National Editorial Association.

Holliday Publications Form Eastern Chain

A corporation that will publish six weekly newspapers in Eastern Kentucky at a central plant in Winchester filed articles of incorporation at Frankfort January 16. The corporation is Holliday Publications, which will publish the Menifee County News, Frenchburg; the Owsley County News, Booneville; the Powell County Herald, Stanton; the Wolfe County News, Campton and the Beattyville News.

M. H. Holliday, Jr., Jackson, is president and general manager of the corporation, Garvice Kincaid, Lexington, is chairman of the board of directors, and Robert Layman, Lexington, will be secretary-manager.

The corporation recently purchased the Beattyville paper which, with the Owsley County News, will be edited by Allen Terhune, former managing editor of the Stanfort Daily Journal. Terhune will be succeeded at Stanfort by Leonard Kelsey of Covington, a University of Kentucky graduate who recently employed as managing editor of the Breckinridge News at Cloverport.

President Truman has signed an anti-merger bill prohibiting corporate mergers through acquisition of assets where such mergers tend to lessen competition.

Offices of the Campbellsville News Journal were damaged by smoke and water from a fire recently destroyed a furniture company at Campbellsville. The blaze started at a one-story warehouse used for storing printing presses.

2 new profit-builders for your composing room!



BLUE STREAK COMET

Leading the way to increased profits and lower maintenance costs, this new Blue Streak Comet puts you years ahead in composing-room efficiency. For simplified maintenance, many parts have been modified or standardized while others have been eliminated entirely.

And fast! The new Comet can be operated manually, or Teletypesetter-equipped to set at speeds up to 12 column-width lines per minute.

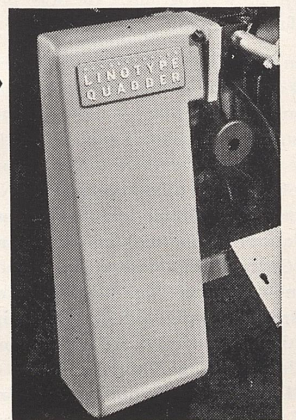
Check the many other profit-building features of the Comet with your Linotype representative today.

NEW ML QUADDER

Simple, sturdy and reasonably priced, the entirely new ML Quadder is applicable to most line-composing machines now in use. A flick of the convenient operating handle quads lines right, left, center or makes quadder inoperative.

The ML Quadder fits snugly on the left side of the vise frame—away from the casting area. All basic adjustments are factory-set—parts are engineered to compensate for eventual wear.

Savings as high as 50 and 60% have been effected in many shops after self-quadders were made available. Let your Linotype representative analyze your composition and estimate how much an ML Quadder can save you.



MERGENTHALER LINOTYPE COMPANY • BROOKLYN 5 • NEW YORK

Linotype Corona; members of the Spartan Family

Henry New Editor Of Middlesboro News

Maurice K. Henry has been appointed general manager of the Middlesboro (Ky.) Daily News, to succeed C. H. Arundel, recently resigned. Mr. Henry is commercial manager of Radio Station WMIK and will continue in that capacity on a part-time basis for the present.

Mr. Henry is a graduate of Bridgewater College of Virginia and received his master's degree in education at Peabody College. He was a school principal in Clifton Forge and Covington, Va. for several years. With the outbreak of World War II he entered the Navy, where he served for fifty-two months, attaining the rank of Lieutenant Commander.

After his discharge from the Navy in the spring of 1947, Mr. Henry was advertising manager of The Daily News until September 1, 1948, when he went to Morristown, Tenn., as the manager of a retail ready-to-wear store. He resigned from that position October 1, 1950, to become the commercial manager of the local radio station.

Mr. Henry married Helen Patricia Kincaid in 1939. They have one daughter, Kay.

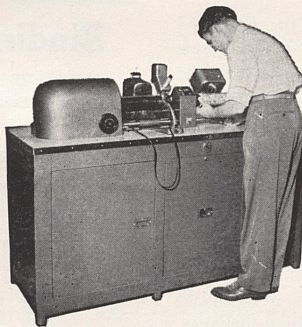
come back and more are coming every week. Another publisher reported a similar drop in total circulation but a revenue boost of \$800. In this case, also, subscribers gradually are coming back.

Ralph Searle, formerly of the Nebraska State Journal and the Capper Publications, Topeka, Kans., has been named editor of Salt River Valley News, Shepherdsville. For the past five years Searle has been executive secretary of the Kentucky Christian Citizenship Council, engaged in organizing Christian Civic Leagues throughout the state.

