

May, 1938

The Kentucky Press

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



June, 1938

Volume Nine Number Eleven

Mid-summer Meeting Attracts Large Group

With 134 registered guests present, the sixty-nine annual mid-summer meeting of the Kentucky Press Association at Mammoth Cave on June 9-11 will pass in history as one of the most delightful of the many meetings in recent years. Everyone present enjoyed the full hospitality of the Mammoth Cave officials, the cave trips, the interesting stated programs, and the social gatherings.

High lights of the meeting, including the addresses, were the Friday noon luncheon in the Snowball dining room, 267 feet under ground, the cave trips, the breakfast as guests of Ed Weeks, Howard Felix, and Charles Blanchard, the bounteous buffet luncheon tendered by Joe Richardson, and the banquet and dance tendered by the Mammoth Cave officials.

After an address of welcome on the opening day of the convention by W. W. Thompson, general manager of the Mammoth Cave operating committee, and a response by Thomas R. Underwood of Lexington, the delegates joined in a discussion of news problems, and awards were made in the newspaper contests.

At scheduled times during the remaining days of the convention, the delegates heard interesting addresses by Gov. A. B. Chandler, Lieut.-Gov. Keen Johnson, publisher of the Richmond Register, Barry Bingham, publisher of the Louisville Courier-Journal and Times, Donald McWain, promotion manager of the Louisville Courier-Journal and Times, Gracean M. Pedley of Eddyville, director of the division of publicity, Commonwealth of Kentucky, and Joe T. Lovett, Murray, former president of the K. P. A.

J. L. Bradley of Providence, president of the K. P. A., presided over the entire convention and announced the appointment of T. T. Wilson of the Cynthiana Log Cabin to the executive committee to take the place of Joe Costello, Cynthiana publisher, who died recently.

At the final session the delegates adopted resolutions endorsing an amendment to the pending wage-hour bill exempting weekly newspapers with circulations of 3,000 or less and asked that certain country daily papers also be exempted from provisions of the bill.

As the minutes will be printed in full in Secretary Alcock's annual report, the Press will not carry them in this issue.

The Hardin County Enterprise, Wesley E. Carter, editor, was adjudged the best All-around newspaper in the 1938 annual contest of the Kentucky Press Association as announced at the mid-summer meeting at Mammoth Cave. Second place certificate was awarded the Providence Enterprise, J. LaMarr Bradley, editor, and third place certificates were awarded to the

Georgetown News, Clem Smith, editor, and the Shelby News, Wade McCoy, editor, in a tie. Mr. Carter received The Lexington Leader silver trophy.

The Trimble Democrat, Frank C. Bell, editor, received the Lexington Herald silver trophy in the Front Page contest. Second place winner was the Lyon County Herald, Eddyville, Gracean M. Pedley, editor, and third place certificate was awarded the Union County Advocate, Roy Munford, editor. Honorable mention was accorded the Kentucky Standard, Bardstown, the Providence Enterprise, and the Shelby News.

Kentucky Standard, Bardstown, A. S. Wathen, publisher, and Wallace Brown, editor, was given a "leg" on the Ben Cozine Memorial Cup for the Best Editorial Page. This cup was given by Mrs. Ben Cozine and Wade McCoy in 1935 in memory of the meritorious work of the former editor of the Shelby News and a valued member of the KPA. The Carlisle Mercury received the award in 1935 and 1936, and the Hardin County Enterprise in 1937. Second place was awarded the Carlisle Mercury and third place to the Somerset Commonwealth. Honorable mention was accorded the Union County Advocate and the Lyon County Herald.

The Louisville Courier-Journal silver trophy for the Best News Story was awarded the Glasgow Times, Joe Richardson, editor. Second and third places, respectively, went to the Carrollton News-Democrat, Mrs. R. G. Smith, editor, and the Pineville Sun, Herndon Evans, editor. Honorable mention was accorded the Lyon County Herald, the Danville Daily Messenger, and the Somerset Journal.

Because of his interest and enterprise in editorial writing and in Kentucky Journalism, a memorial plaque of Prof. Enoch Grehan was established by the Department of Journalism, University of Kentucky, to be perpetually awarded each year for the Best Editorial. The first name to be ascribed on this beautiful memorial is that of the Pineville Sun, Herndon J. Evans, editor. His editorial was headed "Between Us." Second place was awarded the Union County Advocate, J. Earle Bell, editor, for his editorial, "County Tourist Attraction Would Be Profitable." The third place editorial, "Speaking of the Recession," written by Editress Mrs. R. G. Smith, was awarded the Carrollton News-Democrat. Honorable Mention was accorded the Kentucky Standard, Bardstown, the Trimble Democrat, the Shelby News, and the Providence Enterprise.

A \$5 prize for the best full-page advertisement was awarded Editor George A. Joplin Jr., Somerset Commonwealth. Certificates to the Kentucky Standard, Bardstown, and

News-Democrat, Carrollton. The \$5 for half-page advertisement went to the Lyon County Herald, and places to the Somerset Journal and Union County Advocate. Joplin also won the \$5 prize for best quarter-page ad, with the Union County Advocate and Providence Enterprise in close pursuit.

The Louisville Paper Company's award for the best display of job printing was awarded the Kentucky Standard, Bardstown.

Thru the courtesy of Ed Weeks and Bush-Krebs, composing rules and tweezers were awarded second and third place winners in the newspaper contests who were present.

