

The Kentucky Press

April, 1948

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

●
VOLUME NINETEEN
NUMBER SIX

●
Publication Office:
Room 64, McVey Hall
University of Kentucky
Lexington

OUR 1948 PROGRAM

Kentucky Press Sports Fund

A continuing program

Highway Safety Campaign

Starts May First

Mid-summer Meeting, Mammoth Cave

The Dates: June 4 - 5 - 6

Official Publication Kentucky Press Association

The Kentucky Press Association

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

the placing of advertising in their papers more easy and satisfactory. The Association maintains a Central Office in McVey Hall, University of Kentucky, Lexington, which provides for the all-inclusive plan of

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.

You can place space in any number of Kentucky weeklies, semi-weeklies, or dailies with a single order. Send us only a blanket insertion order, together with mats, stereotypes, or copy sufficient to cover. Individual

insertion orders will be issued the same day from the association office. No charge is made to the advertiser or agency for this service.

This office will service advertising accounts covering all or any part of this entire list. The cost of covering the community newspaper field, exclusive of the small and major dailies, is approximately \$64.00 a column inch for a circulation of 385,000 readers, almost all on a cash-in-advance basis. Seventeen weeklies are members of the Audit Bureau of Circulation; twelve dailies are members. More than 40 applications for membership are now on file.

National Advertising Affiliating Service

This Association is a state affiliate with the National Editorial Association, and is an affiliating and co-operating member of and with Newspaper Advertising Service, Inc., Chicago. National orders, placed thru NAS, are distributed from this office to our state newspapers under the one order, one billing, one check plan.

While our state average is higher, in the nation 52% of the nation's population, 70,200,000 persons, live in towns of less than 10,000 population—only seven larger cities in Kentucky. This "Mr. 52" had \$44,000,000,000 to spend last year, 43% of the Nation's buying power.

"Mr. 52" represents 6,000,000 farm families—2,000,000 electrified farms—60% of all automobiles, trucks and tractors—50% of all furniture—46% of clothing—and the Nation's highest percentage of Home ownership—IN FACT, the greatest potential market for far-seeing manufacturers.

"Mr. 52" in the past has been difficult to reach, living in 15,000 different small towns and on 6,000,000

farms—no national publications, no national radio hook-ups can reach him as Economically, as Thoroughly, as Easily, as HIS HOMETOWN NEWSPAPER with maximum readership—because "Mr. 52" knows the local editor—knows all the merchants—knows all the other subscribers—knows his Senator and Representative—knows that his Hometown newspaper is a Warm, Living, Influential part of his life—and directly influences it.

"Mr. 52" Hometown newspaper offers MORE local coverage than all other media combined—he can be reached by One Package and One Check through Newspaper Advertising Service, Inc., 188 West Randolph, Chicago, and through the Kentucky Press Association.

Remember "Mr. 52" and make him a customer by selling him today through his own HOMETOWN NEWSPAPER.

For information, call or Write Victor R. Portmann, Secretary-Manager, McVey Hall, University of Kentucky, Lexington 29, Kentucky.

Good Check List For Advertising Salesmen

The present nation-wide strike wave is bound to delay delivery of merchandise to stores. However, economists generally forecast that 1948 will see a continuation of the 1947 high level of retail sales.

Retail advertising continues to provide the heavy proportion of the newspaper advertising lineage. Here is a handy check-list for newspaper salesmen:

1. The newspaper advertising salesman should know the fundamentals of retailing if they expect to be successful in developing more retail advertising. A good text: "Retail Advertising and Sales Promotion," Charles M. Edwards Jr. and William H. Howard (Prentice-Hall, Inc.)
2. The salesman should also know the positive values of the newspaper—why the newspaper is the dominant medium for retail advertising. We recommend "The Newspaper as an Advertising Medium," a handbook published by the Bureau of Advertising, A. N. P. A.
3. Visual selling is most effective. Hence present your advertising idea in a layout. The layout is not only a blue print for the printer; it is also an aid to salesmanship.
4. Sell a package of ads at one time—not just one ad for one issue.
5. Study the files of the newspaper to determine the regular advertisers, the irregular advertisers and the space used by each.
6. From this data prepare a worksheet on which the groups of advertisers are listed. This can be utilized at an aid to soliciting advertising, picking up copy, etc.
7. A card file of information about merchants is another possibility. Many display ads have been prompted by the fact that the merchant was due to celebrate an anniversary.
8. Study your mat illustration service carefully. It is not only a catalog of illustrations, but a helpful guide for copy ideas.
9. Subscribe to a dozen or so good newspapers—some in your territory and some elsewhere—to check on what other advertising departments are doing. One advertising man has a practice of sending a dollar bill, now and then, to newspapers in various parts of the country, and subscribing for the paper for a short period.
10. What has your newspaper market to offer to the retail advertiser? A study of the community's buying power, together with the buying power of the newspaper's circulation-trading area, should uncover valuable information. Many merchants are unaware of the potentials for more sales

and more profit.

11. A visual presentation of the newspaper market and the newspaper itself will be helpful in selling the skeptic. The same presentation can be used to promote national advertising through the local dealer and local distributor.

12. Advertisements clipped from the exchanges may be pasted on sheets of paper and then shown to local merchants. This device may be helpful in soliciting space from non-advertisers.

13. Print proof sheets stating at the top: "As advertised this week in *The*"

14. Print dummy pages, exact size of your newspaper, with column rules and the title of your newspaper at the top of the page.

15. Print promotion slips containing a breakdown of your newspaper circulation by towns and rural routes. Use these as envelope enclosures.

16. Prepare a sample book of the type available for retail advertisements.

17. Get testimonial letters or statements from merchants who use advertising space in your newspaper consistently and get good results. The testimonial letter is always effective.

18. How about a series of monthly newspaper promotion letters . . . bulletins . . . memos? Some daily newspapers are using the "Retail Memo" bulletin of the A.N.P.A. Bureau of Advertising, converting it into their own promotion memo and mailing it out each week to merchants.

19. Assist the merchant in promoting sales of advertised goods through point-of-sale displays.

20. If you want ad-volume you must be willing to draft 75 per cent of the copy, because the average merchant can't and won't. Hence a study of store merchandise will be productive in attaining good advertising copy. The old rule still holds, "Advertise what people want to buy, and advertising will pull people into the store."