Raymond L. Hatcher, 35-year-old native of Boyd County, has been promoted from city editor to managing editor of the Alexandria (Va.) Gazette. Hatcher, World War II native, previously worked on the Ashland Daily Independent and the Paris Daily Enterprise.

The Paris Daily Enterprise, citing rising newsprint prices and production costs, has announced that carrier subscription rates have been raised from 25 to 30 cents per week. Carriers are to share in the price increase.

You can use MORE PICTURES at LESS COST...



...with THE FAIRCHILD MECHANICAL ENGRAVER

Now serving 400 newspapers in 40 states, the Fairchild Mechanical Engraver—the machine that produces plastic halftone engravings in a few minutes—has proved its value beyond any doubt. Enthusiastic, picture-minded users all agree that the new process permits them to use *more pictures at less cost*. They rediscover daily that this means:

- MORE READER INTEREST because readers buy picture-packed newspapers.
- MORE SPACE SALES because advertisers buy illustrated space.
- MORE SERVICES because job-shop customers buy inexpensive cuts.

Join the hundreds now profiting from the use of the Fairchild Mechanical Engraver. Write today so that we can arrange a visit from our local representative. Fairchild Camera and Instrument Corp., 88-06 Van Wyck Blvd., Jamaica 1, New York.



\$3 Sub. Rate Coming

The annual subscription rate of a weekly newspaper of 1950 for a subscriber living in the local trade area should be \$3. Although not unanimous, this seemed to be the majority opinion of both speakers and publisher delegates at the Circulation Clinic.

A summary of views and opinions on this topic is given below.

The postwar trend among both daily and weekly newspapers is toward the objective of having the subscriber pay a higher proportion of the cost of newspaper production. Some large daily newspapers are now getting as much as 50 per cent of the gross newspaper revenue from circulation, and a few are getting more than that. Before the war, many dailies realized less than 10 per cent of their gross revenue from subscribers. Some weeklies now get in excess of 30 per cent of gross from circulation.

The \$3 rate actually is not excessive. It is less than 6 cents a week and less than a penny a day. What other service can a household purchase that will even compare with its low rate?

Several publishers reported they had gone to \$3 without loss in circulation. One publisher reported that the immediate effect of the raise to \$3 was a drop of 400 in circulation and an increase of \$1,000 in circulation revenue. But about 200 subscribers now have

Scott Greenwood



Newspaper Week Committee

Scott Greenwood, secretary-manager of the Nebraska Press Association, has been appointed national chairman of the industry observance of National Newspaper Week for 1951.

Vic Portmann, manager of the Kentucky Press Association and president of Newspaper Association Managers, sponsors of the annual observance, made the announcement.

National Newspaper Week, founded by John B. Long, general manager of the California Newspaper Publishers Association, was adopted as a project of the association managers at their 1931 convention. The observance is held each year during the week of October 1-8.

Greenwood became manager of Nebraska Press Association in 1947. Prior to his association work he was active in the printing and publishing industry in Nebraska and Texas.

Other press association managers named to National Newspaper Week committee are Cranston Williams, American Newspaper Publishers Association; Howard Palmer, New York Press Association; Walter Johnson, Southern Newspaper Publishers Association; Bill Canfield, Inland Daily Press Association; Marjorie Belt, Maryland Press Association; Vernon Sanford, Texas Press Association; and Stanford Smith, Georgia Press Association. Also named to the committee is Joseph A. Bernstein, Metro Associated Services, Inc., New York.

Georgia's first vocational printing school will be in operation this fall in Macon as a cooperative project of the State Department of Education and the Macon Board of Education. Vocational training will be available in many of the printing skills including machine composition.

One way to make the Kentucky Press a better magazine is for the members of the association to send in items about themselves and their fellow publishers. Also, we would like to have pictures, especially those showing improvements of the plant, new buildings, etc. So please keep us in mind when something newsworthy happens to your newspaper.

The 1951 annual convention of the National Editorial Association will be held in Seattle, with a post convention trip into Alaska. Dates for the convention are June 2-5, and the Alaska tour will be from June 5 to 20.

More details may be obtained from the KPA office, or from Don Eck, manager of the NEA at 222 No. Michigan Ave., Chicago 1, Ill.

The term "yellow journalism" arose when both the New York World and the New York Journal printed the comic strip "The Yellow Kid."

Binding News Files

Is Our Specialty
Write for Information

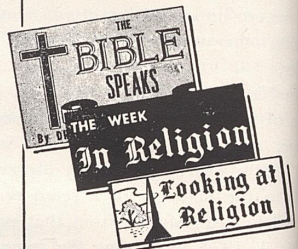
O. J. Forman Company
Monmouth, Illinois



The turmoil of the times demands more of your newspaper than a reporting of temporal news.

