

The Kentucky Press



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

April, 1939

Volume Ten Number Ten

Announcement And Rules For 1939 Contests Are Given By Committee

Call is hereby issued for the 1939 prize contests of the Kentucky Press Association. Every editor of the State, whether member of the K. P. A. or not is eligible to enter the contest.

Please read the rules governing each contest and follow them to the letter. Any violation of the rules will result in the entries being discarded. Send in as many entries as you please, but observe the deadline. The rule that no newspaper is eligible to enter any contest in which it has won first place during the preceding two years will be strictly enforced and your cooperation is requested when you send in your entries.

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

Open to Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest is open to country dailies. Every editor is urged to send in his entries to reach contest and every entry will be judged on its merits. Let us make this 1939 contest the biggest contest of them all! No newspaper shall be eligible for more than one of the above first prizes.

May 25, Deadline

All entries must be in the hands of Prof. Victor R. Portmann on or before May 25. Entries can be included in the same bundle, but each entry must be plainly marked as to the contest. The package must be marked "K. P. A. Newspaper Contest," and addressed to Prof. Victor R. Portmann, University of Kentucky, Lexington. It is suggested that the editor write a note announcing that the package has been sent, to avoid delay and possible loss of the entries.

Out-of-state Judges to Act

Competent judges from either Illinois or Ohio will study the entries in the contests. Because of the necessity of getting the contests in their hands at an early date, all entries must be in the University postoffice not later than May 25. Please follow all rules regarding

preparation of the exhibits and the deadline. The job printing exhibit shall be brought to the meeting, all others must be forwarded immediately.

Contest Selection Rules

Each contestant may select any issue of his paper, or may clip any specific entry, between the dates of June 1, 1938, and May 1, 1939. This change from requiring specific issues of newspapers was made at the request of many of our members. It has also been suggested that "election" or "special edition" issue should not be included in the All-Around Contests entries.

Beautiful Trophies Procured

Beautiful silver prizes will be offered in this year's contest. These are made possible through the courtesy of the Louisville Courier-Journal, Lexington Leader, and President Thomas Underwood. Second and third prize winners will be awarded certificates.

All-Around Contest

For guidance of the competitors the following will constitute the percentages by which the newspapers will be scored:

General appearance, 30 per cent; local news, 25 per cent; country correspondence, 5 per cent; personal items, 10 per cent; farm news or news pertaining to the chief industry of the section where the paper is published, 5 per cent; general news, 5 per cent; and editorial, 20 per cent. Factors to be considered in scoring of general appearance include make-up of front page and inside pages, advertising make-up and composition, headline schedule, literary excellence, community service, headlines' content, illustrations, typography and press work.

Front Page Contest

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

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

Best Editorial Contest

In order to stimulate the editors in expressing individuality, initiative, and

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

Grehan Memorial Plaque

The winner for the best editorial will again have the name of his newspaper engraved on the beautiful Enoch Grehan Memorial Plaque which was established last year by Mrs. Enoch Grehan and the members of the Department of Journalism in memory of Mr. Grehan. The first name to be engraved on the memorial was that of The Pineville Sun, Herndon J. Evans, editor. Space is reserved on the plaque for subsequent winners and your paper's name will look proper thereon.

Best News Story Contest

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

Best Editorial Page Contest

This contest, again sponsored by The Shelby News through the Ben Cozine Trophy is announced in another column.

Daily Contest Added

A new contest for the smaller papers was added the past year. All dailies in the state with the exception of those published in Ashland, Owensboro, Paducah, Covington, Lexington, and Louisville are eligible to enter. The same rules, slightly modified, that govern the selection of the Best All-Around Weekly Newspaper will be applied in this Daily contest. The committee solicits entries from every small daily in the state. Pre-

ident Tom Underwood will present a handsome trophy to the winner of this contest.

Best Advertising Composition

Three prizes will be awarded to Kentucky editors in this contest: \$5 for best full-page advertisement; \$5 for best half-page advertisement; \$5 for best quarter-page, or less, advertisement. Factors to be judged include type content, type arrangement, value of illustrations, selection of border and decorative material, and fulfillment of the three functions of advertising—attention, interest, and conviction. The entries are limited to advertisements that have been set in the contestant's office, either hand or machine composition.