21. Retail advertising cannot succeed unless it has the cooperation of all departments of the retail store. Do the clerks know about the newspaper advertising—its merchandise offerings, prices, and so on?

22. Don't undersell newspaper advertising. It must be used continually to be effective. The one-time shot in the arm isn't advertising; it's an artificial stimulant instead of a course of sound treatment.

23. Early advertising copy will help the newspaper printers to develop good composition and will minimize costly mistakes.

Many ad accounts have been lost through sloppy work in the back shop. Make your layouts conform as closely as possible with the production job desired.

24. Make alterations cheerfully. If you are not charging enough to enable you to do a good job, ante your rate accordingly.

25. Newspaper readers are looking for news—for facts. Informative advertising copy gives the atmosphere of NEWS, and hence adds to its reader interest value.

26. Write for men, women, and children. Remember that newspapers are read by everybody.

27. People buy merchandise only for what they can get out of it. Hence present the copy from the readers' point of view, not the merchants'. Remember, there is no reason in the world for buying merchandise except for the satisfaction to be had from buying and using it. Advertising should offer those satisfaction benefits.

28. Spread optimism. Advertising is based on faith. The salesman who kills interest by pessimism doesn't belong in the advertising business.

29. Take an interest in the merchants' community problems. Cooperate with the chamber of commerce in promotions. It will pay big dividends.

30. Sell your own product—your newspaper—by accentuating the positive. Ignore your competitor in talks with your advertisers. Sell your own product, your newspaper. If you need a better product—a new "model"—devote some study to how you can improve your newspaper. The best way to improve public relations of your newspaper is first to improve your newspaper.

The above selling practices are not new. They're fundamentally old. To these 30 ideas we might add the following: "The best ideas in the world are worthless until they are put to work."

An increasing number of publishers, and other firms, too, are using postal cards for routine correspondence, and are making sizable savings. Among them are such as Time, Inc., and N. W. Ayer and Sons.

The 3c postage, plus letterhead and envelope, make even a short letter cost at least 4c in the mail. On a postal card, the stock and postage both are only 1c.

The saving of at least 3c per piece when postal cards can be used satisfactorily mean a saving of \$30.00 on every thousand pieces of routine mail. In a year's time this runs up into a lot of money.

PMG Recommends Postal Rate Increases

Postmaster General Jesse M. Donaldson on March 24 recommended to the House Post Office and Civil Service Committee an increase in most postal rates. In a letter to Rep. Rees (Kans.) Chairman of the House Post Office and Civil Service Committee, Mr. Donaldson said that Post Office expenditures "are exceeding revenues at an ever-increasing pace."

Among the recommendations of the Postmaster General are increases on newspapers and magazines going outside the county of publication. Religious, educational, agricultural and fraternal publications are excluded as at present. No change is recommended for newspapers delivered within the county of publication.

The Postmaster General recommended increases in second class rates for newspapers and magazines outside county of publication as follows:

	(Present Rate) (per lb.)	(Proposed Rate) (per lb.)
Reading Portion	1½c	2c
Advertising Portion:		
Zones 1 and 2	1½c	2c
Zone 3	2c	3c
Zone 4	3c	4c
Zone 5	4c	5c
Zone 6	5c	6c
Zone 7	6c	7c
Zone 8	7c	8c
Publications having 5% or less advertising	1½c	2c
Publications of non-profit religious, educational, scientific publications, agricultural, labor or fraternal organizations or associations	1½c	1½c

Senator Ives (N. Y.) on March 25 said that postal employees deserved a substantial increase in pay in view of current conditions. Senator Ives spoke to a delegation representing the Joint Conference of Affiliated Postal Employees of New York City which is seeking legislation to give postal workers at least an \$800 a year increase.

Experts say that most accidents happen in the kitchen; but wise husbands eat them anyway.

A fire in the Louisville Courier-Journal rotogravure press room, April 9, injured a pressman, Frank Phillips, and destroyed about 50 pounds of newsprint. Mr Phillips suffered slight arm burns. Pressmen reported cleaning operations on one part of the unit apparently ignited naphtha used in the ink.

Holliday Conducts Readership Survey

Want to know what your readers are thinking? M. W. Holliday Jr., publisher of the Jackson Times has found out — and it costs him little more than \$1 a week.

It all started when Holliday received a copy of the Advertising Research Foundation study in Hancock county, Ill. It gave him an idea which he has attempted to "translate in a concrete plan for building prestige" for his newspaper with advertisers and interest in the ads among readers.

Holliday had one-cent post cards printed on a bright colored stock. The card lists news items and ads for the week it covers. It also asks how many are in the family surveyed who are over 12 years of age.

He sends 100 cards weekly. His returns run between 26 and 38 per cent per issue.

Each card is tallied for the ads marked as read and a total of each ad reached. The average number per family is secured from the card and the results create figures to show advertisers.

With a subscription of about 1,000 in the trade area and an average of three members per family more than 12 years old, Holliday calculates that he has a potential readership of 3,000 persons capable of understanding the ads and helping formulate buying plans of the family.

An ad which draws a 50 per cent readership, he reasons, can be estimated to have reached 1,500 persons of buying age.

One ad for a local bank drew a 91 per cent readership. From 50 to 70 per cent is not uncommon, the publisher has learned, and few drop below 5 2per cent.

As a selling point to an advertiser, Holliday takes the results following a particular edition and presents them to the space buyer. In the case of the bank ad, the average family that week was 3.5 persons, giving a potential readership of 3,500 on the basis of Times circulation. The 91 per cent readership meant about 3,185 readers. The eight inch ad cost \$2.80.

"Break this down into cost per person and the figures speak louder than any sales talk," Holliday believes.

Holliday has compiled a chart on which he lists the results of each week's survey. He takes it with him on his ad solicitations. The practice, he has learned, has helped build opinion among advertisers and has created interest.

He intends to follow it up with reports to foreign advertisers and agencies.

"Most weekly newspapers meet pretty stiff resistance from advertisers, even local ones," Holliday concludes. "To sell, it is

necessary that the paper be able to show that it is getting results.

