

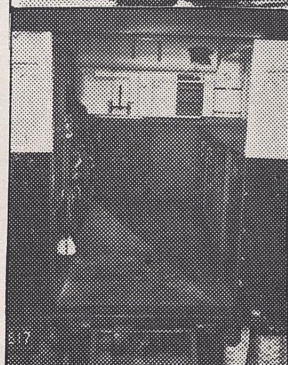
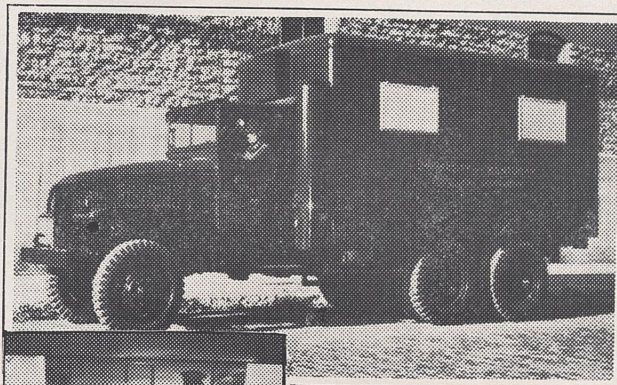
The Kentucky Press

January, 1948

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

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VOLUME NINETEEN
NUMBER THREE
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Publication Office:
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University of Kentucky
Lexington



Obtained from the Army as war surplus for a fraction of its value, the new \$10,000 motorized laboratory truck shown above will be used by University of Kentucky biological science departments to make scientific field investigations in virtually every county of the state and may be seen by local residents soon.

The interior of the "laboratory on wheels" has room for at least four technicians to work and is equipped with the latest in scientific research facilities, including dissecting tables, incubator cabinets, refrigerator, electric lights, and steam.

Official Publication Kentucky Press Association

*"I've a million
baby chicks to raise"*



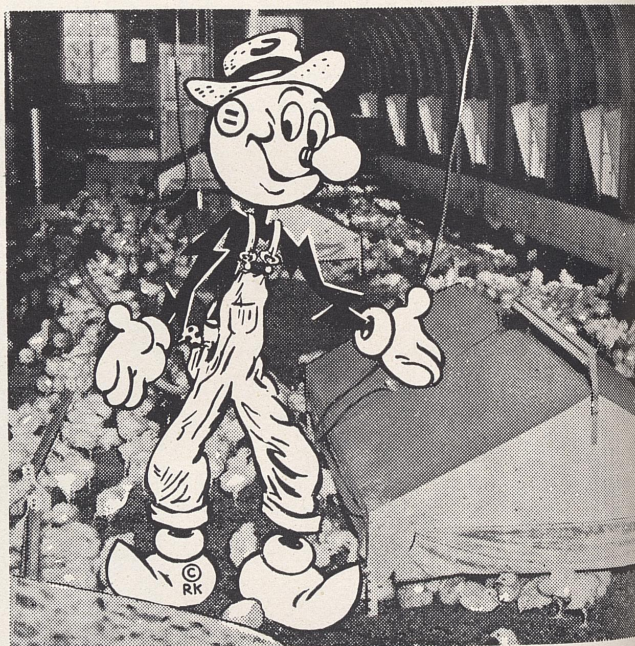
Obligations.

That's a mighty weighty word in the electric business.

It means we've got to keep electricity flowing to thousands upon thousands of farms where electricity is being used to brood chicks, lambs, and pigs.

That's why so much of our available manpower and material must be used to manufacture and keep a plentiful supply of dependable current going to **EXISTING** customers.

If we seem slow in getting to an **APPLICANT**, it's not because we don't want to serve him — it's because we have an obligation to a **CUSTOMER**.



KENTUCKY UTILITIES COMPANY

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79th. Annual Meeting Is Well Attended

Minutes of the Seventy-ninth annual mid-winter meeting of the Kentucky Press Association, Brown Hotel, Louisville, January 22-24, 1948:

Fred B. Wachs, general-manager of the Lexington Herald-Leader, was elected president of the Kentucky Press Association at the close of the 79th annual mid-winter meeting at the Brown Hotel, Louisville. The three-day meeting attracted the largest attendance of members and their families in the history of the Association.

James M. Willis, Brandenburg Messenger, was elected vice-president; Joe LaGore, Paducah Sun-Democrat, was re-elected Chairman of the Executive Committee; and Prof. Victor R. Portman, University of Kentucky, Lexington, was re-elected secretary-manager for his sixth term in the Central Office.

The meeting opened Thursday afternoon, January 22, by President Tyler Memford, with three roundtables: Circulation, Jasper Rison, circulation manager of the Louisville Times-Courier Journal, leader; Advertising, Russell Scofield, advertising manager, Lexington Herald-Leader; and Radio, Lawrence W. Hager, editor, Owensboro Messenger-Inquirer and director of its radio station. Mr. Rison outlined business methods in circulation production, both for the large and small newspaper that have kindred problems. Mr. Scofield, analyzing problems of advertising production and solicitation, advised KPA members to apply the Golden Rule in selling advertising by considering first whether the newspaper is selling the kind of advertising with over-all coverage of the type the advertisers want to buy.