Each contestant may select any advertisement that appeared during the year, June 1, 1937, and April 1, 1938; each entry to be mounted on a sheet of cardboard with the notation as to the name of the newspaper, date of issue, and name of contestant.

Trophy Offered For Job Printing Exhibit

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

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

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

Entries Wanted For Cozine Trophy Cup For Meritorious Editorial Page

Kentucky Press Association newspapers will compete again this year for the Ben Cozine Memorial Cup, awarded

possession to that paper in the State adjudged as having the best editorial page. The Cozine Memorial Cup was offered for the first time in 1935 by Wade M. McCoy, managing editor of the Shelby News, Shelbyville. The winner in that year was Warren Fisher's Carlisle Mercury. Mr. Fisher won again in 1936. Gracean M. Pedley, Lyon County Herald, won the 1937 contest. The 1938 contest was won by Editor W. S. Wathen, Kentucky Standard, Bardstown. The contest is "wide open" this year. Come on in!

As the title implies, this handsome silver loving cup is dedicated to the memory of our beloved Ben Cozine, who made his editorial page an outstanding example of the best in journalism, and his editorials a far-felt force in his town and his state. To retain permanent possession of the cup, the newspaper must win it three times.

The following rules were made to govern the selection of the winner each year:

1. Page content: the page must contain articles of literary, feature, and editorial matter only.
2. No advertisements should appear on the page. However, this will not bar contestants using such advertisements, but said use will count against perfection.
3. Editorial matter: preference will be given to "home-written" editorials while "canned" editorials will be a detriment.
4. Clipped editorials of community nature will be acceptable.
5. Features and literary: features such as "Twenty Years Ago," syndicate materials such as written by Doctor Copeland, Bob Burns, etc., essays, poems, etc., will be acceptable.
6. A column, whether serious, humorous, or a mixture, will be considered editorial page material.
7. Editorial cartoons will be acceptable.
8. Headlines, whether spot heads or standing department heads, will be judged for typographical balance.
9. Mast heads: the typographical appearance, the content, and relation to the page as a whole will be considered.
10. Art work: if any, will be given full consideration.
11. Make-up and balance: the page makeup with emphasis on balance, symmetry, and contrast will be given close scrutiny. Extra width columns, in symmetry with the rest of the page, will be given special consideration.

12. Subject matter: as a community paper should emphasize community news and community interests, too much "outside" news will be marked down.

13. Special attention will be given to the rhetoric, punctuation, unity, coherence, expression, dignity, vocabulary, contents of this page.

14. Each contestant will submit three consecutive issues of his news paper from which the judges will select the best single issue for competition.

Executive Committee Meets

The KPA executive committee held its spring meeting at Camp Laurel Crest on the Green River on April 28-30, and enjoyed the everlasting hospitality of Editor and Mrs. Jody Gozder.

Many topics of interest to the Association were discussed and acted thereon. The principal object of the meeting was to select a meeting place for the mid-summer program. Invitations were received from Cumberland Falls, Ashland, and Mammoth Cave. After much discussion, it was decided that the meeting place and dates should be selected by a sub-executive committee consisting of President Underwood, Secretary Alcock, and Chairman Russell Dyche. This committee will announce their decision later.

Members present were President Underwood, Secretary Alcock, Vice-president Pedley, Chairman Dyche, Harry Lee Waterfield, Tyler Munford, Vance Armentrout, Vernon Richardson, James T. Norris, Frank C. Bell, Edward Hamlett, Robert L. Elkin, and Victor R. Portmann.

Invitations were also extended to all former presidents of the Association to be present. Press of business kept many away, but those who attended included George Joplin, Jody Gozder, Keen Johnson, and J. Lamarr Bradley.

Needless to say, those present enjoyed a wonderful holiday at this commodious camp.

\$\$ Puller—Now is the time to see senior class advisers about printing graduation invitations. Arrange for printing graduation cards. Have you submitted a bid for the printing of the annual?

\$\$ Puller—Try a different psychology with the next series of sales letters. Tests have proved that colors create a psychological effect. Popular Mechanics, when experimented with return envelopes, found pink to have the most pull, followed by green, blue, and canary.