"This is difficult," he notes, "because few people will announce that they bought because they saw it advertised and in the rural areas, the weeklies can't cause throngs to rush in for a one-day sale. The survey is the answer."

Community Newspapers Are 'Big Business'

In the average country town the weekly newspaper, by comparison, is more or less insignificant from a material and financial point of view. One or two, or perhaps half a dozen, families derive their incomes from this source in every town enterprising enough to support a newspaper. That is small potatoes in comparison with many other industries.

In the aggregate, however, country newspapering constitutes big business. Wages and salaries of 9500 weekly newspapers paid to more than 40,000 owners and employees totals \$111,674,400 annually.

This would indicate an annual income of almost \$2600 a year for every publisher, every printer, every pressman, and every office girl in the land.

Not often do we speak of country newspaper people and millionaires in the same breath, but the investment of the weekly press in physical equipment and real estate very likely exceeds 200 million dollars, figuring a \$5,000 investment for each person engaged in the industry.

These facts and figures should cause us all to stick our chins out a little further, and hold our heads a little higher. Even if our own plant occupies an unattractive and obscure building, even if some of us are not as modern and up-to-date as we would desire, we can take pride in the fact that we are part of an industry that can well be classed as "big business."

Effective April 1, General Electric Company will pay 50 per cent and the distributor 50 per cent of approved advertising costs for GE refrigerators, home freezers, ranges, water heaters, home laundry equipment, dishwashers, disposals, electric kitchens, and "laundries. See your local dealer!

Sign in front of a church in Richmond, Va.: "Need Exercise? Try Kneeling!"

When I boasted that our son got his intelligence from his father the wife replied that he must have, because she still had hers.

They Followed Their Potatoes To Market



Recently six youthful farmers from Sumter County, South Carolina, packed their bags for a trip to Washington, New York and Boston . . . the first trip north that most of them have ever made.

This was more than a sightseeing tour. It was an important part of a broad program, conceived by Clemson College, and designed to help improve the agricultural economy of the state.

The boys, ranging in age from 12 to 15, and the county agents were making the trip as guests of A & P, as a reward for winning a statewide 4-H sweet potato contest.

In Washington they ate their own yams in the Congressional restaurant; in New York they visited the United Nations; in Boston they were received by Governor Bradford; and in all three cities they took in all the sights.

But the real highlight of the trip came when the boys watched their own yams unloaded from a freight car, trucked to an A & P Supermarket and placed on sale.

There the boys saw and heard the customers' reaction to their product and learned, at first hand, the variety and grade and pack consumers prefer.

Through such far-sighted farm youth projects the agricultural colleges of the nation are making more efficient producers and better businessmen of the farmers of tomorrow.

That is why A & P and other business organizations welcome the opportunity to assist in these long-range efforts to maintain American agriculture on a sound and prosperous basis.



A & P FOOD STORES

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A bill to compel newspapers to print the name and address of the writer of a public letter to the editor was passed by the House of the Rhode Island Legislature on March 19. Newspapers violating the provision would be subject to fines up to \$1,000. The bill carries the title, "To Insure Freedom of the Press."

Merchants must make more effective use of the competitive period that lies ahead, says Jay D. Runkle, vice-president and general manager of Crowley Milner Co., Detroit, according to Department Store Economist. Through better advertising, merchants are able to move more goods and thus make it possible to place more merchandise in consumer hands at lower prices. According to Runkle, retail advertising can be improved in the following ways: 1. by better selection of items to advertise; 2. by more know-how in the preparation of copy, illustration, and layout; 3. by better coordination between

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merchandising and advertising departments; 4. by closer cooperation with national advertisers; 5. by better follow-up on advertised merchandise through improved displays; and 6. by more accurate and scientific measurements of results.



Sponsored by retailers of the nation, the U. S. Treasury Department's Security Bond campaign opened April 15. Two special portfolios of ad mats are being sent to newspapers. Ad sizes vary. Payroll deductions and bond-a-month purchases through banks are emphasized. . . . Taxpayers will soon receive benefit of the reduced income taxes in the form of lower withholding taxes from payroll checks. Here is an opportunity to invest tax savings in government bonds which grow one-third in value if held for ten years.



Don't forget to make your Mammoth Cave registration immediately for the mid-summer meeting on the weekend of June 4-6. The program for the mid-summer meeting will be announced in the May issue of the Press.



The NEA Newsprint Committee is seeking accurate, up-to-date data on the newsprint situation of member publishers. It needs specific examples of newspapers which are not getting sufficient newsprint to produce their regular size paper. If you anticipate running short on newsprint in 1948, be sure to fill out the NEA questionnaire which you have recently received. If you have discarded this questionnaire, drop a note immediately to NEA, 222 North Michigan, Chicago. This committee can help you get needed newsprint if you are really hurting. It cannot help get newsprint to be used for job printing.



Publishers in scattered states are reporting varying experiences with transient printers who seem to be taking paid vacation

tours on funds squeezed from prospective employers. It is not a good idea to send money to any printer who is attempting to get to your shop to consider or accept a job. If he is interested, he'll get there. If you are willing to pay his expenses for an interview trip, just offer to reimburse him when he shows up for the interview. Too many fellows never show up after receiving transportation advances.



It is hoped that every editor has been making plans for the inaugural of the KPA Safety Highway Campaign for the "kickoff" issue of the first week in May. The production kit of ads and news and feature material should be in every office now. If you have not received your kit, please notify the Central Office immediately. This campaign is a "natural" because public opinion will be squarely behind it; any editor that does not capitalize on the possibilities of the campaign, will be making a serious mistake. We hope to see a "kick-off" edition for every newspaper in the first issue in May. Your cooperation is expected.



The federal law pertaining to political advertising is now in force. It provides that no person shall publish or distribute any political statement relating to a candidate for election to any Federal office which does not contain the name of the person responsible for its publication or distribution. This pertains to any publication as well as any printed matter whatsoever and specifically to the office of president or vice-president of USA or to any candidate for Senator or Representative. This refers to both the primary and general election. The penalty is not more than \$1,000, or imprisonment for not more than one year, or both. Keep this in mind always.

Doctors have so much business nowadays that every once in a while they tell a patient there's absolutely nothing wrong with him.

Call For Entries In 1948 Contests

Call is hereby issued for the 1948 contests and every newspaper in the state is invited to submit entries in every contest. Announcement of awards will be made at the mid-summer meeting.