Led by Mr. Hager, the problems of radio production, especially interesting to many present who operated radio stations in connection with their newspapers, were outlined and thoroughly discussed. Victor Sholis, manager WHAS, added an interesting discussion on F-M and Television problems and progress. A question-hour followed each departmental presentation.

After the call to order by President Munford in the South Room on Friday morning, following the breakfast, the Rev. Charles W. Welsh, pastor Emeritus of the Fourth Avenue Presbyterian Church, pronounced the invocation. The address of welcome was given by the City Attorney in the absence of Mayor E. Leland Taylor in which he presented the traditional keys of the city to the delegates. Vice-President James M. Willis responded to the gracious welcome with an equally gracious acceptance of the pleasure of meeting in the Fall River City.

Following President Munford's annual address, the annual report and financial statement of the Secretary-Manager was given. The manager urged that Kentucky newspapers consider the in-training of handicapped veterans in shops on slug-production and mechanical training as sponsored by the Veterans Administration.

Reviewing the labor situation in the country printing plants, which have lost many of their operators and floormen, it was urged that steps be taken to encourage Berea College to re-establish the department for the training of operators, and, if feasible, to enlarge the departments for the training of printers and pressmen. The Association voted to act on this suggestion and a committee of publishers was appointed to investigate all possibilities. President Munford appointed Harold A. Browing, Williamsburg Republican, Russel Dyche, London Sentinel-Echo, and George A. Joplin, Somerset Commonwealth, on the committee to confer with Berea College officials on the possibilities of re-establishing the department.

Because of circumstances beyond control, Kentucky did not join in President Truman's Safety Campaign in 1947, but the Association voted to start its own campaign as soon as feasible.

The Association further voted to increase the dues of weekly newspapers to \$15 a year and that of the small daily group to \$20 a year. It also endorsed the action of the Executive Committee in establishing a collegiate department of the Central Office which succeeds the Kentucky Intercollegiate Press Association of former years. Three college-paper memberships were approved and added to the growing membership roll - - The Progress, Eastern State Teachers College, The Stub, Nazareth College, Louisville, and The Orange And Black of Union College, Barbourville.

Two sustaining members were elected: Kentucky Chamber of Commerce, Robert Thornbury, secretary, and the Highway Traffic Magazine, Lew Ullrich, editor. Publisher E. J. Paxton Sr., Paducah Sun Democrat was proposed as a life member.

President Munford appointed Dyche, John L. Crawford, Corbin Tribune, and Ruscoe I. Downs, Hawesville Clarion, as the convention Memorial committee. As the Resolutions Committee, he appointed John Gains, Bowling Green News, Keen Johnson, Richmond Register, and Dalph Creal, Hodgenville Herald-News.

At the afternoon meeting, Hon. Arthur Welsh, Minister of Travel and Publicity,

Province of Ontario, gave an outstanding address on the promotion of tourist travel in Ontario which attracted more than 14,000,000 Americans in 1947. He said that Canada, to encourage tourists, now inspects all tourist camps, trains cooks and resort operators in special schools, and maintains 14 reception bureaus at points of entry. He stated that tourist travel would be a "permanent and profitable market" for Kentucky farmers as he pointed out that had the 14,000,000 Americans only stayed in Canada 24 hours each, they would eat 100,000 hogs, 7,000 head of cattle, 500 tons of cereal, and thousands of eggs. "Anything we have done, you can do in Kentucky, probably better," was his concluding statement to the editors.

Henry McClaskey, assistant general-manager of the Louisville newspapers, in his address on "Newsprint" stated that the supply of newsprint will not meet completely America's demands until 1949 or later. He pointed out that U.S. now uses about 70 pounds of newsprint per capita against 62 pounds in 1929 - - 61 per cent of the world's available supply.

Following addresses by J. M. Wynn and Neil Dalton, public relations director of the Louisville newspapers, in which they described the need for more action in Kentucky in meeting the demand for money and facilities for crippled children, the Association voted to set up a sports program to help raise the much needed funds. The story is reported in full in another column.

C.W. Brown, Oconomowoc, Wis., publisher and director of the National Editorial Association, outlined the program of NEA and its affiliates, Newspaper Advertising Service and Weekly Newspaper Bureau. He urged that every Kentucky publisher, an affiliated member of NEA, should appoint NAS as its representative and should join the Bureau to aid in the expansion research program as evidenced by readership studies now in progress.

Saturday morning the delegates made a three-hour inspection tour of the new Rotogravure plant of the Courier Journal and Times, and the Dearing Printing Plant which produces nearly 40 national magazines.

The concluding luncheon was held at 1 o'clock when the Memorial and Resolution committee made their report. The resolutions thanking the speakers and leaders who participated in the program, and those who helped to make the social program a success, were passed. Harold Browning urged all members to establish the Franklin Price List in their printing plants which would insure

Eddyville Herald Destroyed By Fire

The disastrous fire that leveled three business houses in Eddyville, Monday, January 26, completely destroyed the office and printing equipment of the Eddyville Herald. No equipment was saved, and Publisher Gracean M. Pedley informs us that he was only able to rescue a complete mailing list which will take care of his subscribers. The Herald will be printed from the Princeton Leader plant until a new plant can be established.