Those in attendance at the Mammoth Cave meeting included Mr. and Mrs. R. M. Munford, Morganfield; V. L. Spalding, Uniontown; Mr. and Mrs. C. E. Alcock, Forest City, N. C.; Mr. and Mrs. Thos. R. Underwood, Lexington; Joe Richardson, Malcolm Black, Glasgow; John S. VanWinkle, Danville; Mr. and Mrs. Sam Ochiltree, Chicago; Ed Weeks, Louisville; James Purdon, George B. Purdon, Mrs. J. W. Campbell, Maysville; J. Curtis Alcock, Danville; Mr. and Mrs. J. L. Crawford and Son, Harlan; Jos. Graemer, Louisville; Mr. and Mrs. Victor R. Portmann, Lexington; Mr. and Mrs. Chas. A. Blanchard, S. V. Stiles, Louisville; Mr. and Mrs. J. L. Bradley, Fred Bradley, Providence; H. B. Thomas, Cincinnati, Ohio; Mr. and Mrs. J. Earle Bell, Morganfield, Ky.; Mr. and Mrs. John Marshall, Louisville; Mr. and Mrs. R. L. Elkin, Lancaster; Mrs. Henry Lawrence, Cadiz; Mr. and Mrs. Russell Dyche, London; Mr. and Mrs. Robt. Cully, Hartford; Mr. and Mrs. A. M. Thomason, Chicago; Mr. and Mrs. D. B. Spragens, Lebanon; Mr. and Mrs. Cecil Williams, Somerset; Mr. and Mrs. Keen Johnson and daughter, Richmond; Mr. and Mrs. G. M. Pedley and son, Eddyville; Mr. and Mrs. Herndon Evans, Pineville; Mr. and Mrs. Vance Armentrout, Louisville; George A. Joplin, Jr., and son, Somerset; Mr. and Mrs. Vaughan Spencer, Louisville; Wade McCoy, Shelbyville; Mr. and Mrs. Shelton Saufley, Richmond; Mr. and Mrs. John S. Neal, Murray; Miss Juliet Loeffler, Donald McWain, Louisville; Mr. and Mrs. R. R. Meloan, Murray; Marvin W. Gay, Mt. Sterling; Mr. and Mrs. H. L. Felix, Chicago; Harry E. Heath, Campbellsville; Alvis Temple, John B. Gaines, Bowling Green; Carlos B. Embry, Mrs. Mary Jane Embry, Munfordville; Mr. and Mrs. Joe T. Lovett, Murray; Mr. and Mrs. Frank C. Bell, Bedford; Mount Tingle, Bedford; C. N. Ulrich, Mr. and Mrs. John E. Davis, Louisville; Mr. and Mrs. J. M. Rousseau, Glasgow; Miss Lucy Furman, Lexington; A. S. Wathen, Miss Elizabeth Wathen,

Alfred Wathen, Bardstown; Mr. and Mrs. Ransom Todd, Flemingsburg; Mr. and Mrs. R. H. Brown, Louisville; Mr. and Mrs. Geo. M. Wilson, Irvington; Mr. and Mrs. Harry L. Waterfield, Clinton; Mr. and Mrs. Hi Richardson, Miss Nancy G. McDowell, Danville; Mr. and Mrs. David M. Porter, Miss Lena Benton, Frankfort; Miss Elizabeth Johnson, Frankfort; Perry Meloan, Jack Meloan, Mr. Gillie Hyde, Brownsville; Miss Katherine Harper, Ozona Embry, Munfordville; W. L. Dawson, LaGrange; Miss Nancy B. Briggs, Louisville; Mr. and Mrs. Vernon Richardson, Danville; Wesley E. Carter, Leonard D. Bean, Elizabethtown; Mr. and Mrs. J. G. Denhardt, Bowling Green; Mr. and Mrs. Percy H. Landrum, Hartford; Mrs. Henry R. Lawrence, Cadiz; Jos. H. Mader, Milwaukee, Wis.; Mr. and Mrs. Barry Bingham, Mark F. Ethridge, Louisville; Mr. and Mrs. Lullie A. Grubbs, Chicago; Henry Ward, Paducah; C. J. Anderson, Chicago.

BUDGET PUBLICATION HELD MANDATORY

Frankfort, Ky., June 13.—It is mandatory that county budgets approved by the Fiscal Courts be published for public information, Guy H. Herdman, Assistant Attorney General, said today in a memorandum to Grant County Judge Ernest N. Chipman, Williamstown.

R. G. MAURER TO EDIT WALTON ADVERTISER

Ralph G. Maurer, who was graduated from Eastern State Teachers College in June, was named editor of the Walton Advertiser, weekly newspaper published at Walton, Ky., it was learned on June 29. Mr. Maurer was editor of the Eastern Progress, student newspaper at Eastern, during the last year. Prior to entering Eastern he had been associated with the Burlington Recorder.

The Carrollton News-Democrat, edited and published by R. G. Smith, celebrated its twenty-second birthday May 26.

James H. Jump, Walton Advertiser publisher, received a dislocated shoulder and a bruised side recently when he fell from the rear steps of the Advertiser office. Mr. Jump's injury necessitated a short delay in putting the paper to press, causing delivery to be a day late.

H. H. Hansbrough, Horse Cave Herald editor, has established two new papers, the Park City Press and the Lebanon Junction Times. Park City was formerly Glasgow Junction, the name having been changed a few weeks ago. M. Hansbrough, son of the Herald editor, will have charge of the Lebanon Junction Times.

OUR PHOTO EQUIPMENT COSTS US \$16.95

By HOWE V. MORGAN Sparta News-Plaindealer

Weekly newspaper publishers are becoming picture-minded. There is no doubt of that. At every gathering of newspaper folk these days, one or more speakers give ideas for picture-taking.