ASK TO SEE

WNU'S FINE BUDGET OF RELIGIOUS FEATURES



WNU FEATURES FOR BETTER NEWSPAPERS

The NEA monthly mat service will give you, and give you service plus.

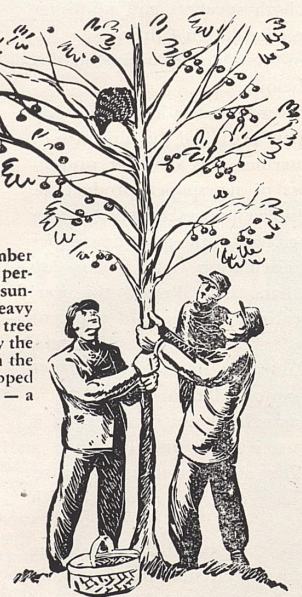
ONE OF KENTUCKY'S TRADITIONS

Gathering Persimmons

From early September till mid-December Kentucky's many fine varieties of persimmons ripen slowly in the autumn sunshine. With the coming of the first heavy frost, it's a race to see who climbs the tree to "shake them 'simmons down". Lucky the one who finds a fat possum feasting in the tree. He'll have a succulent feast topped by persimmon pudding or pie — a traditional repast in Kentucky.

Yes, and beer is a tradition in Kentucky, too!

Like persimmon gathering, BEER BELONGS in Kentucky, and often the two are served together in the last golden days before heavy winter weather begins, for beer the beverage of moderation is a friendly companion to good food.



Copyright 1950, Kentucky Division, U. S. Brewers Foundation
1523 Heyburn Building • Louisville, Kentucky

reporter is the city editor's leg man



but

Reporter is the paper both work for



A Reporter reporter reported that the Reporter could use an experienced reporter.—Sounds like double-talk, but the meaning is clear. It's clear because capital and lower-case initials are used properly.

When you refer to Coca-Cola by its friendly abbreviation, Coke, your meaning is clear only if you use a capital "C." Coke is a proper name—a synonym for Coca-Cola. And correct usage calls for the capital initial always. With a lower-case initial, the word stands for something else entirely.

Also, Coke is a registered trade-mark. Good practice requires the owner of a trade-mark to protect it dili-

gently. So, for this reason as well as to encourage clear usage and proper usage, we keep asking you to write Coke with a capital "C"—please.

*Ask for it either way
... both trade-marks
mean the same thing.*



THE COCA-COLA COMPANY

AN OPEN LETTER TO ALL AMERICANS!

We're all playing for keeps now! Once again, American free enterprise is called on to save our freedom.

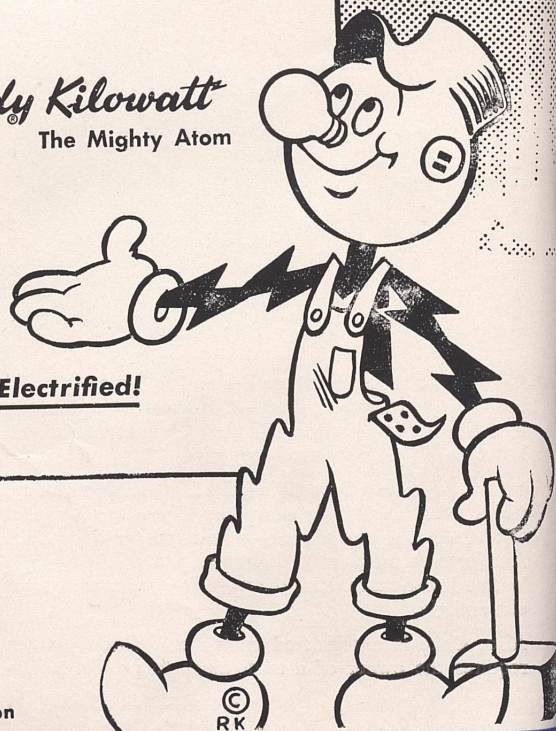
Businessmen of the electric power companies have been building up the supply of REDDY KILOWATT ELECTRIC POWER for years.

TODAY THE ELECTRIC INDUSTRY IS READY WITH TWICE THE POWER SUPPLY THAT WE HAD TEN YEARS AGO! AND, BELIEVE IT OR NOT, THE COST IS LOWER THAN EVER.

The United States has enough electricity for all plants to go to three shifts a day! Production is the order of the day!

Reddy Kilowatt
The Mighty Atom

America is Strong . . . It's Electrified!



**KENTUCKY UTILITIES
COMPANY**

159 West Main Street

Lexington

©
RK