Please read the rules governing each contest and follow them to the letter. Any violation of the rules will result in the entries being discarded. Send in as many entries as you please, but observe the deadline. The rule that no newspaper is eligible to enter the All-around and Front Page contests if it has been a winner in the previous two years will be strictly enforced and your cooperation is requested when you send in your entries.

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

All contest entries may be enclosed in one package, but each contest should be wrapped separately with the appropriate label attached thereto to expedite distribution to the judge of that contest. Please cooperate in this.

Open to Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest is open to country dailies. Every editor is urged to send in his entries for each contest and every entry will be judged on its merits. Let us make this 1948 contest the biggest contest of them all! No newspaper shall be eligible for more than one of the above first prizes.

Disinterested Judges to Act

Competent outside judges will study the entries in the contests. Because of the necessity of getting the contests in their hands at an early date, all entries must be in the University postoffice not later than May 15. Please follow all rules regarding preparation of the exhibits and the deadline. The job printing exhibit shall be brought to the Mid-summer meeting, not mailed to Lexington.

May 15, Deadline

All entries must be in the hands of Secretary Victor R. Portmann on or before May 15. Entries can be handled in the same bundle, but each entry must be plainly marked as to the contest. The package must be marked "K. P. A. Newspaper Contest," and addressed to Professor Portmann, University of Kentucky, Lexington. It is suggested that the editor write a note announcing that the

package has been sent, to avoid delay and possible loss of entries.

Contest Selection Rules

Each contestant may select any issue of this paper, or may clip any specific entry, between the dates of May 1, 1947 and May 1, 1948. This change from requiring specific issues of newspapers was made at the request of many of our members. It has also been suggested that "election" or "special" edition" issues should not be included in the All-Around Contest entries.

Beautiful Trophies Procured

Beautiful utility prizes will be offered in this year's contest. They are made possible through the courtesy of the Louisville Courier-Journal, Lexington Herald-Leader, The Kentucky Post, Covington, and Ed Weeks.

All-Around Contest

For guidance of the competitors the following will constitute the percentages by which the newspapers will be scored: General appearance, 30 per cent; local news, 25 per cent; county correspondence, 5 per cent; personal items, 10 per cent; farm news or news pertaining to the chief industry of the section where the paper is published, 5 per cent; general news, 5 per cent; and editorial, 20 per cent. Factors to be considered in scoring of general appearance include make-up of front page and composition, headline schedule, literary excellence, community service, headlines' content, illustrations, typography and press work.

Front Page Contest

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

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

Best Editorial Contest

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

Grehan Memorial Plaque

The winner for the best editorial will again have the name of his newspaper engraved on the beautiful Enoch Grehan Memorial Plaque which was established by Mrs. Enoch Grehan and the members of the

Department of Journalism in memory of Mr. Grehan. Space is reserved on the plaque for subsequent winners and your paper's name will look proper thereon.

Best News Story Contest

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

Best Editorial Page Contest

As a memorial to her husband our beloved late Cecil Williams, Mrs. May Williams, Somerset, is sponsoring the editorial page contest as the Ben Cozine Memorial Cup was won by Gracean M. Pedley and his Princeton Leader in 1944 for permanent possession. The same rules will prevail as formerly—permanent possession of the trophy will be gained by any newspaper which wins three "legs," not necessarily being adjudged winner in consecutive years.

Prize Offered For Best Editorial On A Religious Subject

A new contest was added in 1944 for the best religious editorial, or the best editorial on a religious subject, with the prize being offered by The Salvation Army through the courtesy of Brigadier Vincent Cunningham, editor-in-chief of the War Cry, Atlanta. The first prize is a certificate and \$50 in cash. Second and third place winners receive certificates.

Brigadier Cunningham stated, in making this award available to Kentucky newspapers, "Our purpose in offering the award is, first of all, to stimulate a revival of religious interest among the readers of the newspapers affected. This, as you may know, is the chief business of the Salvation Army, anyway. And, in case of the War Cry, I am simply carrying out the Salvation Army work in a little different manner, but as effectively."

At his suggestion, the following rules will prevail: Any editorial written on a religious subject, printed in any Kentucky newspaper between the dates of May 1, '47, and May 1, '48, is eligible for entry in this contest. The same rules as in the Best Editorial contest will also apply in this.

The War Cry also makes the same award in the annual Georgia Press Association contests. We hope that every Kentucky editor will consider entering this contest.

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Sponsored by retailers of the nation, the U. S. Treasury Department's Security Bond campaign opened April 15. Two special portfolios of ad mats are being sent to newspapers. Ad sizes vary. Payroll deductions and bond-a-month purchases through banks are emphasized. . . . Taxpayers will soon receive benefit of the reduced income taxes in the form of lower withholding taxes from payroll checks. Here is an opportunity to invest tax savings in government bonds which grow one-third in value if held for ten years.

Don't forget to make your Mammoth Cave registration immediately for the mid-summer meeting on the weekend of June 4-6. The program for the mid-summer meeting will be announced in the May issue of the Press.

The NEA Newsprint Committee is seeking accurate, up-to-date data on the newsprint situation of member publishers. It needs specific examples of newspapers which are not getting sufficient newsprint to produce their regular size paper. If you anticipate running short on newsprint in 1948, be sure to fill out the NEA questionnaire which you have recently received. If you have discarded this questionnaire, drop a note immediately to NEA, 222 North Michigan, Chicago. This committee can help you get needed newsprint if you are really hurting. It cannot help get newsprint to be used for job printing.

Publishers in scattered states are reporting varying experiences with transient printers who seem to be taking paid vacation

tours on funds squeezed from prospective employers. It is not a good idea to send money to any printer who is attempting to get to your shop to consider or accept a job. If he is interested, he'll get there. If you are willing to pay his expenses for an interview trip, just offer to reimburse him when he shows up for the interview. Too many fellows never show up after receiving transportation advances.

It is hoped that every editor has been making plans for the inaugural of the KPA Safety Highway Campaign for the "kickoff" issue of the first week in May. The production kit of ads and news and feature material should be in every office now. If you have not received your kit, please notify the Central Office immediately. This campaign is a "natural" because public opinion will be squarely behind it; any editor that does not capitalize on the possibilities of the campaign, will be making a serious mistake. We hope to see a "kick-off" edition for every newspaper in the first issue in May. Your cooperation is expected.