And thereby lies this tale. Most of these speakers frighten us little fellows within an inch or two of our lives with their talk of camera equipment running into the hundreds of dollars and of their heavy film and dark room expense. Most of us go home and postpone our first venture into the realm of pictures until the return of the day of two chickens in every pot.

But the weekly newspaper can dress up its front page (and the other pages) at a minimum of expense. It isn't necessary to lay down a small fortune for camera equipment, a dark room or an engraving plant.

Total Investment \$16.95

The News-Plaindealer has been making liberal use of pictures for more than two years. Each issue contains from 3 to 10 halftones of local persons and of local views. And the News-Plaindealer's total investment in picture-taking and finishing equipment is exactly \$16.95. In spite of that low outlay, we won't take a back seat to very many weeklies when it comes to having pictures that please the public.

When we first decided to go in for pictures, each single-column cut cost us \$2.95. Today we buy them mounted, at any one of a dozen engraving plants within a radius of 200 miles of Sparta, at prices ranging from 60 cents to \$1.00 per cut. Our outlay for engraving averages about \$20 per month and we use, on an average of about 18 pictures a month.

We haven't purchased a Speed Graphic with a 4.5 lens, range finder and flash synchronizer, although we admit we are going to get something of that nature sometime. Our kodak equipment consists of one Eastman Jiffy Kodak, using 616 film, eight exposures to a roll, and one miniature camera, the property of our reporter, for which he paid \$3.95. Outside of those two cameras we have invested in a few tubes of Chinese White for whitening out backgrounds and a few retouching brushes. That's all.

Most of our pictures are taken on the Jiffy Kodak because the negatives do not require enlarging for engraving purposes. We have experimented quite a bit in an effort to perfect our picture-taking technique but from the first we got good pictures by paying a little attention to backgrounds and proper lighting. Of course, we can't get action pictures of football games or horse races, but in a weekly newspaper town most folks (and animals) have time to stop a minute to pose.

Equipment Detail

We use panchromatic film exclu-

sively and get good time exposure pictures indoors with the use of two No. 1 photo-flood bulbs mounted in two common desk lamp reflectors. Our films are finished by the local photographer. We can shoot a roll of films today, have them developed tonight, get them in the mail in the morning and have the cuts back in the shop the second day. By planning ahead a bit, we always have plenty of pictures piled up for future use.

If you are considering a general use of pictures, let us suggest that you start out in an inexpensive way. Use Junior's kodak at the beginning and after a while you can step up a notch in equipment. When the depression ends, you can spend as much as you like for cameras, lenses, filters, range finders and the like. It's an interesting hobby to have all those things. But pictures in weekly papers are becoming a necessity and they don't have to cost much.—Illinois Editor.

PRESS PHOTOGRAPHY

This article is from a column called "Press Photography" conducted by Grover Brinkman, Okaville Times, in the Illinois Editor.

In this initial article in The Illinois Editor, I would like to impress one fact: The country press has followed its cosmopolitan big-brother and has gone picture-minded. Pictures are her to stay—an integral part of your newspaper. If you think it's just a fad, if you think you can get along without them, and meet competition, you're simply kidding yourself. It is not the intention of this writer to prophesy, or even hint at anything of a dictatorial nature, but we do know what pictures have done to our own newspaper, and we are simply passing along the tip.

Camera Lands Printing Order

The first thing the publisher who is not running pictures "hollers" about is the cost. Pictures do cost money, any way you look at it. But they also pay dividends and sometimes the dividends are considerably better than six per cent.

Very few issues of this printer's newspaper goes to press without an expenditure of from \$10 to \$20 in pictures of a local or county nature. And very seldom do we fail to get our money back, directly or indirectly.

You don't want theory but facts. So we'll keep to simple facts, very brief.

One Sunday recently we were asked to come out into the country about five miles and "shoot" a Golden wedding. It took less than half an hour to take an indoor flash-shot of the celebrating couple, and a group photo of the assembled relatives, some 125 in number. The two shots, in actual material cost, film, flashbulb, projection paper and processing chemicals was 48c. A two column engraving cost \$2.04. The labor and mileage was another \$1.75. That two column cut cost us \$4.27 in actual time and money.

Expensive you say? We don't think so. First those 125 people at that wedding were delighted at the group photo. That means 125 boosters for our paper. The aged couple liked the idea also. The relatives ordered about 35 papers at 5c per copy. And last, but not least, they ordered 34 eight-by-ten projection prints at 35c per print. That \$11.90, plus the \$1.75 for extra papers sold gave us a net profit of \$9.37 on this one shot. That's far better than utilities stocks, or job printing margins.

Last fall a nearby town had a centennial celebration and decided to have a good-sized historical booklet printed. We got that order simply because we assured the centennial committee that we would do the photography to illustrate it. The photography end was so important to them that once its solution was assured, they left all the rest to us.

The other day a publisher was "crabbing" to us about the lack of picture possibilities in his particular town. He couldn't find anything to shoot. His town is about 3,500 in size. He said he had a hard time to get a picture a week. Our town is 750 in size, and we get from 5 to 15 pictures every week. Our town is no different than his. He simply hasn't become "picture minded."

Many a publisher overlooks the fact also that he has saleable picture material in his community. There are fires, and accidents and accidents that the big papers and magazines will buy if you only offer them for sale. Carry your camera in your case in your car, always. If something happens, get the picture. Rush the processing. Get it to the big markets in a hurry, and you're liable to get a check.