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Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

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Press Association Officers

Thomas R. Underwood, President, Lexington Herald
Gracean M. Pedley, Vice-President, Eddyville Herald
J. Curtis Alcock, Sec.-Treas., Messenger, Danville

Executive Committee

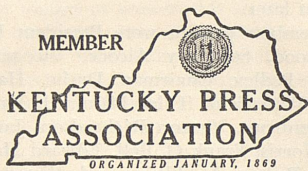
Russell Dyche, London Sentinel-Echo, chairman;
Harry Lee Waterfield, Clinton Gazette; Tyler Munford, Morganfield Advocate; Vance Armentrout, Louisville Courier-Journal; Joe Richardson, Glasgow Times; W. V. Richardson, Danville Advocate; Victor R. Portmann, Kentucky Press, Lexington; James T. Norris, Ashland Independent; T. T. Wilson, Cynthiana Log Cabin; Frank C. Bell, Bedford, Trimble Democrat; Walker Robinson, Paintsville Herald; Edward Hamlett, Columbia News; Robert L. Elkin, Lancaster, Honorary.

Legislative Committee

Tyler Munford, Morganfield Advocate, chairman;
Cecil Williams, Somerset Journal; George A. Joplin, Jr., Somerset Commonwealth; Vance Armentrout, Louisville Courier-Journal; W. L. Dawson, LaGrange Oldham Era; Seymour J. Goodman, Lancaster Record; Harry Lee Waterfield, Clinton Gazette.

Newspaper Exhibit Committee

Victor R. Portmann, Kentucky Press, Lexington, chairman; Carl Saunders, Covington, Kentucky Post; Robert Simpson, Frankfort State Journal; Joe Le Gore, Paducah Sun-Democrat; Flem Smith, Georgetown News.



Contest Entries Wanted!

Elsewhere in this issue, the Contest Committee is announcing the contests and rules for the 1939 competition. We urge that every newspaper in the state will send in entries for one or more of these interesting and instructive contests. Every entry will be judged solely on its merits by disinterested judges, and the old fallacy that "we do not have a chance against the other fellow" will not influence the judges' decisions in the least. We hope that you will do your part in making this the biggest contest of the Association.

Newsprint From Straw

Newsprint made from straw, \$15 a ton cheaper than the wood pulp product, will be given a trial shortly by Pittsburgh newspaper. If the new news-

print stands up under exhaustive tests on high-speed presses, experts predict a new industry in the United States that will save publishers millions of dollars annually.

The inventor is Dr. F. W. Hochstetter, who has also succeeded in reclaiming pulp from used paper so successfully that it can be used over and over.

Ten sample tons of newsprint are being made for the tests, using wheat straw from Pennsylvania farms. The paper, according to Dr. Hochstetter, also can be made from Florida grass, goldenrod stems, seaweed, and other growths that are now a total loss to farmers. The inventor believes his new method will open a huge market for these waste products and will conserve forests, now gutted to provide wood pulp.

"As we see it now," he said, "a ton of newsprint from straw or similar material will cost \$35 to \$37. This is about \$10 to \$15 per ton less than the lowest price for wood pulp newsprint."

—Condense dfrom Advertising Age

Ten Points For Making Money

Publishers are always anxious to learn new ideas for money-making. Many of them are eager to overlook some of the old and tried ways of increasing the exchequer. Maybe some of the following suggestions can be turned into profits for the publisher who hasn't stopped to look back recently:

1. Sell office supplies, including printed forms and even typewriter ribbons. Many items to be sold thus can be made in your own shop during slack seasons.

2. Solicit sales-book business for a sales-book firm and net a tidy commission, with no extra cost to your customers.

3. Layouts, carefully and artistically prepared will help sell display space. Sell the local merchants on the value of using more cuts in advertisements. Here's a double profit—the engravings and in the extra linage.

4. To save money is to make it. Call in a fire underwriter expert for suggestions to give you complete protection without increasing your premiums.

5. Frequent personal visits and mention of advertisers in the columns of your paper pave the way for increased linage.

6. A few dollars spent dressing up your front window should result in dividends. Display something you have for sale, or allow your advertisers to use it for a week at a time.

7. By now you're familiar with the jobs that are sold annually. Repeat orders are not hard to get; so get out your last year's job register and go down the list. To know you're interested in them will please your customers.

8. Although you've been refused on advertising, leave the non-advertiser with a smile. Make it easy to go back later. Some day he'll advertise.