Among the machinery destroyed were a Linograph, Cranston Press, two jobbers, and miscellaneous small equipment, much of which was practically new. Included also in the loss was a larger-than-average assortment of type. Two tons of newsprint were also destroyed.

The office force were unable to save the books and front office equipment, a loss which is almost above replacement. Mr. Pedley estimates his replacement loss at \$20,000 with \$6,000 insurance. The owner of the building has announced her intention to rebuild. Mr. Pedley will make every attempt to procure new equipment to begin re-publication in Eddyville.

Just as we swore we'd quit using puns a Texas judge sends a girdle up for a stretch. Why is it that when a fellow has nothing in the world to worry about he up and gets married.

cost-plus in the job department. Keen Johnson urged the member newspapers to cooperate with the drive which is endeavoring to raise \$850,000 for the free hospital in Louisville. During the closing minutes, nominations were made from the floor for the officers who are to serve during 1948.

Social events of the meeting included a dutch lunch and a rousing reception on Thursday evening at which 118 guest attended. Refreshments for the dutch lunch were kindly furnished by the Kentucky Brewers Foundation. The Lexington Herald-Leader and the Louisville Courier Journal and Times were joint hosts at the annual cocktail party on the roof garden late Friday afternoon. The most enjoyable banquet, splendid floorshow, and dance was held Friday evening in the ballroom with nearly 300 guests present. The hosts were the Louisville Board of Trade, the Brown Hotel, and the Louisville Courier Journal-Times-WHAS.

The 1948 mid-winter convention was the largest in the history of the Association and all present pronounced it as one of the best in interest and enjoyment.

KPA Organizes State Sports Program

Following the address of Neil Dalton, Director of Public Relations, Louisville Courier-Journal and Times, in which he outlined plans for a year-round sports program to be sponsored and organized by the Kentucky Press Association, the convention went unanimously on record as favoring the proposal.

The worthwhile project has been given the title of "The Kentucky Press Association Sports Fund," for the purpose of raising funds to be used to aid Kentucky's crippled children. It is intended that every effort will be made to raise such funds in every part of the state, and those raised in each section will be used in that section. The editors hope that sufficient money will be raised to establish a crippled children's hospital for the isolation of polio cases in every section of the state. The newspapers will work in cooperation with the Kentucky Crippled Children Commission.

Today, there is a desperate lack of isolation for children, as well as adults, in the state. The only available hospital is in Louisville, and, because of the heavily overloaded facilities of this hospital, many needy cases have been turned away. The need for greatly augmented facilities in every section of the state have been strongly emphasized by the Commission and the medical profession. The situation today is far more dangerous than many citizens realize.

Following the enthusiastic ratification of Sports Fund Program, President Tyler appointed a committee to develop the program. Thomas F. Adams, Lexington Herald-Leader, was appointed chairman and to serve with him, Niel Dalton, Harry Lee Waterfield, Clinton Gazette, John B. Gaines, Bowling Green Daily News, and Herndon J. Evans, Pineville Sun, and KPA officials ex-officio.

This committee, after studying the proposal, will present the plan for the year-round program to those in charge of all sport activities, boards, institutions, college officials, coaches, etc. The plan will offer many possibilities for matches and tournaments, and games in all fields of sports. It should do much to encourage sports in Kentucky where there is a possibility of twelve months of participation.

Every publisher will be considered a local chairman in his territory to work with the committee and to present a comprehensive plan for his area.

Dalton emphasized the importance of coordinating this plan in with the crippled children's program of the State. He stated that Kentucky is especially fortunate in having a coordinated program and considerable

progress has been made in bringing close together the several organizations engrossed in the work. Participation by the Kentucky Press would insure the best understanding of a problem which needs much understanding.

Moreover it would enable the KPA to make a valuable contribution and at the same time, would unify the Association. The money raised would be used to provide a useful feature for crippled children which would be known forever after as the Kentucky Press Association building or whatever it might be.

Small Fire Delays Courier-Journal Delivery

Fire in the Courier-Journal and Times pressroom at 3:15 a.m., January 22, threw city delivery of The Courier-Journal two hours behind schedule and resulted in temporary loss of a 40-page press and destruction of 1,000 Sunday comic sections.

Damage was mostly confined to water destruction from the sprinkling system.

Editors Enjoy Goosey Contest Of Sorghum

A contest to determine whether Hancock County, Kentucky, or Perry County, Indiana, produces the best sorghum in the world ended January 1 in a verdict favorable to almost everybody - they both do.

It all started when Lee Huber, editor of the Cannelton News, published in Perry County, Indiana, re-printed a story in an Evansville paper stating Perry County's sorghum was best. Col. Roscoe Downs, editor of The Hancock Clarion, published in Hancock county, and a Kentucky Colonel, sprang to arms and said Hancock county had the best sorghum. For two weeks their papers were full of boast, claims, etc., in regard to sorghum. They finally arranged the contest to end all argument.

Five diplomatic judges declared Hancock County produces the best sorghum of any region south of the Mason-Dixon Line, and Perry County produces the best north of that line. Another bloody feud was averted.

The judges made their final decision after sampling the sorghum made in each of the counties and watching the expressions on the faces of the two feuders as they lapped up the sticky goo. They grinned, made wisecracks at each other, messed their faces no end as each gulped about a pint of sorghum produced in his own county.