To illustrate: While out driving one night, a red flare in the sky ahead announced a fire. It was rather a spectacular blaze that consumed a farm home. An hour later we had four passable projection prints ready for the mail, and early the next morning they were on the desks of our cosmopolitan papers. Three purchased the picture, and another used it and in return sent us their zinc.

A farmer near here grows exceptionally large melons. Pictures of his products have gone into numerous farm publications, and one or two dailies as well. A man in a nearby town makes freak musical instruments, like violins out of toothpicks, a mandolin out of a cow's horn, a saxophone out of cornstalks, etc. Needless to say his pictures have been sold repeatedly, and even featured by a large syndicate, Globe Photos of New York City. And so it goes.

Whether you know your pictures, or simply dream about them, get going. The day has arrived that the country reader requires his art as well as his city cousin, and don't think that a foreign picture service will entirely fill the bill. We like to run a few good national or state shots, purchased from a syndicate. But don't think this type of picture

will get you the results that a local shot will. The local scene is your big field. And in it you'll find plenty to shoot at, from human interest to tragedy.

What kind of camera? It doesn't make so much difference. Good pictures are taken with bad cameras and vice versa. Get the best you can afford. Study it. Determine to build your own dark room and do your own processing. You'll have to sooner or later. Give the idea some thought now.

Well-Known Newspaper Woman Dies At Ashland

Miss Annie Poage, about 75, widely known newspaper woman died June 23 at her home in Ashland.

A veteran in both the editorial and advertising fields of newspaper work, Miss Poage's civic work in Boyd county during the World War won for her the distinction of being the first woman Kentucky colonel. Gov. James D. Black conferred the title on her in 1919 for her services as county chairman of food conservation and her participation in other wartime work.

Miss Poage began her career with the Ashland Daily News in 1898 and later joined the staff of the Ashland Independent where she was reporter, society editor and advertising manager.

A member of the Kentucky Press Association, she suffered an injury while attending one of its meetings which forced her to give up active newspaper work. She fractured a hip in a fall at an association meeting in 1921 and had since been a semi-invalid.

A democrat, she was active in political affairs, especially in the fight for women's suffrage.

Miss Poage was a native of Ashland, member of an old Kentucky-Virginia family. Her father, Hugh Calvin Poage, built the first business house there. Her great grandfather, Col. George Poage, was a founder of Indianapolis, Ind., and another relative, Col. James Poage, was a founder of Ripley, Ohio. Miss Poage represented her family at the centennial celebrations of both cities.

BARRY BINGHAM HONORED

The Harvard University Alumni Association announced the election of Barry Bingham, publisher of the Louisville Courier-Journal and Times, to its board of directors for a three-year-term on June 24.

The Tood County Times, Guthrie, resumed publication with the issue of June 2. Publication was suspended last fall after a disastrous fire that destroyed the plant. C. Talley Graves and W. W. Braksdale, Jr., are co-publishers, with Mrs. Louis Graves, society editor. The two partners in the enterprise have both had newspaper experience, Mr. Graves being the owner and editor of the paper previous to the fire last fall, and Mr. Braksdale being publisher of the Clarksville Star.

The Kentucky Press

Official Publication Of The Kentucky Press Association

VICTOR R. PORTMANN.....Editor

Printed On The Kernel Press, Department Of Journalism,
University Of Kentucky, Lexington

PRESS ASSOCIATION OFFICERS

J. LaMarr Bradley President	Enterprise, Providence
Thomas R. Underwood Vice-President	Herald, Lexington
J. Curtis Alcock Secretary-Treasurer	Messenger, Danville

EXECUTIVE COMMITTEE

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LEGISLATIVE COMMITTEE

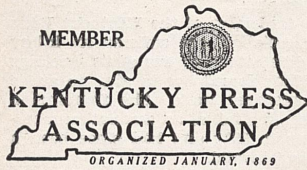
Thomas R. Underwood, Herald, Lexington, Chairman; Cecil Williams, Journal, Somerset; Tyler Munford, Advocate, Morganfield; George A. Joplin Jr., Commonwealth, Somerset; Vance Armentrout, Courier-Journal, Louisville.

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NEWSPAPER EXHIBIT COMMITTEE

Victor R. Portmann, Kentucky Press, Lexington, Chairman; W. C. Caywood Jr., Sun, Winchester; Denny B. Spragens, Marion Falcon, Lebanon.



HERE'S AN AD IDEA

One way to promote more advertising linage has been tried successfully in many small cities. The publisher takes pictures of all the business houses along a certain street, running these at the top of the page and selling ads for the rest of the space to the merchants whose places of business are illustrated. Where it has been tried, it was found that all merchants in the city wanted to have their buildings appear with their advertisement.

WHEN A PRINTER GIVES HIS NOTE—

When a printer gives his negotiable note to finance the purchase of equipment, one of two things happens; either he benefits through use of the equipment while he pays for it or he pays full price for inferior equipment.