9. When a national advertisement appears in your paper, in addition to sending a tear sheet to the national agency, send one to the local dealer. Make him feel he's almost paying for it from his own cash register. He'll become more advertising conscious, and sometime may be prevailed on to use space when the national schedule has expired or skipped a week.

10. Run off a few promotional pieces, telling results derived from your classified columns. Send these with the monthly statements, invoices, subscription notices, and letters.

—New York Publisher

\$\$ Puller—According to the National Cash Register Company, the following are actual percentages for net sales invested in advertising by successful stores: Automotive Parts and Accessories, 1%; Bakery Shops, .6%; Beauty Shops, 3%; Building Supplies, .5%; Cleaning and Dyeing, 2.8%; Confectionery, 1.3%; Department Stores, 2.1 to 3.5%; Drug Stores, .8%; Electrical, 2.7%; Food Stores, .8%; Furniture, 1.6%; Haberdashery, 1%; Hardware, .92%; Jewelry, 1.9%; Meats, .8%; Restaurants, 1.1%; Taverns and Bars, .4%. The National Cash Register reports that the above percentages are averages only. Many successful stores, of course, spend more.

\$\$ Puller—Following is a possible solution to a problem about advertising tear sheets. Occasionally tear sheets are lost in the mail, and many agencies confess that because they are sent fourth class they are often dumped in a heap—and thrown away without being opened. A California publisher eliminated this possibility by using a corner-card cut. The cut bears the name and address of the paper, a bold-face Important, and a list of things that might be enclosed, such as tear sheets, affidavits, invoices, or proofs. After each item is a blank space to be checked in accordance with the contents. The publisher says that it has cut down the number of requests for additional tear sheets.

Urges Crusades For Betterment of Community

The community newspaper forced into competition with outside dailies or weeklies, finds crusading in behalf of its readers' interests to be of value not only to the people it serves but to itself as well, says Prof. Douglas W. Miller of the Syracuse university school of journalism in a recent issue of the New York Press.

When the object of the campaign is purely local, the home paper is battling on its own ground and possesses inherent advantages which the outside publication lacks. The larger newspaper attempting to enlarge its circulation in several neighboring communities cannot safely undertake this type of activity.

Suppose the larger competing paper is seeking circulation in both village A and village B. It cannot undertake a campaign in behalf of an improved highway which will bring trade into village A by diverting it from village B. The local paper in village A faces no such handicap. The outside paper may cover the village news but its editorial activities for that community are limited by the fact that it serves several jealous masters.

Crusading, of course, must not be undertaken merely for its own sake or from a purely selfish motive. It must find its origin naturally in community needs. Nor can the editor let himself become so interested in causes that he neglects his primary functions of reporting and commenting upon the news.

Survey Should Precede

A careful survey must precede initiation of the campaign. No paper can afford to espouse a long list of hopeless causes. A majority of its efforts must be successful.

An outstanding example of the crusading community newspaper in New York state during recent months is to be found in the Waverly Sun, published by Hart I. Seeley, NYPA president. Under the editorship of George W. Tetherly, the Sun since April 1 has completed three successful campaigns and now is busy with four other efforts toward community betterment. The Sun's activities are typical of projects and methods which may be employed successfully.

Crusade Number One sought addition of an agricultural course at Waverly high school. With the proposed building of a centralized school nearby as a lever and with Grange support, a brief

but vigorous campaign resulted in favorable action from the school board.

Crusade Number Two was waged successfully in behalf of farmers who opposed adoption of daylight saving time.

Crusade Number Three for improvement of an important highway was the most difficult and illustrates the aggressive, direct action which a newspaper must take to be effective. The difficulty was that three local governments had jurisdiction over sections of the road which required improvement.

Editorial Gets Results

An opening editorial on the farm page concerning "The Forgotten Road" brought an angry town supervisor into the editorial sanctum. The departed ready to see that the town did its share on the road if the village board would do its part. Petitions circulated by the Sun among farmers and business men brought a promise from the village board to complete its share of the road if South Waverly built its portion. The latter's share was \$200 and borough coffers were low. A representative of the Sun persuaded the borough board to appropriate \$100 if the newspaper would find means of matching that sum. Farmers and business men contributed the final \$100 and the battle was won.

Editor Tetherly is busy now with long-pull efforts for a toll-free bridge at Nichols, better milk prices for farmers in the area, adoption of a zoning ordinance, and building of a new high school.