The federal law pertaining to political advertising is now in force. It provides that no person shall publish or distribute any political statement relating to a candidate for election to any Federal office which does not contain the name of the person responsible for its publication or distribution. This pertains to any publication as well as any printed matter whatsoever and specifically to the office of president or vice-president of USA or to any candidate for Senator or Representative. This refers to both the primary and general election. The penalty is not more than \$1,000, or imprisonment for not more than one year, or both. Keep this in mind always.

Doctors have so much business nowadays that every once in a while they tell a patient there's absolutely nothing wrong with him.

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Call For Entries In 1948 Contests

Call is hereby issued for the 1948 contests and every newspaper in the state is invited to submit entries in every contest. Announcement of awards will be made at the mid-summer meeting.

Please read the rules governing each contest and follow them to the letter. Any violation of the rules will result in the entries being discarded. Send in as many entries as you please, but observe the deadline. The rule that no newspaper is eligible to enter the All-around and Front Page contests if it has been a winner in the previous two years will be strictly enforced and your cooperation is requested when you send in your entries.

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

All contest entries may be enclosed in one package, but each contest should be wrapped separately with the appropriate label attached thereto to expedite distribution to the judge of that contest. Please cooperate in this.

Open to Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest is open to country dailies. Every editor is urged to send in his entries for each contest and every entry will be judged on its merits. Let us make this 1948 contest the biggest contest of them all! No newspaper shall be eligible for more than one of the above first prizes.

Disinterested Judges to Act

Competent outside judges will study the entries in the contests. Because of the necessity of getting the contests in their hands at an early date, all entries must be in the University postoffice not later than May 15. Please follow all rules regarding preparation of the exhibits and the deadline. The job printing exhibit shall be brought to the Mid-summer meeting, not mailed to Lexington.

May 15, Deadline

All entries must be in the hands of Secretary Victor R. Portmann on or before May 15. Entries can be handled in the same bundle, but each entry must be plainly marked as to the contest. The package must be marked "K. P. A. Newspaper Contest," and addressed to Professor Portmann, University of Kentucky, Lexington. It is suggested that the editor write a note announcing that the

package has been sent, to avoid delay and possible loss of entries.

Contest Selection Rules

Each contestant may select any issue of this paper, or may clip any specific entry, between the dates of May 1, 1947 and May 1, 1948. This change from requiring specific issues of newspapers was made at the request of many of our members. It has also been suggested that "election" or "special" edition" issues should not be included in the All-Around Contest entries.

Beautiful Trophies Procured

Beautiful utility prizes will be offered in this year's contest. They are made possible through the courtesy of the Louisville Courier-Journal, Lexington Herald-Leader, The Kentucky Post, Covington, and Ed Weeks.

All-Around Contest

For guidance of the competitors the following will constitute the percentages by which the newspapers will be scored: General appearance, 30 per cent; local news, 25 per cent; county correspondence, 5 per cent; personal items, 10 per cent; farm news of news pertaining to the chief industry of the section where the paper is published, 5 per cent; general news, 5 per cent; and editorial, 20 per cent. Factors to be considered in scoring of general appearance include make-up of front page and composition, headline schedule, literary excellence, community service, headlines' content, illustrations, typography and press work.

Front Page Contest

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

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

Best Editorial Contest

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

Grehan Memorial Plaque

The winner for the best editorial will again have the name of his newspaper engraved on the beautiful Enoch Grehan Memorial Plaque which was established by Mrs. Enoch Grehan and the members of the

Department of Journalism in memory of Mr. Grehan. Space is reserved on the plaque for subsequent winners and your paper's name will look proper thereon.

Best News Story Contest

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

Best Editorial Page Contest

As a memorial to her husband our beloved late Cecil Williams, Mrs. May Williams, Somerset, is sponsoring the editorial page contest as the Ben Cozine Memorial Cup was won by Gracean M. Pedley and his Princeton Leader in 1944 for permanent possession. The same rules will prevail as formerly—permanent possession of the trophy will be gained by any newspaper which wins three "legs," not necessarily being adjudged winner in consecutive years.

Prize Offered For Best Editorial On A Religious Subject

A new contest was added in 1944 for the best religious editorial, or the best editorial on a religious subject, with the prize being offered by The Salvation Army through the courtesy of Brigadier Vincent Cunningham, editor-in-chief of the War Cry, Atlanta. The first prize is a certificate and \$50 in cash. Second and third place winners receive certificates.

Brigadier Cunningham stated, in making this award available to Kentucky newspapers, "Our purpose in offering the award is, first of all, to stimulate a revival of religious interest among the readers of the newspapers affected. This, as you may know, is the chief business of the Salvation Army, anyway. And, in case of the War Cry, I am simply carrying out the Salvation Army work in a little different manner, but as effectively."

At his suggestion, the following rules will prevail: Any editorial written on a religious subject, printed in any Kentucky newspaper between the dates of May 1, '47, and May 1, '48, is eligible for entry in this contest. The same rules as in the Best Editorial contest will also apply in this.

The War Cry also makes the same award in the annual Georgia Press Association contests. We hope that every Kentucky editor will consider entering this contest.

Best Advertising Composition

Three prizes will be awarded to Kentucky editors in this contest: for the best full page advertisement, the best half-page advertisement, and the best quarter-page advertisement. Prizes for these contests are again sponsored by Ed Weeks, manager of Bush-Krebs Company, Louisville. Factors to be judged included type content, type arrangement, value of illustrations, selection of border and decorative material, and fulfillment of three functions of advertising—attention, interest, and conviction. The entries are limited to advertisements set in the contestant's office either hand or machine composition.

Each contestant may select any advertisement that appeared during the year, May 1, 1947, and May 1, 1948, each entry to be mounted on a sheet of cardboard with the notation as to the name of the newspaper, date of issue, and name of contestant. Christmas advertisements only will not be considered.

Trophy Offered For Job Printing Exhibit

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

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

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

Best Editorial Page Contest

The judges will consider the following points in the Cecil William Memorial Trophy for the best editorial page:

1. Page content: the page must contain articles of literary, feature, and editorial matter only.

2. No advertisement should appear on the page. However, this will not bar con-

testants using such advertisements, but said use will count against perfection.