The momentous affair was held aboard a ferry boat, out in the river about an equal distance from the shores and from Hawesville and Cannelton.

TEEN-AGE AMBASSADOR



This is a story about food and a 19-year-old ambassador without portfolio.

Two years ago an industrious Indiana farm youth entered the annual production and marketing contest of the National Junior Vegetable Growers Association. Tilling a 7-acre plot on his grandfather's farm and battling wet weather and weeds, he raised crops worth more than \$1,600 and won the midwest regional NJVGA title and a \$200 agricultural scholarship provided by A & P Food Stores.

Then he joined the army and wound up among the U. S. occupation forces in Germany. Stationed at the village of Hungen, he was impressed with two things: First, the gaunt despair of German farm youth; second the fertility of the soil near his station.

He wrote at once to his home demonstration agent back in Indiana, asked for enough seed to start a gardening project—\$4 worth—and got it. He promptly organized nearly 100 German youngsters, demonstrated the rudiments of farming, and helped them produce over 4,500 pounds of fresh fruits and vegetables.

The youngsters and their families and friends now have a backing of nourishing food to help them through a long winter. More important, they have seen democracy at work and have been given new hope by a teen-age soldier with a natural impulse to get things done.

Such achievements by American farm youth justify the part we and other industries have played in encouraging study of efficient production and marketing by 4-H, FFA and NJVGA members.



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 Nineteen, Number Three

Kentucky Press Association Officers

Fred B. Wachs, *President*
Herald-Leader, Lexington
 James M. Willis, *Vice President*
Messenger, Brandenburg
 Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

District Executive Committeemen

Chairman, Joe La Gore, Sun-Democrat, Paducah (First); Second, John B. Gaines, Park City News, Bowling Green; Third, Douglas Cornett, Courier-Journal, Louisville; Fourth, Albert S. Wathen, Sr., Standard, Bardstown; Fifth, Virgil P. Sanders, News-Democrat, Carrollton; Sixth, Enos Swain, Advocate-Messenger, Danville; Seventh, Thomas Holland, News, Pikeville; Eighth, J. W. Hedden, Advocate, Mt. Sterling; Ninth, H. R. Chandler, Mountain Advocate, Barbourville; State-at-Large, Earle J. Bell, Advocate, Morganfield; State-at-Large, William Caywood, Sun, Winchester; Immediate Past President, Tyler Munford, Advocate, Morganfield.

NATIONAL EDITORIAL
 1948 ASSOCIATION
 Active Member

KPA Establishes Collegiate Section

In 1906, the college newspapers of Kentucky organized the Kentucky Inter-Collegiate Press Association for the discussion of mutual problems at conventions which were held in the fall and in the spring. The Association flourished for fourteen years with more or less success dependent on coordinated participation by the eligible college papers. Sometimes sufficient interest was not evident and some papers would drop out from year to year.

As the elected officers of the organization were usually seniors in the several colleges, and soon graduated, continuity of office and purpose did not always ensue, and the purpose and conventions were sporadically under difficulties. The lack of continuity marked lack of enthusiastic participation by many of the colleges. The Association was practically dissolved at the beginning of World War II because of the many diffi-

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.

culties that were placed before individual members and the group as a whole.

Four newspapers, the U. of K. Kentucky Kernel, The College Heights Herald of Bowling Green, The College News of Murray, and The Trail Blazer of Morehead in the meantime had been elected to active membership in the Kentucky Press Association. College officials of these four colleges, recognizing the possibilities of a collegiate group within KPA, called a meeting in December at the U. of K. and invited other colleges to send delegates.

At the meeting attended by delegates from eight colleges, it was recognized that chief failure of the original organization was the lack of a permanent secretary and a permanent central office. They voted to re-establish the college organization as the collegiate branch of KPA and presented the plan to the KPA Executive Committee. The committee unanimously approved the plan and requested its Secretary-Manager to conclude arrangements.

With the four college papers as active KPA members, the collegiate branch was established. At the mid-winter meeting, three additional college newspapers were accorded KPA membership -- the Progress of Eastern State at Richmond, the Stubb of Nazareth College at Louisville, and the Orange and Black of Union College at Barbourville. Invitations have been extended to all other eligible college newspapers to join this new organization.

It is planned to hold another meeting in Louisville in the near future and non-member newspapers will be invited to attend. Later on, regional meetings will be held.

With the establishment of this new branch of KPA, it is felt that the parent organization has been strengthened and that much good can be done and accomplished by the Central Office.

Girls would rather be beautiful than brainy . . . because most men can see better than they can think.

Divorce Laws Cause Newspaper Confusion

It is difficult to keep pace with the courts and questions of law as they affect newspapers. I, as well as other teachers of journalism, have been taking the authority of legal experts who have produced textbooks on law, but occasionally we can find that a recent decision has changed the accepted doctrine, states Prof. Russell Hammargren, University of Southern California, in the California Publisher.

For example, it is generally held that the mere filing of a complaint, such as the beginning of a divorce proceeding, is not a privileged document and that a newspaper publishes a story on it at its own risk. Court decisions in state after state hold to the general principle that a proceeding does not become privileged until the judge takes some action in the case.