The printer in the market for new equipment naturally compares prices before he buys, and he usually discovers that he can buy cheaper from a certain type of house than he can from the well-known established concerns. So he makes the deal. A short time elapses and he discovers, as his common sense should have told him, that the

equipment he has purchased is of inferior grade. Secure in his belief that his position is impregnable he informs the seller that he will pay no further installments until satisfactory adjustment has been made. Much to his surprise he will discover that his letter will go unanswered and after the elapse of the time when the first installment is to become due a very puzzled man will receive a call from his banker. "Your note is here for collection" comes the voice over the wire. The outcome is a discussion with the cashier of the bank who has been designated as the collection agency. The results of this conference boil down to this, as was said by one printer: "I have to keep the equipment that I can't use and can't sell and pay the full price for it—all because they got my note." To which the banker answers, "I am afraid you are right. The finance company that bought your note is what the law calls a 'holder in due course' and any defense that you might have against the house that sold the equipment will not hold water against the finance company who has paid value for the note. They had no knowledge that the equipment you received for the note was worthless. As you have failed to pay one installment on the note the note is what the law calls accelerated, that is, the full amount is due and payable at once." The printer's conference with his attorney results in the opinion of the banker being confirmed as a legal matter. "Of course, you can sue the equipment concern for damages but my observation is these transactions is that such outfits are usually law

proof or financially irresponsible and in addition to that they are usually located without the state where the cost of such action and the reaction of foreign juries and courts is always against the out-of-state litigant."

There is just one way to purchase printing equipment and that is to deal with houses of good reputation. They may ask for your note to finance payments but you will be safe in giving it to them because first, they will go to the limit to satisfy you in order to maintain their reputation and secondly, they can't afford any litigation over notes because a suit for damages might mean heavy financial loss or loss of hard-earned prestige.

So when the printer gives his note for equipment it's not the giving, but to whom he gives it, that actually counts.—NPJ.

RECONDITION YOUR ACCOUNTING SYSTEM

Whether a printing plant is operating a small or a large cost accounting system, it is necessary occasionally to bring it out into the daylight for reconditioning, just as it is essential to oil the presses, repaint the floors, or make other needed repairs. Holding it up to the light of inspection will reveal just how much value it has in it, or whether it will have to be discarded and a new start made. There are plants which have operated the same efficient system for a great many years and are perfectly happy and satisfied with it, which is all well and good. They are quite confident their costs are being determined correctly, and there is no need for them to make improvements. Any system becomes cumbersome and outdated in time, regardless of its efficiency when installed, and improvements have to be made to save wasted time and effort on unnecessary items.

For instance, a small plant installed a very simple system of its own some ten year ago. The system at the time was sufficiently large to take care of the plant production. The system has been operated continuously as originally installed, though now it is difficult to ascertain correct costs, for the system is inadequate under the present expansion of business. A little time should be devoted to its revision, for the fault lies not with the system entirely, but with the fact that it cannot possibly cover all the details of production evidenced in the business growth.

Many plants claim their success has been due to the operation of an efficient accounting system, and they are reluctant to disturb present conditions, but have these systems not been placed in the background too long, haven't they been taken for granted and allowed to become a "habit"? There is a tendency, too, on the part of the workmen to slide into a rut after awhile, to cease to take time tickets seriously, to keep their time in a slip-

shod manner about as they please. A check-up occasionally will clear the air and impress upon the workmen the need of accurate time figures on production.

Plants that have not in past years felt the need of a cost accounting and time-keeping system are now realizing the value of a good system in profitable plant management. Every cost accounting system ought to be dragged out into the daylight and criticised without fear, for like house-cleaning, it will be a relief to know everything is right after the cleaning is over, for cost systems, like everything else, need rejuvenating once in a while.—Porte Publishing Company.

WORK faithfully for 8 hours a day and DON'T WORRY; then in time you may become boss and work 16 hours a day and have all the worry.

W. H. Conrad Elected President of N. E. A.

After having scored the biggest attendance record in the last eight years, the 53rd annual convention of the National Editorial Association came to a close at White Sulphur Springs on June 22. The total registration for the three days was 425.

Officers elected for the coming year at the final session were W. H. Conrad of the Medford (Wis.) Star News, president; Howard W. Palmer of the Greenwich (Conn.) Press, vice president, and Walter H. Crim of the Salem (Ind.) Republican-Leader, treasurer. Albert S. Hardy of the Gainesville (Ga.) News was the new member elected to the board of directors. Directors re-elected were Roy Howard of Ohio, Edwin F. Abels of Kansas, Roy Brown of California, R. C. Stitzer of Nevada and W. W. Loomis of Illinois, retiring president.

Delegates at the convention indicated their desire to hold next year's convention in Alaska with the final decision resting with the board of directors.

Planning to retire, Thomas C. Pettit, publisher of the Carlisle field is also well known, being a announced sale of the paper to Harry L. Waterfield, publisher of the Hickman County Gazette and the Arlington Courier. He started his career forty-four years ago and is one of the State's best known newspaper publishers. Mr. Waterfield is also well known. Being a member of the executive committee of the Kentucky Press Association and a member of the Kentucky Press Association and a member of the Kentucky Home of Representatives.

Robert Baker, editor of the Irvine Times, was painfully injured recently when he lost control of his car and ran over an embankment. His nose was almost severed and he received numerous cuts and bruises about the face and neck. Another passenger riding with him escaped with minor bruises.

WAYS TO SAVE MONEY ON A NEWSPAPER

By ROLLAND L. ADAMS, Bethlehem (Pa.) Globe-Times in P.N.P.A. Bulletin

In reviewing our financial records, I have found a few items affecting operating costs which may be of interest.

1. We have installed a machine which is nothing more than a glorified typewriter costing us \$235, which types our payroll checks, our notices to employees, the employees' individual payroll record and a master sheet of the complete payroll, in one operation.