3. Editorial matter: preference will be given to "home-written" editorials while "canned" editorials will be a detriment.

4. Clipped editorials of community nature will be acceptable.

5. Features and literary: features such as "Twenty Years Ago," syndicate materials such as written by Doctor Copeland, Bob Burns, etc., essays, poems, etc., will be acceptable.

6. A column, whether serious, humorous, or a mixture, will be considered editorial page material.

7. Editorial cartoons will be acceptable, consideration.

8. Headlines, whether spot heads or standing department heads, will be judged for typographical balance.

9. Mast head: the typographical appearance, the content, and relation to the page

as a whole will be considered.

10. Art work: if any, will be given full community interests, too much "outside"

11. Make-up and balance: the page make-up with emphasis on balance, symmetry, and contrast will be given close scrutiny. Extra width columns, in symmetry with the rest of the page, will be given special consideration.

12. Subject matter: as a community paper should emphasize community news and news will be marked down.

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

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

A selfish girl who marries a man with money to burn makes a good match.

**"WE KNOW"**

that every great human achievement, spiritual or material, is the result of the free, uninhibited collaboration of many minds."

Such is the Linotype of today and of all the tomorrows.



*From the address of Mr. Sevellon Brown, Editor and Publisher of Providence (R. I.) Journal-Bulletin at American Press Institute, Columbia University.

Linotype Metro No. 2 Series and Abstract Florets

New Manual Will Build Your Classified Section

Designed to give Classified Advertising Managers a handy and practical tool for turning beginners into productive workers quickly and for developing old employees into bigger producers, "How To Sell Classified Advertising" is a new and unusual manual for Want Ad staffs.

Published by Parish and Pickett, Classified Advertising Counselors of Miami, Fla., the book is the most comprehensive work on the art of Want Ad selling yet offered.

Containing more than 50,000 words, this book of 100 mimeographed pages covers employee-training from introductory fundamentals to many of the fine points of super-salesmanship. The sales principles presented were use tested for many months in the Classified Department of the Miami Daily News, which Parish and Pickett supervises.

Of especial interest is the suave technique used in one section, which shows how to deal with buyer-resistance. This consists of agreeing with the buyer's objection in such a way that he is led to realize that his expressed reason for not advertising is actually a reason why he should advertise.

This technique is demonstrated by more than sixty examples which cover every common sales objection met by Classified sales persons. It is a type of selling that will also be of value to those in other departments of the newspaper who must make sales contacts.

The book strives to hold the reader's interest by keeping him reminded again and again of what he personally gains by improving his sales power.

Introductory chapters consist of an inspiring story of Want Ads, an explanation of how and why Classified advertising works, and a glossary of common newspaper terms and symbols with clear, concise definitions.

The book contains much sales instruction in addition to the answers to sales objections. There is a short but simple explanation of the basic psychological factors in selling and advertising, an outline of successful opening and closing sales procedures, a sales method for use in getting business through leads from other newspapers, and specific hints for phone room, street and counter personnel.

Other features of the book include a practical course on how to write resultful Classified copy and suggestions on how to use good copy as a sales tool chapters on the value of courtesy, how to handle angry customers, how to get ahead, and even on how to become a newspaper executive. Questions are provided at the end of each section for testing staff members.

"How To Sell Classified Advertising" was published by Parish and Pickett as a part of their complete monthly want ad service—Tested Want Ad Selling Plans.

Deviating for the first time from their established policy of restricting all material in their Service solely to subscribers, the firm is offering "How To Sell Classified Advertising" to newspapers in non-client cities at \$25 per copy, with a full-satisfaction guarantee.

Seventeen papers in Kentucky are among more than 1,000 weeklies and small dailies already participating in a reporting service on dealer-ad mats and cuts inaugurated by Publishers' Auxiliary as a free service to help newspapers develop more effective local display advertising.

Joseph W. LaBine, editor of The Auxiliary, explained that all 17 Kentucky papers had received a preliminary report listing names, addresses, and material available from 88 manufacturers. These firms responded to a random experimental sampling by the Auxiliary and agreed to send dealer-ad mats and cuts to publishers requesting the material. Copies of the first report are still available from the Auxiliary.

The program was started, LaBine said, because of a unique advertising situation in the small-town and suburban fields, in which the newspaper publisher or his ad man serves as "advertising manager" for almost every store along Main street, suggesting items to be featured and handling layout functions. Manufacturers' dealer-ad helps and standard cut-and-copy services are usually the only source of illustration available.

He said results thus far had substantiated completely the three promises upon which the reporting service is based:

1. Many small-town merchants are either too busy or not sufficiently advertising-minded to make proper use of brand illustrations provided them by manufacturers.

2. Such material placed in the hands of the newspaper has a much greater chance of being used.

3. Publishers and their ad men welcome the opportunity of increasing the effectiveness of local display ads by using illustrated layouts instead of the "all-type" ads characteristic of much small-town advertising.

National Association of Manufacturers seems, justly or unjustly, to have acquired the status of a sort of symbol for the indifference toward the country press of big producers and distributors. It is currently reported that they are nearing the goal of a \$3,000,000 public relations fund. Wonder

Six Copy Suggestions For Subscription Letters

When preparing copy for subscription or renewal letters, the following points can serve as a useful guide:

1. **Premiums.** If you offer a free book or some similar item and fail to sell your prospect on its value, this premium will not attract many subscribers. The fact that it is free will minimize its value. You have to make your prospects really want it.

2. **The trial offer.** Make your offer liberal. Point out how many of your regular subscribers have taken your newspaper regularly for years. Tell your prospect that these stand-bys are consistent because your newspaper is an honored guest in their homes.

3. **Special inducements.** Encyclopedias, dictionaries and factual material sound important. Slant your copy to the kind of questions that your prospects are likely to ask of these books. (This is where you can plug your newspaper as the answer to their questions on "what to buy, where is it, and how much does it cost?")

4. **Curiosity.** If you want to make your prospective subscribers curious about some special offer you're making, tell them just enough about it to make them want to know more. Curiosity spurs people to act quickly.