There is sound reasoning for this. Actually, any man can make allegations against another in a complaint, wait until a newspaper has publicized it and done untold harm to the individual, and then withdraw his complaint. In simple words, the clerk of the court must accept the complaint and in no way has any judicial proceeding taken place in the mere acceptance of the first paper.

California publishers, however, apparently don't have to worry any longer on that score. The issue of privilege has been met squarely and the decision is that a judicial proceeding begins with the filing of the complaint. Privilege, of course, would begin at that moment.

The civil code of California states that a fair and true report may be made without malice in a public journal of any judicial proceeding. That still posed the problem of whether the mere filing of a complaint constituted a part of the judicial proceeding and, as has been pointed out, there is ample common law practice and precedent for believing that privilege did not begin until official recognition was given.

Please Turn To Page Six

Pertinent Pointers On Stereotyping

Can you stereotype? If you can take a mat which has been cut and chipped until it looks like the north-east corner of the middle section of a cross-word puzzle and make a decent cast of it you've already passed one test in the trade.

Stereotyping, generally speaking, is somewhat of a step-child in the average shop, school and commercial alike. It is one of the activities which is done with a slight sinking in the pit of the stomach and done because it is a duty. And yet, it is one of the activities from which (when a good cast comes out) a grand sense of elation is felt. There is a feeling of pride in seeing every dot or line standing clear cut, and you wonder—why aren't they all good?

Good stereotypes are not accidental; they follow given rules and principles. Broadly speaking, these rules are heat and expulsion of moisture. If the mat is dry and hot, if the metal is at the right temperature, and if the ladle and casting box are hot, the chances are that the cut will be a good one. On the other hand, if there is moisture in the mat you run two chances—you will have a blister in the mat or you will have a chilled plate. In the first instance you have trouble on your hands, and in both cases your work has all been in vain. Further, if your metal is too cold when it is poured your cut will probably be chilled and if your metal is too hot you risk burning the mat, thereby permitting the metal to run behind the mat burying it in a cake of metal. Or you will have a baked mat which will peel when it is pried away from the cut and the cut will be glazed and faulty.

Since stereotyping has only two general principles, follow them and eliminate trouble! First, be sure your metal is at casting temperature. A range of 550 to 600 degrees will take care of nine-tenths of the mats you will encounter. If a thermometer is not handy, use a piece of newspaper. Dip this paper into the metal and draw it out immediately. If the paper is light brown in appearance your metal is right for casting. Second, be sure your mat is thoroly dry. Don't char it with too much heat. If it has come in contact with a heated surface for a short time and is hot to the touch, it is ready for casting. Third, be sure your ladle and casting-box are hot. When these three things are right, put the mat in the box, lock it up, and pour the metal.

Two particular kinds of mats are being used today, the wet mat and the dry mat. The wet mat can be recognized by the several layers which compose it; whereas

the dry mat is one solid piece. Both kinds can be worked in the same manner but it is advisable to exercise more care with the wet mat. It will burn easier and it will blister easier because of its tissue paper face.

Pointers in Making Good Cuts

1. Always dry the mats with the face down. This allows the moisture to be expelled thru the porous back. (The face is more compact and finer textured which may cause "blisters" because the moisture cannot escape.)

2. When blisters occur in a wet mat take a sharp knife and scrape away the thin top layer if the blister is not too deep, then rub a little graphite on the face. The surface which has been scraped will not print a true solid, but it does permit the use of a much needed cut.

3. When a blister occurs in a dry mat, it is usually deep enough that the face is unimpaired. Dry it again. If the moisture appears to be trapped, punch a pinhole in the back where the mat bulges. This releases the moisture and will allow the mat to come together.

4. Always be sure your mat lies flat in the casting box and the sticks are not riding the shoulders. If the sticks ride on the ridge (shoulder) which is the slight elevation between the bearer space and the face, the mat will be forced inward causing a "buckle."

5. To eliminate a buckle, slightly moisten the back of the mat until it is pliable, then rub the mat on a hot, flat surface until the buckle has been worked out. If glycerine is available, brush some on the back. If it is a dry mat it can be brushed with glycerine and put in the box with the clamps loosely locked. This will permit the weight to force the mat outward and the hot metal will dry it flat. (Don't try this too often with the wet type mat because the moisture will cause blisters.)

6. Use a piece of heavy wrapping paper on top of your bearers when casting. The paper will not absorb the heat of your metal so rapidly as the heavy metal lid and the slick surface of the paper gives a smooth back to the cut. You will find you have fewer chilled cuts.

7. Use paper as thick as the mat itself for the tailpiece and fasten it on with gummed kraft. It holds the mat flat thereby helping to eliminate buckles.

8. If the bearer space is too small for the bearers, paste strips of cardboard or wrapping paper along the edges. It is better to have too much space than too little. It prevents the inward pressing motion when the box is locked.

9. If the mat is badly wrinkled, put it in the casting box and lock the box just enough to hold the metal. This will allow the mat

to push down and out. The cast will be too high to use but it is better to make the two casts than to have a dreaded buckle.

10. Here is a trick that has worked several times. If your mat is wrinkled or curled, place it on a piece of light cardboard and fasten it down securely all around with gummed kraft paper. Put a tail on it and cast in the usual manner. The tape will take up the slack caused by the buckle and will allow the mat to flatten out.