The advantages are as follows:

A. It takes about one-half the time it took us before installation, to complete our payroll.

B. All accounts are always posted to date.

C. Eliminates chances of error which are inevitable in hand posting.

2. We pay semi-monthly instead of weekly, eliminating some book-keeping. The employees like semi-monthly payments.

3. We have analyzed the possibility of installing the Little Merchant Plan. After such an analysis, we find it very expensive. We receive 12c per week for home delivered papers and after deducting our delivery and collection expenses, our net return is about 9c per week, or \$1.50 per hundred. We use adult collectors. Our present plan has the following advantages:

A. After charging the expenses of the collectors to collection costs, we have the advantage of two of them for driving routes.

B. Carrier's income is stable and is as much or more than other newspaper carriers on the Little Merchant Plan.

C. Collectors receive complaints about service which we would not otherwise know about.

D. Collectors are used for surveys.

E. Adult collectors are more systematic about picking up starts.

4. During the past two or three

years, we have reduced our electric demand to a point where we have saved about \$225 per month. We used the knowledge of one of the electrical experts of one of our large industries and with the help of the P. P. & L. Co. engineer, have made some adjustments in our operations so that we now believe our demand is at a minimum. We have installed a demand limiter.

5. We keep supplies of stationery under one man's control and find that the cost of these items has been reduced by about one-third.

6. We have checked our return from classified advertising against the space actually used for classified and found that our net return per inch was surprisingly under what we thought it would be. We eliminated certain Classified headings and promotion space accordingly. Likewise, we found that the publication of Estate Notices at a fixed rate for 6 insertions was not giving us the return we should have. We promptly put these notices on our regular legal rate.

Plant Economies

How many newspaper publishers are going to balance increased costs and revenues through plant economies is told by Prof. Thomas Barnhart, University of Minnesota, following a recent survey. Here are some of the methods:

(1) Change from seven 13-pica columns to eight 12-pica columns.

(2) Reduce exchange list.

(3) Cut off non-paying subscribers.

(4) No credit to out-of-town subscribers.

(5) Closer editing or correspondence news.

(6) Increase the proportion of advertising to each issue.

(7) Increase in departmental hour rates for printing.

(8) Advance price of local advertising without any involved explanation.

(9) Raise subscription price with ample notice in advance.

(10) Arrange with night marshal to turn on linotype heating element

two hours before crew arrives (saves heat expense).

(11) Install more windows to reduce light bills.

(12) Pool orders for print paper through co-operation of publishers in same territory.

(13) Reduce composition costs by installing new typesetting machine equipped with six, eight, ten, and eighteen point type sizes for setting advertising, jobs, etc.

(14) Save time needed to write and set headlines by adopting style of flush-to-the-left and elimination of superfluous decks.

(15) Simplified bookkeeping.

(16) Larger waste paper basket for filing publicity handouts.

(17) Volume buying for stock to obtain lower prices.

The May 20 issue of the Paducah Press published by Murray K. Rogers, was a "Strawberry Edition" dedicated to the Strawberry festival which opened in Paducah on that day.

The May 27 issue of the Barbourville Advocate was printed in its home office for the first time since January 27, when fire destroyed the entire plant. Editor Henry R. Chandler has installed a new typesetting machine and press.

The senior annuals of schools of Pleasureville and Eminence were recently completed by the New Castle Local plant. J. Wirt Turner is president of the publishing company which owns the Local and E. Russell McClure is editor and manager.

All pupils of the Olive Hill second grade and their teacher recently visited W. F. Fultz's Olive Hill Herald, where they were shown the workings of a newspaper office. The linotype particularly interested the youngsters, and each was given a slug bearing his name. Following the inspection the pupils wrote letters to Editor Fultz thanking him for the visit.

Work was finished early this month on an addition to the present plant of the London Sentinel-Echo to provide additional room for a latest-model typesetting machine. The building is of brick, 20 by 30, and houses the newspaper press. Russell Dyche, editor of the Sentinel-Echo, has also arranged for a fire-proof vault for protection of the newspaper files, which now date back to 1873, being the only ones in southeastern Kentucky going back that far.

Editor J. W. Willis of the Irvington Herald held a successful and highly attended cooking school at the local theater on June 17 and 18.

The Lawerenceburg News publisher, R. E. Garrison, has an unusual leaf on display in the News window. The leaf measures more than 28 inches in length and is 14 inches wide. It was plucked from a Wahau plant.

J. P. Freeman's Cumberland News recently observed its ninth birthday.

Bill Jarrell, formerly of the Burlington Recorder, is now employed with the Walton Advertiser.

Alleen Beall Hedden, forty-four, wife of Jacob W. Hedden, Jr., Mt. Sterling Advocate editor died June 9, at a local hospital. Mrs. Hedden had been a patient at the hospital less than two weeks although she had suffered from a chronic disease a number of years. She is survived by her husband and one daughter, Emily, her mother, Mrs. Emily E. Beall, and a sister Miss Mary Beall.

E. A. Bryant, owner and publisher of the Campton Herald, and Editor J. C. Koppenol are making a subscription and printing campaign, funds from which will be used in installing a plant in Campton. The paper is now printed in Lexington.

Advertisement for LinoTYPE MACHINES featuring 'Friendly Faces' and 'Mergenthaler Linotype Company'. Includes illustrations of faces and technical details.

New Type Available

The Kentucky Kernel has recently installed a Lanston Monotype Caster Machine and after August 1 will be prepared to supply a limited number of Kentucky newspapers with display type from 18 point to 36 point.

At present it has the Cheltenham family from 18 point to 36 point, Caslon, Gothics, and many special characters including fractions, parentheses, advertising figures, and ornaments. Quads and spaces may also be had in these sizes.

The Kernel will also add the Bodoni Bold family, or other popular faces, if there is sufficient demand.

A specimen sheet and prices will be mailed to you in the near future.