5. **The "reserved for you" technique.** Here, you simply tell your prospect that you have reserved a book, a pattern, a pocket knife, or whatever you are offering—especially for him. Then tell your prospect to send in his subscription right away if he wants this item. It is also a good idea to ask him to let you know if he wants you to release it to someone else.

6. **Special-price offer.** Make a strong bid for immediate action by putting a time limit on this special price. Watch your closing paragraphs in hammering home your "mail your subscription in today" message.

An order form combining an order blank and blank check should be included in your solicitation letter with a self-addressed business reply envelope. These make it easy for the prospect to subscribe.

if any of their experts at winning people and influencing their friends has discovered that a meager 15% of that princely sum would pay for an 8-inch ad once a month for a whole year in every weekly newspaper in the United States, with enough left over to cover mat costs? Not a lot of space, but surely a reassuring bid for more sympathetic understanding on the part of hometown they serve.

C-J and Times Again Win Promotion Honors

The Courier-Journal and Louisville Times are receiving congratulations for their winning of honors, for the second consecutive year, in two classifications of Editor & Publisher's annual newspaper promotion contest.

The two Kentucky papers won first place for the best promotion material "designed to sell local advertising to a special account." In the second classification, they also won honorable mention "for the best public-relations or community-service program."

The Louisville newspapers' first-place award was for promotion material drafted to sell a 52-week campaign to a group of 225 independent retail grocers with a co-operative wholesale buying unit.

The honorable mention was for the newspapers' farm-incentive program which included a Home and Farm Improvement Campaign, Soil Conservation Essay Contest, and 4-H Club Championship awards.

The Advertising Counsel Inc., 11 West 42nd Street, New York 18, has a series of traffic safety mats available for newspapers who wish additional material to be used in the KPA Safety Campaign.

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

Central Press Clipping Service
309 North Illinois St.
Indianapolis, Indiana

Binding News Files

Is Our Specialty
Write for Information
O. J. Forman Company
Monmouth, Illinois

Extra Profits

FOR YOU, MR. PRINTER
Send Us Your Orders
for
ADMISSION TICKETS
COUPON BOOKS
LICENSE STICKERS
SCALE TICKETS
NUMBERED FORMS

WELDON, WILLIAMS & LICK
Specialists in Numbered Printing
FORT SMITH, ARK.

Completion of the newest and most modern advertising mat service plant in the nation is announced by Metro Associated Services from its new seven story home at 80 Madison Avenue, New York. An invitation is being extended to advertising executives

everywhere to visit and inspect the new plant at their convenience.

Publisher Barry Bingham, Louisville publisher, will be a featured speaker on the coming Inland Daily Press Association meeting in Chicago, May 24.

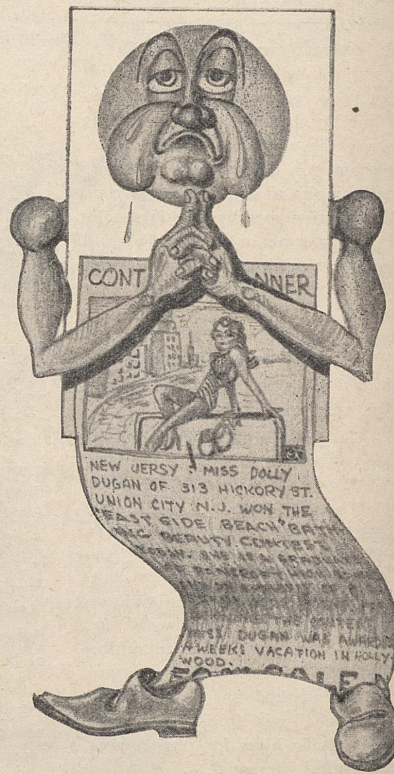


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Proprietors, estimators and cost accountants, welcome the FRANKLIN PRINTING CATALOG as their guide for accurate cost checking and time saving. A 60-day free trial is yours for the asking. Send your order through your association office.

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

Central feels pretty sad when ONE issue of a Kentucky newspaper is misplaced. Central maintains paid-in-advance subscriptions to every daily and weekly published in the middle west - - (almost 200 in Kentucky alone).



CENTRAL PRESS Indianapolis
CLIPPING SERVICE Organized 1912

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Auburn, Th
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Bardwell, C
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Progressive Members Of The Kentucky Press Association

Today we boast of 100% membership; 100% strong and united.