11. Sometimes you get a mat which has been chipped and cut up. (This is usually done by the advertiser or editor who cuts out the material he does not want to print. A very effective editorial measure but tough on the stereotyper.) When you get one of these, cut strips of chip-board the same thickness and fasten it securely along the sides of the mat.

12. To save time in casting fasten several mats together, side by side, and end to end, using gummed kraft. Always leave a straight edge for your bearers. If some of the mats are too small, enlarge them with chip-board.

13. Always dry mats under some pressure. Use something porous next to the mat so the moisture can get out.

14. Be sure your metal is clean. Foreign material in a cut dulls a saw blade.

15. When casting a large cut pour the metal steadily and get the ladle filled quickly so there will not be a streak where the two pourings join.

16. If you get a mat with instructions to cut out certain portions of the cut for type, you can save yourself some worry by using this trick. Take a piece of cut mounting board, cut it to the size of the desired hole. Build it up to the same thickness as your bearer and wrap the edges with gummed kraft. Put your mat in the box, place this piece of wood on the spot where the hole is to be cut, lock up your box, and pour the metal. When the cut is taken from the box, the wood can be readily knocked out of the cut.

17. You can make some interesting reverse designs from cardboard (6-ply coated) in the stereotype room. Make your designs on cardboard, cut them out and paste them on another sheet of cardboard. Dry this mat like any other mat and cast it. You can pick out the designs from the cut and you have a reverse plate. Be sure the edges are smooth or the design will look ragged.

Just heard a lady reprimand a lad for smoking. She said he'll never become President. The kid replied that it didn't make much difference as he was a Republican anyway.

Continued From Page Four

A comparatively recent decision in a Los Angeles Superior Court held, however, that privilege began with the filing of the original complaint and that a newspaper cannot be liable for publishing an accurate story without malice on the contents of the complaint. That decision was upheld by a district court of appeals and the Supreme Court refused a further review.

That, then, should dispose of the question—but only so far as California is concerned.

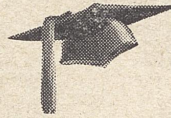
Newspapers were indirectly affected and the cause of free press strengthened in an unusual manner through a recent decision of the New Jersey Supreme Court holding that while a city ordinance may have restricted freedom of expression by prohibiting advertising through loud speakers upon the public streets it did not interfere with the right to express views orally without the aid of an amplifier.

The issues in the case were created by a city ordinance which prohibits the use or operation for advertising purposes on the public streets for any device such as a sound truck, loud speaker, sound amplifier, loud speaker radio or similar apparatus giving loud and raucous noises. The ordinance was attacked as an unconstitutional interference with freedom of speech, freedom to communicate information and opinions to others and freedom of assembly. It was directed at the right of the municipality to exercise its police powers in a reasonable manner.

In passing on the constitutionality of the ordinance the court held that while freedom of expression and assembly might have been curtailed by the ordinance it did not eliminate the right because other media of expression are available which preserve the right. The court held there was no substantial curtailment of the right of free expression and that the city was within its powers to limit so-called freedoms in the interest of public health, safety and general welfare. It was the view of the court that freedoms of speech and assembly are not absolute when their exercise interferes with the general welfare of the public.

One of the significant portions of the finding as it affects bona fide newspapers was the conclusion of the court that the freedom to express opinions and to invite others to assemble to hear those opinions does not carry with it the right to compel others to listen.

Frontpieces Wanted—If you have a 2 column half-tone of your beauty spots in your territory, not longer than five inches, why not let The Press borrow it for our front cover?



KEEP IT UNDER YOUR HAT,

BUT last spring more than 1,500 publishers found a pot o' gold in Graduation Greeting Ads. Sell them quickly, using the handsome proof book . . . Make them up easily, using convenient TYPE-HI stereos. Ask your WNU Features Bureau to reserve community rights this spring!



"We Have a Choice"

The machine can be so used as to make men free as they have never been free before. We are not powerless. We have it in our hands to use the machine to augment the dignity of human existence."

For over sixty years, *Linotype*—the machine and the organization—has been dedicated to these principles.



*David E. Lilienthal, in an address to Radcliffe graduates.

Linotype Granjon and Abstract Florets



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New Developments In Printing Processes

New developments in the printing industry indicate that many present printing methods, now dependent upon craftsmen, will be transformed into simpler mechanical operations requiring only skilled or semi-skilled workers, according to an article appearing in the Wall Street Journal. Following are excerpts from the article which summarize recent technological progress in the industry on numerous fronts:

"... four newspapers in the New York suburbs are now trying out a revolutionary way to make quicker engravings of photographs. A whirring machine does automatically in a few minutes what highly paid craftsmen, using cameras, chemicals and considerable know-how, do to create most newspaper illustrations in an hour or more. To run this machine one need have little more training than this correspondent, who after a few minutes instruction produced a passable engraving. . . .

"The new machine being tried out by the four suburban New York City newspapers reduced photo engraving time radically. But it's limited to reproducing pictures. The machine, called the 'Photo-Electric Engraver,' is made by Long Island's Fairchild Camera & Instrument Corp.