Public officials and casual readers of your newspaper frequently fall into the bad habit of looking upon legal advertising as an expense, rather than an accounting. For this reason, the following is written so that it may be used whenever the situation demands an argument for legal publications.

With the increasing interest by citizens in the publication of financial statements of counties, school districts, and municipalities and in the publication of other legals in connection with legal procedures, the layman, and even county officials, might say, "Why is it necessary that such publications be made?"

"In the first place, the money which is expended by county officers, school boards, and city councils is your money, Mr. Taxpayer. You have a right to audit these expenditures at regular and frequent intervals. You have a right to know what is being done with your money without being put to the inconvenience of going to the records of several political subdivisions and of digging out such information. The publication of financial statements in the newspaper is a convenience for the public; it also saves the time of the public officials who might otherwise be put to much unnecessary work and should they be asked to open records and go over the accounts with a multitude of individuals.

A Public Accounting

From the standpoint of the public official there is a very important reason why he wishes to publish an accounting of his office. From his point of view it is fortunate that the law permits and requires him to make these legal publications. The public official's safeguard against unfair criticism is the fact that he makes a public accounting through the local newspaper. To make such an accounting in any other form than in complete detail,

so as to inform the public just what is being done with the tax money, places the official in a position where his acts may be easily misunderstood.

When a client places his affairs in the hands of his attorney he expects and gets an accounting so that he knows what is going on. The lawyer will insist that the client receive and read a report of such an accounting. It is quite obvious that this procedure is for the protection of the lawyer as well as of the client.

Recently the representative of a large printing concern, in an effort to gain favor with county commissioners, advised these commissioners to save money by condensing certain financial reports. Such ill advice was not in the interests of good government, for had these county commissioners followed such a procedure, the saving in publication costs would have amounted to almost nothing; it would have made law violaters out of the county commissioners, and would have stripped them of the very thing the commissioners wanted, namely, the protection against unfair criticism in the handling of public money.

Another safeguard for the public official, when he makes a publication in complete detail, is that it explains to the taxpayer the reason for higher taxes, if such prevail. In almost all cases where there are excessive expenditures the taxpayers are responsible for it themselves. Instead of directing criticism toward the public official, the citizen understands the reason for the financial condition of the respective political subdivisions. He has had it fully explained in the published financial statement. Publication in full detail lifts the criticism from the public official and places it on the door step of the taxpayer, where it usually belongs.

There are other types of legals, such as estate matters, sheriff's

sales, old age pensions, tax sales lists, and many other. In all of these cases the purpose of the publications is the protection of the people. And the law requires complete detail so that the interests of innocent parties may be protected.

The publication of the tax sale list is a protection to the man who has paid his taxes, as well as to the political subdivisions. If it were not for such publication, the taxpayer would not know whether all property was bearing its share of the load or whether it was being borne only by those who voluntarily paid. As for sheriff's sales, or bankruptcies, the publication is prima facie evidence that the officers and those instituting the action are doing their utmost to protect innocent parties who might lose if such action were taken in secret.

So—complete and detailed publication of financial statements and other legals, through the newspapers, is the American way of protecting Americans and of protecting our public officeholders. The actual responsibility of public officials is to lay bare honest, honorable facts before the citizens so that no wrong conclusions can be drawn. Were it not for legal publications the processes of democratic government would face a breakdown.

—Jayhawker Press

Within recent times, sporadic breaks occur against legal advertising. Indiana is being troubled with this question for at a state convention of lawyers, the latter went on record as opposing publishing of legals in almost all forms.

The very next step away from democracy and liberty will be when public officials will no longer be required to give an accounting of their stewardship to the people. It is pertinent to mention that, in Illinois, the largest percentage of maladministration and misapplication of funds were found to be among those officials who refused

to publish their required legal financial statement.

Men who have nothing to fear do not avoid publicity of their accounts. Shakespeare covered the subject when he remarked that "I fear the woman doth protest her virtue too much."

Jewel Duncan, publisher of the Dixon Journal, returned to work recently, after being in bed for two weeks, due to a minor operation.

The Morehead News, edited by Jack Wilson, had charge of printing special election ballots for Rowan, Elliott and Menifee counties this year. The election took place on June 4.

R. H. Royster, publisher of the Sebree Banner, has notified his subscribers that the subscription rate will be raised from \$1 to \$1.50 on July 1 and that all those in arrears will be dropped from the list.

E. A. Bryant, publisher of the Campton Herald, suffered a nervous breakdown on May 24 and was confined to his home for several days. He was able to resume his work the following week.

Homer C. Clay, editor of the London News, is conducting a contest of hidden names. The names of paid subscribers are hidden in advertisements and free movie tickets are given to those finding their own names.

J. M. Newman, co-publisher with D. B. Wilson of the Greenville Leader, underwent an emergency appendectomy on May 17. His convalescence is progressing very satisfactorily and he expects to return to work about July 1.

The Cloverport News, edited by Mildred D. Babbage, observed its sixty-third birthday June 8.

On June 10 the Marion Press entered Vol. 60, No. 1. Mrs. John Hargan, Jr., is the publisher of the Press.

Malcolm Black of the Glasgow Times is again on the job after a 10 days lay-off and treatment at a local hospital.

Stanley K. Iverson, formerly of the Loveland (Ohio) Herald, now employed on William J. Sample's Morehead Independent, is conducting a front-page column, "The By-stander."

An attractive special supplement appeared in the June 10 issue of the Harrodsburg Herald, dedicated to the local public schools. Editor D. M. Hutton used numerous pictures including those of the graduates besides other interesting features. The entire issue comprised 18 pages.