The Sun does not rely merely upon an occasional editorial effort to put projects across for the community. Its campaigns are crusades in the fullest sense. Support of public officials is solicited as are letters from readers for publication and for presentation to officials. Expression of public opinion is sought through petitions. Special meetings of official groups are arranged. Regarded as big news, exclusive stories on the crusade are well displayed, giving the paper an added source of interest which competing dailies cannot touch without contributing to the prestige of the home paper. Strong first page editorials add the final punch.

Many New York papers are promoting community betterment in like manner. It's hard work but pays dividends in newsier columns and in the fact that the community learns to turn to the home paper when civic-spirited leadership is required. "He profits most who serves best."

How Donkeys Became Asses

Once upon a time a great prophet addressed a herd of donkeys: "What would a donkey require for a three-day journey?"

Six bundles of hay and three bags of dates," they replied.

"That soundeth like a fair price. But I have for only one of you a three-day journey, and I cannot give six bundles of hay and three bags of dates. Who will go for less?"

Behold, all stand forth. One would go for six bundles of hay and two bags of dates, another for three bundles and one bag. One especially long-eared donkey agreed to go for one bundle of hay.

Spake the prophet: "Thou art a disgrace to the herd, and an ass. Thou canst not live for three days on one bundle of hay, much less undertake the journey and profit thereby."

"True," replied the ass hanging his long ears in shame, "but I wanted to get the order."

And from that day to this, price cutters have been known as asses.

—The Illinois Editor

Community Weekly Business Analyzed In New Study

An interesting picture of the country weekly newspaper field is presented in a study which has been published in Chicago under the title of "Analysis of Business Operations of Weekly Newspapers of the United States (based on Reported Figures for 1937)."

This study was made by Miss Margaret Adams for a thesis for her master's degree in the Medill school of journalism at Northwestern university. Miss Adams secured her information by questionnaires distributed through the National Editorial association, various state press associations, The Publishers' Auxiliary and Western Newspaper Union.

For purposes of analysis the reporting papers were divided into three groups: Those published in towns of less than 1,000 population, those published in towns of 1,000 to 2,000 population, and those published in towns of over 2,000 population. For each of these groups, tables and explanatory matter show average incomes by the entire group, incomes in percentage figures, average incomes by geographical sections, average operating costs, operating costs in percentages, and average incomes and operating costs.

Income and Costs

Two other parts of the study are devoted to a comparison of average income and average operating costs for all population groups, and comparative figures for 1931 and 1937. The 1931 figures were those contained "The Third National Survey of the Weekly Newspaper Industry of the United States," made by W. Clement Moore and Herman Roe for the National Editorial Association.

As an example of some of the material which this study contains, here are a few facts dug up about weekly newspapers published in towns of over 2,000 population.

Their average subscription income was \$2,616.28.

Their average advertising income was \$12,825.39—of this amount, local advertising netted the papers \$7,509.55, national \$2,036.38, classified \$484.02, legal \$1,648.45.

Their average miscellaneous income was \$1,226.70.

Their average total income was \$21,234.63.

Their average editorial and news operating cost was \$883.37.

Their average advertising operation cost was \$557.80.

Their average circulation operating cost was \$757.64.

Their average newspaper mechanical operating cost was \$1,747.38.

Their average job printing management cost was \$1,974.13.

Their average business management operating cost was \$13,340.90 (all salaries are included in this figure).

Their average total operating cost was \$18,191.62.

One startling bit of information which this study brings out is the very large loss on unpaid subscriptions which weekly newspapers are suffering. The group published in towns of over 2,000 population, for which figures are given above, did not collect an average of \$1,486.00 due for subscriptions. And the situation is apparently becoming worse because this is an increase of \$737.55 over the figure reported for the 1931 survey, when the loss averaged \$747.34 per paper. In other words, because of poor collection methods, the average newspaper in this group is losing 36.22 per cent on unpaid subscriptions.

Mimeographed copies of this survey, consisting of 83 pages, may be secured through the N. E. A. office for seventy-five cents.

\$\$ Puller—If you are planning to publish an anniversary or special edition of your newspaper, and they are expected to be preserved, try printing it on coated stock. A few years from now the copies will be in good condition, whereas newsprint will become yellow and brittle.