"It is a lathe with two cylinders on the same shaft. A photograph is wrapped around one cylinder; around the other is placed a 'secret' plastic material. A beam of light from a photo-electric cell scans the photo. Light signals are communicated by an amplifier to a magnetic cutter head containing a red-hot stylus which burns the dot structure of the photo on the plastic material. Simple? The machine took 15 painstaking years to develop.

"The Photo-Electric Engraver produces engravings, or cuts, 10 inches wide at a rate of 1/2-inch per minute; depth is limited to eight inches. That means a standard one-column cut, two inches wide, can be made in four minutes; a ten-by-eight inch cut in the largest size, can be produced in 20 minutes.

"Fairchild leases its machines. It is operating a school at its Jamaica, L.I. plant where firms using the machines can send employees to learn the operation in two days. It takes six years to turn out a craftsman fully skilled in the established photo-engraving process. . . .

"The gathering revolution isn't overlooking the final big skilled operation in putting out a newspaper — the running of the presses. In his Manhattan laboratory, William C. Huebner works with his 'jumping ink.' In his process there would be no contact be-

tween the printing plate and the paper running on the press. Ink would bridge the gap by an electronic jump.

"Bill Huebner's jumping ink is a kind of joke in the printing industry; he's been at it so long. But Bill is considered one of the sharpest 'brains' in the graphic arts field. 'You can never tell about genius,' says one big press manufacturer worriedly. Jumping ink, it's conceded, would revolutionize press design.

"Explains another press maker: 'The reason we build presses so big is, first, to withstand the shock of impression printing; second, as a kind of insurance against a 46-pound lead printing plate breaking loose and tearing things apart. With Mr. Huebner's electronic printing, both reasons might disappear. A press could then be made for perhaps one-tenth the present cost. . . .'

"The strike of the International Typographical Union in Chicago has spotlighted the method of publishing that city's newspapers. Traditional machines which cast molten lead into type were idled by the walk-out, now in its eighth week. But not an issue has been missed, because ordinary typists have been hired to run typewriter-like contraptions that fill the gap. The Varytper has gained most mention: it costs from \$650 to \$750, compared with \$4,250 to \$10,000 for a traditional type-casting machine.

"Four Florida weeklies are now being published with far more drastic simplification. Out the windows are not only the casting of type, but two other time-honored steps in printing: (1) The impression of the type against a paper matrix or mold; and (2) the casting of this impression on a curved lead plate to fit on the rolls of the big presses. Instead, typed articles, their headlines, illustrations and ads, are all transferred by a photographic process onto a featherweight magnesium plate, which is then bent to fit the press.

"Besides the Varytper used by the struck Chicago newspapers, other typewriter-like machines can be operated by girl typists with a few hours training. Printers, on the other hand, take a six-year apprenticeship before they are regarded by the International Typographical Union as qualified operators of typecasting machines. In Chicago they're asking up to \$106 a week for this work.

"The Varytper, like the other typewriter-like machines, produces 'square' margins. This makes it readily adaptable for newspaper work.

"... space 'justifying' can also be done on 'proportional spacing' International Business Machine, Corp. electric typewriters. The Chicago newspapers put these into use at first when the strike broke out. But veri-

typers offer this advantage; a wide choice of type faces, or designs. The manufacturer of the varytper says his machine offers 'over 600 styles and sizes of type.'

"In the experimental stage is the Justo-writer. Made by the Commercial Controls Corp. of Rochester, N. Y., actually it's two machines. One performs the operation that the standard typewriter does in the varytper process. But the copy comes out in code on a tape. This is then fed into the second machine which produces a finished article on paper with the lines 'justified.' This method requires only one operator.

"Fairchild Camera, producer of the photo-engraving process, has also developed experimentally a new typewriter-like machine — called the Lithotype. It hopes to put this on the market late in 1948. A Fairchild official says the material it types will look exactly like copy set up by a type casting machine. . . .

"A machine that sets type on film, the Fotosetter, is being readied for market by the Intertype Corp., a rival manufacturer of type casting machines. . . .

"First big use of the Fotosetter will be in offset printing. The film it produces can be transferred directly onto the zinc or aluminum plate employed in this process. It's already adaptable for use on newspaper ads handled by photoengraving. But it isn't practical for regular news, yet, since paper mats can't be made from film.

"Even if the newer machines don't fit permanently into the newspaper production scheme, that doesn't end the threat to skilled printers' jobs. Type casting machines can be run by semi-skilled hands, too. An attachment used by a number of non-union newspapers now makes it possible to run them like teletype machines, an operator taps a simple keyboard and produces a coded, perforated tape which feeds into the type caster and automatically operates it. This method was recently adopted by the Nassau Daily Review-Star of Rockville Centre, N. Y., after its union printers went out on strike.

"The operation of type casting equipment by remote control like Teletype machines is also practical. Time, Inc., operates machines in New York that punch a tape by telegraph in commercial printing plants in Philadelphia, Los Angeles and Chicago.

"But this method only speeds up Time's printing. The International Typographical Union sees that the magazine publishers don't cut costs at the expense of members' jobs. In Philadelphia skilled union printers pick up the tape and feed it into the machines that, like a player piano, 'play back' galleys of type. In the best ITU closed

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shop tradition, the men also carry the type from the machines to the 'banks' or movable work tables, where it is assembled in page form.