Weeklies

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Auburn, The Auburn Times
Augusta, The Bracken Chronicle
Barbourville, Mountain Advocate
Bardstown, The Kentucky Standard
Bardwell, Carlisle County News
Beattyville, Enterprise
Beaver Dam, Ohio County Messenger
Bedford, Trimble Democrat
Benton, The Marshall Courier
Benton, Tribune-Democrat
Berea, The Citizen
Brandenburg, Meade County Messenger
Brooksville, Bracken County News
Brownsville, Edmonson County News
Burkesville, Cumberland County News
Burlington, Boone County Recorder
Cadiz, The Cadiz Record
Calhoun, MeLean County News
Campbellsville, The News-Journal
Campton, Wolfe County News
Carlisle, Carlisle Mercury
Carlisle, Nicholas Co. Star
Carrollton, The News-Democrat
Cave City, Cave City Progress
Central City, The Messenger
Central City, Times-Argus
Clay, Tribune
Clay City, Clay City Times
Clinton, The Hickman County Gazette
Cloverport, The Breckinridge News
Columbia, Adair County News
Corbin, Tri-County News
Cumberland, Tri-City News
Cynthiana, The Cynthiana Democrat
Cynthiana, The Log Cabin
Danville, Boyle Independent
Dawson Springs, Progress
Earlington, News
Eddyville, Lyon County Herald
Edmonton, Edmonton Herald-News
Elizabethtown, Hardin County Enterprise
Elizabethtown, News
Elkton, Todd County Standard
Falmouth, The Falmouth Outlook
Flemingsburg, The Fleming Gazette
Flemingsburg, Flemingsburg Times-Democrat
Franklin, The Franklin Favorite
Fulton, Fulton County News
Georgetown, Georgetown News
Georgetown, Georgetown Times
Glasgow, Glasgow Republican
Glasgow, Glasgow Times
Grayson, Journal-Enquirer
Greensburg, Record Herald
Greenup, News
Greenville, Leader
Hardinsburg, Breckinridge Banner
Harrodsburg, Harrodsburg Herald
Hartford, Ohio County News
Hawesville, Hancock Clarion
Hazard, Plaindealer
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
Jeffersonton, Jeffersonian
La Grange, Oldham Era
La Grange, La Grange Times
Lancaster, Central Record
Lawrenceburg, Anderson News
Lebanon, Lebanon Enterprise
Lebanon, Marion Falcon
Leitchfield, Gezette
Leitchfield, Grayson County News
Liberty, News
London, Sentinel-Echo
Louisa, Big Sandy News
McKee, Jackson County Sun
Manchester, Manchester Enterprise
Marion, Crittenden Press
Middlesboro, Three States
Monticello, Wayne County Outlook
Morehead, Rowan County News
Morganfield, Union County Advocate
Morgantown, Republican
Mt. Olivet, Tribune-Democrat
Mt. Sterling, Advocate
Mt. Sterling, Sentinel-Democrat
Mt. Vernon, Signal
Munfordville, Hart County News
Murray, Murray Democrat
Neon, News
New Castle, Henry County Local
Nicholasville, Jessamine Journal
Nicholasville, Nicholasville News
Olive Hill, Carter County Herald
Owenton, News-Herald
Owingsville, Bath County Outlook
Paducah, Paducah Press
Paintsville, Paintsville Herald
Paris, Kentuckian Citizen
Pikeville, Pike County News
Pineville, Pineville Sun
Prestonsburg, Floyd County Times
Princeton, Princeton Leader
Princeton, Caldwell County Times
Providence, Journal-Enterprise
Richmond, Madison County Post
Russell, Russell Times
Russellville, News-Democrat
St. Matthews, Sun
Salyersville, Salyersville Independent
Sandy Hook, Elliott County News
Scottsville, Allen County News
Scottsville, Citizen Times
Sebree, Sebree Banner
Shelbyville, Shelby News
Shelbyville, Shelby Sentinel
Shepherdsville, Pioneer News
Shively, Kentucky Gazette
Smithland, Livingston Leader
Somerset, Commonwealth
Somerset, Somerset Journal
Springfield, Springfield Sun
Stanford, Interior Journal
Stearns, McCreary County Record
Sturgis, Sturgis News
Taylorsville, Spencer Magnet
Tompkinsville, Tompkinsville News
Vanceburg, Lewis County Herald
Versailles, Woodford Sun
Walton, Walton Advertiser
Warsaw, Gallatin County News
West Liberty, Licking Valley Courier

Whitesburg, Mountain Eagle
Wickliffe, Advance-Yeoman
Williamsburg, Whitley Republican
Williamstown, Grant County News

Dailies

Covington, Kentucky Post
Covington, Enquirer
Covington, Times Star
Lexington, Herald-Leader
Louisville, Courier Journal & Times
Ashland, Independent
Bowling Green, Park City News
Bowling Green, Times Journal
Corbin, Tribune
Danville, Advocate-Messenger
Frankfort, State Journal
Fulton, Leader
Harlan, Enterprise
Hazard, Herald
Hazard, Times
Henderson, Journal-Gleaner
Hopkinsville, Kentucky New Era
Madisonville, Messenger
Mayfield, Messenger
Maysville, Independent
Maysville, Public Ledger
Middlesboro, News
Murray, Ledger & Times
Owensboro, Messenger-Inquirer
Paducah, Sun-Democrat
Paris, Enterprise
Richmond, Register
Winchester, Sun

Collegiate Section

Kentucky Kernel, University of Kentucky, Lexington
College Heights Herald, Western Teachers College, Bowling Green
College News, Murray State College, Murray.
Trail Blazer, Morehead State Teachers College, Morehead
Alumni News, University of Kentucky, Lexington
The Progress, Eastern State Teachers College, Richmond
The Stub, Nazareth College, Louisville
Orange And Black, Union College, Barbourville

Farm Papers

Kentucky Farmers Home Journal, Louisville
Farm Bureau News, St. Matthews

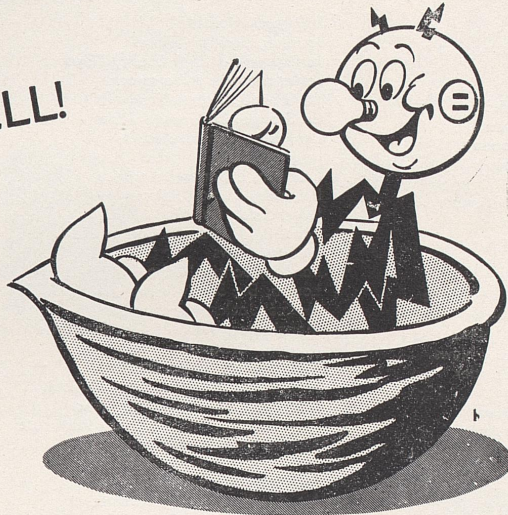
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Paducah, Kentucky Jaycee
Atlanta, Ga., The War Cry, Salvation Army

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U. S. Brewers Foundation, Louisville
Kentucky Chamber of Commerce, Louisville
Highway Traffic Magazine, Louisville

THE STORY IN A NUT-SHELL!



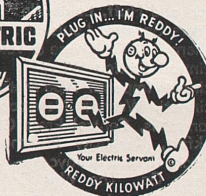
THE MAN WHO SOLD REFRIGERATORS TO ESKIMOS WAS WORKING THE SUNNY SIDE OF EASY STREET. We can give him really tough job. Let him try convincing people their electric rate are **lower** despite the fact that their monthly bills are as high, or higher, than they've ever been.

You see, no one notices how **much** electricity he uses each month. Like a man in a high priced restaurant, he looks at the right side of the bill. He finds he's paying

about as much as he paid 10 years ago. (At least that's one break — everything else he buys cost two or three times what it cost then.)

The point is, he doesn't realize he's **using** at least twice as much juice in his home as he used a few years back. But it's a fact. Today his dollar buys twice as much electricity as it did just 10 or 20 years ago.

That's the story in a nut-shell, and a very tough nut it is to crack.



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~ ~ ~ THE MORE YOU USE ME THE LOWER MY HOURLY WAGE