\$\$ Puller—Put the name of your paper across the top of each page. Otherwise when you send tear sheets for proof of advertising, you will not have credit for that issue and extra copies may be required by your advertising agency. Your paper will look neater and better with that line. Another important reason is that no sheets of your paper can get to anyone, without his knowing the paper he is reading.

\$\$ Puller—It's gardening time again, and it's time to start that gardening column. Have people of the community who are known for their gardens contribute interesting facts they have discovered in their gardening experience. A garden contest might also be a good idea. Such a contest would create enthusiasm among the readers, for members of a small community are proud of their gardens.

\$\$ Puller—The surest way to get stuck is to buy advertising in so-called programs, yearbooks, cook books, and similar publications of unknown circulation. If you want to make donation, make it as a donation, but do not be fooled into thinking it is advertising.

\$\$ Puller—In cooperation with the Attica Historical Society members, The Attica News, published by Levi A. Cass, is using weekly a three-column space in which articles concerning the history of the town are printed. Selected historical editors furnish the copy early enough in the week so that it does not interfere with the routine work. Clippings are kept in a Historical Scrap Book by members of the association. Many readers keep a file of the weekly histories.

\$\$ Puller—The Moorhead (Minnesota) Country Press used a novel idea in a subscription renewal campaign recently. A copy of the newspaper in miniature, not more than four by five inches in size was sent to every person on its list of delinquents. The accompanying message read: "If you haven't paid your subscription, your Country Press may be so small next time you will not be able to see it." Included also, were a renewal blank return envelop, and a letter from the publisher telling of new features to come and more country correspondence.

Novel Idea—An Indiana publisher adopted a unique method to demonstrate to his readers the success of his bargain-month subscription sales campaign. A facsimile of his cash register slip, on which were recorded the names of subscribers, with the amounts paid, was reproduced on the front page of his scribbled and reminded those who had not paper. It pleased those who had submitted that it was high time they renewed their order.



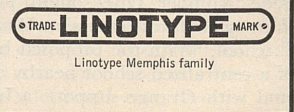
Would you hire Pete?

Pete's really a good reporter. But he can't find a job because he looks so crummy.

Newspapers, like men, are judged largely by appearance.

When a prospective advertiser glances at your paper, he must get the right impression. Make him say: "There's a modern, alert-looking paper worthy of advertising my product!"

Typographic modernization makes a paper easier to write, easier to set, easier to read, and easier to sell. For sensible suggestions about restyling your paper, consult your Linotype representative or write to your Linotype agency.



The Beattyville Enterprise, which was flooded out of its own quarters early in February, is back home again. Since the flood, the paper had been printed in the office of the Irvine Herald.

R. H. Lane, editor of the Mt. Sterling Sentinel-Democrat, was elected president of the Mt. Sterling Rotary club at a recent meeting of the organization.

The Mt. Sterling Advocate recently inaugurated a front-page, left-corner, five-inch, one-column box listing the city carrier boys by names and zones thereby personalizing subscription efforts.

Mrs. Ellen Wilson, mother of Jack Wilson and Mrs. Grace Ford, of the Morehead News, died at her home there following an illness of several months.

The Kentucky Irish American, published at Louisville, celebrated its 40th St. Patrick's Day edition with a 12 page paper printed throughout with green ink on white newsprint. Page one carried a three-column cut of Uncle Sam holding his hat in one hand and a shamrock in the other. The balance of the 12 pages, with the exception of one were filled with local news and stories of the day in addition to a nice volume of advertising. The one exception was page six which contained a full page map of Ireland.

Homer C. Clay, who started the London Weekly News about two years ago, has joined the National Labor Relations Board in Pennsylvania. He will continue to edit the paper, which will be managed by Mrs. Clay.

J. Curtis Alcock, editor of the Danville Messenger, has been elected president of the Danville Chamber of Commerce. Mr. Alcock has been secretary to the Kentucky Press Association for more than 25 years and he has the good wishes of every editor in Kentucky.

The Hardinsburg Independent, published by Embry Newspapers, Inc., with Onza De Embry as managing editor, has opened its columns to the unemployed, offering to publish a classified ad free for those who are seeking work.