"Meantime, the revolutionary Perry Process for super-simplifying printing claims major attention. This process, by which 'typewritten' matter is reproduced directly on a magnesium printing plate, was formerly called the Perry-Higgins Process. William J. Higgins, a production engineer, who worked with John H. Perry and his two sons on developing the process, is no longer associated with them. . . .

"The Perrys claim their process will do more than save mechanical labor costs for newspapers; they estimate these savings at 50% over the casting method. They claim the process produces a better-looking newspaper.

"While faster photo-engraving is the heart of the Perry Process, its most unusual feature is the magnesium printing plate on which printed matter and pictures are directly photo-engraved. The plate, which weighs a mere one pound, can be curved to fit the press cylinders."

Member Exchange —

Wanted to buy: 19½ in. C&P paper cutter, with or without stand; For sale - - six ingot molds, \$1.50 each; one new round corner machine, \$16.00. Standard Publishing Co., Bardstown, Ky.

For Sale: Two drum cylinder newspaper presses, Babcock and Cranston, each 4 page, 7 column, 12 ems; complete sets of rollers and cores; all in good shape; must be sold by April 1; priced right. Advocate-Sentinel, Mt. Sterling, Ky

(Note: KPA members are invited to use this Exchange without cost. You must have something you want to swap, buy, or sell. Here's the place.)

A real diplomat can make the wife believe she looks fat in a fur coat.

YOUR LINOTYPE

By

Leroy Brewington, Supervisor
Department of Printing
Kansas State Teachers College

Caps Trimmed Off

Q: Enclosed please find two bold face cap lines. One was cast with the mats on the rail and the other was cast using the "flopper."

You will notice that the former is O. K., but the latter shows that the caps have been trimmed off on top by the left-hand side knife.

Will you please explain what causes this and how it may be remedied?

link. See that it has sufficient compression and A: First, examine the first elevator slide that the eyebolts and pins are not worn.

If these parts are O. K., and the trouble still prevails, the trouble is in the first elevator which would cause lost motion.

tor cam. It is probably worn down and will need to be patched or replaced with a new one.

Butted Slugs

Q: We always have had trouble in getting the type to align on both slugs when setting butted slug matter,

I am sending you a proof of the type matter in question and also two slugs. You will notice that the slugs caliper perfectly first slug is up higher than the left-hand end of the second slug.

The job was set in 10-pt. Cheltenham Bold, using the flopper for the entire job to insure a better alignment.

A: I answered a question similar to this one some time ago, regarding trimming off the tops of caps on the right-hand end of the slugs.

If the left-hand side knife had been set as close to the slug as it should have been on your machine, the tops of the characters would have been trimmed off too.

The same answer holds good in your case: check the parallelism of the first elevator head and the molds; check the first elevator cam, it may be worn and if so it would not have sufficient lifting power when using the filling piece; check the first elevator link, eyebolts and wing pins to see that there is no lost motion there; check the adjusting plate in the first elevator front jaw and see that it is not worn on the upper right-hand edge; lastly, check the key in the first elevator front jaw, see that it fits tightly and that the front jaw is screwed tightly to the first elevator slide. Studs and block can be worn.

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Burlington, Boone County Recorder
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Campton, Wolfe County News
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Hazard, Union Messenger and News
Hickman, Hickman Courier
Hindman, Hindman News
Hodgenville, Herald News
Horse Cave, Hart County Herald
Hyden, Thousandsticks
Irvine, Estill Herald
Irvine, Irvine Times

Irvington, Herald
Jackson, Jackson Times
Jamestown, Russell County News
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La Grange, Oldham Era
La Grange, La Grange Times
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Lawrenceburg, Anderson News
Lebanon, Lebanon Enterprise
Lebanon, Marion Falcon
Leitchfield, Gezette
Leitchfield, Grayson County News
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London, Sentinel-Echo
Louisa, Big Sandy News
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Middlesboro, Three States
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Morehead, Rowan County News
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Morgantown, Republican
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Mt. Vernon, Signal
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Paducah, Paducah Press
Paintsville, Paintsville Herald
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Stearns, McCreary County Record
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Tompkinsville, Tompkinsville News
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Versailles, Woodford Sun
Walton, Walton Advertiser
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West Liberty, Licking Valley Courier

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Williamstown, Grant County News

Dailies

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Covington, Enquirer
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Lexington, Herald-Leader
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Frankfort, State Journal
Fulton, Leader
Harlan, Enterprise
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Mayfield, Messenger
Maysville, Independent
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Middlesboro, News
Murray, Ledger & Times
Owensboro, Messenger-Inquirer
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Paris, Enterprise
Richmond, Register
Winchester, Sun

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College News, Murray State College, Murray.
Trail Blazer, Morehead State Teachers College, Morehead
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is an organization representing 160 weekly and semi-weekly community newspapers, 22 small dailies, and 7 major dailies, whose publishers desire to provide for advertisers the greatest possible coverage and render

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One Order - One Billing - One Check

without additional cost to agency or advertiser. This office through a complete file of its newspapers attends to proof of publication through tear sheets and cares for the many details of placing advertising. Given a list of newspapers to be covered with mats or plates necessary, the office will place the orders, check the publication, provide tear sheets, and render one bill for the entire account. This eliminates a considerable expense to the agency or advertiser.

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