A. E. Stephens, editor of the Burlington Recorder and "Big Game Hunter," et cetera, added to his collection of zoological specimen recently when he killed—according to Burlington snake experts—the largest blacksnake ever seen in that locality. Mr. Stephens' prize measured seven feet and nine inches. After skinning the reptile Mr. Stephens said he was undecided as to what use he would make of the skin-

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\$1.28 two col. 4-inch kut unmounted
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We develop and print your films at reasonable cost

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ELECTION SUPPLIES

For Special Elections—All The Time
 For Primary Elections—In August
 For Regular Elections—In November

"Superior Election Supplies for Fellow Kentucky Printers"

RUSSELL DYCHE, London, Ky.

Louisville Paper Company

"A PAPER FOR EVERY NEED"

Permanized Bond Papers Howard Bond
 Maxwell Bond Cherokee News (Blue-white)

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H. L. Felix, 1648 Sutton Ave., Mt. Washington, Cincinnati, Ohio
 IMMEDIATE SHIPMENTS FROM
 The Dickson Company The McHugh Express Company
 234 W. Main St. 346 W. Fourth St.
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Whitaker Paper Company

Nation's Finest Printing Papers

Inquire of Our Salesmen

G. C. Perrone, Lexington Frank Pund, Cincinnati
 Ed Ballinger, Evansville, Indiana

Southeastern Paper Company

Louisville, Kentucky

Hammermill Products In Fine Papers

Guy B. Roush, Representative
 125 Hillcrest, Louisville

BUSH-KREBS CO.

INCORPORATED
 ARTISTS, ENGRAVERS
 PRINTERS' SUPPLIES, ELECTROTYPER
 LOUISVILLE, KENTUCKY
 ED WEEKS, MGR. SUPPLY DEPT.

The Owingsville News-Outlook editor, H. J. Lacy, is running a history of Bath county, which was published in the Owingsville Opinion in 1893. J. H. Herron was the Opinion editor at that time and was assisted by his father-in-law, W. H. Daugherty, an authority on early Bath county history. The Opinion plant was destroyed by fire a few weeks after its founding and publication was suspended. The Banner was launched the following year with Clarence McAlister and David Williamson as editors, and they continued the historic sketches. Mr. McAlister, who is still a resident of Owingsville, has loaned the files of his paper to the News-Outlook in order that the history might be reprinted.

Four years ago George Ludwig Murauskar hitch-hiked to Danville from Rochelle, N. J., and entered Centre college. In order to attend college he had to work. He did odd jobs for a while and then entered newspaper work, being employed on J. Curtis Alcock's Danville Daily Messenger and as correspondent for the Louisville Courier-Journal. On June 6, George graduated from Centre with the highest honors, was valedictorian of the men's 1938 class and received several prizes offered

for best college work. Without help of any kind, financial or otherwise, he has worked his way through college and finished at the very top. He now plans a postgraduate course at the University of Kentucky and will teach at the university—still paying his way.

The Thompkinsville News, edited by Lawrence M. Hopper, observed its thirty-fifth birthday June 2.

Among the Kentucky papers to have birthdays recently was the Hickman Courier, published by J. T. Howard.

C. A. Hummel's Jeffersontown Jeffersonian is now 32 years old, having observed another birthday on June 2.

The Warsaw News editor, Mark M. Meadows, who is a sport enthusiast, was confined to his home recently after becoming overheated on the tennis courts.

A special section honoring the graduation class was issued by the Lebanon Enterprise June 3. Eight pages, containing interesting features and a liberal use of pictures, were used by Editor Oliver Kelly.

The Burlington Recorder, edited and published by A. E. Stephens, observed its sixty-third birthday on May 26.

IT MAY NOT GIVE THE WINNER, BUT
 THE HOME TOWN PAPER ALWAYS GIVES
 ALL THE LATEST AND WINNING NEWS



How Much Does Power Cost?

The political "high cost of electricity" myth is shattered by cold statistics. The power industry's record in reducing costs to the public in the face of rising costs for everything it must buy, is certainly not excelled, in the annals of industry.

In December, 1913, the average home owner used 264 kilowatt hours of current each year, and paid \$22.97 for it. In 1923, he used 368 kilowatt hours, at a cost of \$26.50. In 1933, he used 595 kilowatt hours, for \$32.56. And in 1937, he paid \$34.81 for 793 kilowatt hours. In other words, in that year, he paid an electric bill that was about 50 per cent greater than his 1913 bill—and got in return over 200 per cent more electricity.

Putting it another way, the 1937 cost of living, based on U. S. Bureau of Labor Statistics figures, was nearly 50 per cent greater than in 1913. Yet the cost of residential electric service was almost 50 per cent less!

To make still another comparison, the total paid by the American people for all their home electric service is little

more than they paid the Federal government in taxes on liquor alone! And the taxes paid on both liquor and tobacco amount to about \$400,000,000 a year more than we pay for all home electric service, on the basis of 1937 totals.

These are facts—you can verify them for yourself. They make the best possible answer to the old politically inspired fallacy of "high priced power." Nothing we buy gives more for the money than electricity—one of the smallest items in living costs. No industry has done more to better its service and cheapen its selling price. The record of the power industry is a record of unbroken progress in the public interest.

In the face of such a record the politicians who are promoting socialistic doctrines in the United States are using hundreds of millions of tax funds to build government owned, tax-exempt power plants to compete with or destroy highly-taxed private electric companies—for what? You try to answer.

—Mt. Sterling Gazette.

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