Charles A. Jennings, former business and advertising manager of the West Kentuckian, Murray, has established a weekly paper in Mayfield, known as the Graves County Times. The Times at present will be printed in the shop of the West Kentuckian, published by Mr. Jennings' father, O. J. Jennings.

The New Castle Local, with E. Russell McClure editor, honored a new theater at Eminence by putting out a special edition, consisting of 16 pages.

The condition of Mrs. O. J. Jennings, assistant editor and wife of the publisher of the West Kentuckian at Murray, who recently suffered a severe attack of flu and asthma, is reported as much improved.

R. R. Pitchford, editor of the Scottsville Citizen-Times, is convalescing at his home after a serious illness.

R. R. Pitchford, Jr., who has been running the Auburn Times for his father, has purchased the newspaper from his father.

Thursday, March 16, marked the beginning of volume 13 for the Irvine Herald, published by John W. Hovermale.

Carl L. Johnson, editor of the Bourbon News, was elected president of the Paris Rotary Club at a recent meeting of the organization.

On the occasion of a broadcast of services from a Marion church over an Evansville radio station, John Hargan, Jr., publisher of the Crittenden Press, Marion, published a three-column page-length announcement of the event.

Spring was the inspiration for a four-page colored ad section from one local merchant in a recent edition of the Clay Tribune, edited by Ted Stanton, Jr.

The Spencer Magnet, Taylorsville, edited by Katie B. Beauchamp, celebrated its 25th anniversary on March 16. In addition to the local news and advertising, the Magnet carries four pages of WNU printed service.

Mr. Charles Hansbrough, editor of the Warren County Record, and Mrs. Hansbrough have returned to their home in Smith's Grove after a vacation trip to Cuba.

Lem Bledsoe, former editor of the Warsaw News, has purchased a service station in Warsaw and is operating it himself.

Announcement has been made of the engagement of Maude Putt Browne, Big Island, Virginia, and John W. Matson, editor and owner of the Hawesville Clarion. The wedding will take place in June.

The Dixon Journal will celebrate its fortieth anniversary with the issue of May 5. Mrs. Jewel Duncan has published the Journal for the past 10 years. She took over the paper after the death of her husband, V. D. Duncan, who had been the publisher for the preceding 12 years. G. M. Eakins, the foreman, has been with the Journal for 14 years.

Tyler Munford, editor of the Union County Advocate, Morganfield, has been named publicity director for Keen Johnson, candidate for governor of Kentucky. Mr. Munford is a member of the Kentucky Presses Association executive committee, and represented Union county in the Kentucky general assembly for five consecutive sessions.

The Lancaster Record, in a special want-ad promotion during the past three weeks, has increased the volume of classified from less than half a column to more than two columns and it is still growing. In an eight-weeks' subscription campaign, a total of more than 900 subscriptions was collected, of which 175 were new ones. The Record has recently printed for free distribution the booklet, "History of Uncle Tom's Cabin," and the romantic story of the home of Gen. Thomas Kennedy in Garrard county. J. E. Robinson is publisher, and S. B. Goodman is manager.

The Neon News is congratulating itself on acquiring the services of Maurice E. White, a highly intelligent and aspiring young man, as its associate editor. Mr. White is no stranger in the Neon or Coalfield environs, being connected with newspaper writing for several years. He is best known through his column "Round and About" in the Neon News. Mr. White has a reputation for being not only a good columnist, but a good news and editorial writer as well. The News is published by W. P. Nolan, who is also publisher of the Mountain Eagle at Whitesburg.

\$\$ Puller—An advertising tip to enable you to sell local merchants who deal in baby needs and nursery items is to check up with your village clerk and get statistics to show the number of babies born in your locality last year.

J. H. Reigner, editor of the Midway Clipper, who has been seriously ill at his home, is greatly improved.

A recent Saturday innovation of the Bowling Green Times-Journal was the addition of a four-page WNU magazine section.

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Of the \$848,282.96 taxes, \$496,128.73 was paid to the State, Counties, Cities and Schools. The balance of \$352,154.23 was Federal and miscellaneous taxes.

The tax bill in 1938 was approximately 74% of wages and salaries paid employees. In other words, for every \$1.00 paid in wages and salaries, we paid in taxes 74 cents.

The average annual number of kilowatt-hours used by our electrical customers in their homes increased 11.4% in 1938 over 1937, while the average amount paid per kilowatt-hour decreased 2.9%.

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