

The Kentucky Press

JUNE, 1949

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

ANNOUNCING

Kentucky Lake Park
Ideal Vacation Spot
Prize Newspapers Named
Holifield Opinion Protested



VOLUME TWENTY
NUMBER EIGHT

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



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.

Mid-Summer Meeting Is Successful

In an ideal location, nature and "man-made" wonders at their best, the mid-summer meeting of the Kentucky Press Association, at Kentucky Dam State Park, was held Friday and Saturday, June 17-18, with a record attendance. Publishers and their families from over the state took advantage of the opportunity and spent many glorious days in this newest of Kentucky State Parks.

Many groups arrived early in the week and were domiciled in the wonderful cottages that were, in verity, homes. These early arrivals spent their time in an on the lake, fishing and visiting the many points of interest in Western Kentucky. The ardent fishermen wet many lines, and while the fish were not biting to the best of their ability, yet the rodsmen, at least, acquired becoming coats of tan and many fish stories.

The scheduled meeting opened Friday morning with registration, and, before the two-day session closed, over 180 were registered. That afternoon many made a conducted tour of the Pennsylvania Salt Company, Calvert City, which already in production, is building a large and efficient chemical plant. As the chief product of this plant is fluorine gas and its many by-products, the plant was located in Western Kentucky to be near the fluspar mines which are the most productive in the world. The guests were presented souvenirs of the company's products.

Later in the afternoon, many walked across the dam and were conducted through the power plant at its eastern end. They also inspected the large government locks which are as large as the locks in the Panama Canal.

In the evening the group was addressed by James P. Sullivan, State Fire Marshall office, on fire prevention and the present state situation in regard to fire insurance companies, many, now operating in the state, are not granted licenses. The Association adopted a resolution concerning these companies. Following his address, a movie was shown concerning the dangerous fire works and the appalling accident rate among children. Commissioner Henry Ward showed movies of Kentucky Wild Life, followed by a beautiful colored movie of the 1948 American Press Tour in Ontario, which was attended by Fred B. Wachs and Herndon J. Evans.

The business meeting was called to order by President James M. Willis, Brandenburg Messenger, at ten o'clock Saturday morning, in the auditorium. Roscoe I. Downs, Hancock Clarion, Hawesville, gave the invocation. Commissioner Ward was called upon to discuss the future development of the two

state park areas on Kentucky Lake—The Kentucky Dam State Park and the Eggner's Ferry Park near the bridge.

Mr. Ward gave many particulars regarding the acquisition of the lake properties. The state was able to purchase the Kentucky Dam property, consisting of 39 houses and buildings and 1,000 acres of land from TVA, including the complete water, sewer, and electric systems, at the extremely low cost of \$76,000. This sum represents an investment originally of over one million dollars.

He further explained that the state will spend \$716,000 this year in erecting cottages at the Dam, and cottages and a lodge at the Eggner State Park. He stated further that it was to be regretted that the past legislature did not fully approve the proposition to erect hotels at these two sites, and elsewhere in state parks, on revenue producing bonds as the revenue from the hotels would surely retire the bonds.

He also discussed the plans for the improvements of the other state parks, especially those at Carters Caves, and Natural Bridge, and Cumberland Falls.

J. O. "Jack" Matlick, Louisville, outlined the plans for the building of the new state fair, and gave a history of the immediate past fairs. He outlined thoroughly the proposed buildings and plant for the new grounds, which, he emphasized, would be planned for use on a year-round basis. He explained that a state-wide commission, representing every interest-group in the state, would soon be appointed by the Governor. Each group will make a report for its organization on its needs and facilities in the new building program and these recommendations will be thoroughly studied for incorporation into the plans.

Smith Broadbent, Cadiz, president of the State Fair Board, outlined the opportunities of the newspapers, magazines, and radio in helping to make a successful state fair. He asked for the publisher's confidence, help and patience in making the proposed plans a reality. He also emphasized that all publications were invited to set with the Board meetings. Joe Betts, Kentucky Farm Bureau, spoke briefly on the building program and emphasized the need for this program by agriculture.

George Lambert, Louisville, manager of the Fair, outlined the plans for the 1949 Fair and asked help of the newspapers in urging their readers to take active part in the Fair and to send exhibits for display. He stated that \$64,000 and \$5,000 in ribbons and trophies would be offered for the 1949 Fair.

John Courtney, Louisville, assistant direc-

tor of the Kentucky U.S. Savings Bond Division, stated that the sale of "E" Bonds is lagging in the state today. In order to meet the state's quota, \$4,745,000 bonds must be invested in 1949; Kentucky has met 64.6% of its quota to date. He asked the continued help of KPA members for the sale of bonds on a year-around program. At the request of John W. Snyder, Secretary of the Treasury, Mr. Courtney presented a citation to the Kentucky Press Association which was accepted, with thanks, by President Willis.

F. E. "Sandy" Wood, Louisville, member of the Labor Committee of the Southern Newspaper Publishers Association, gave an interesting and instructive address on the present labor problems that are confronting the publishing business. He stated that today 60 to 75 per cent of the publisher's dollar must go in supporting wages and buying newsprint. He warned that the present high-production cost of newspapers is alarming, and, unless there is a stop-gap produced somehow, a good many large and small newspapers will go out of business.

Secretary Portmann then presented the silver trophies and certificates of merit to the newspaper-winners in the 1949 contests. Members present were requested to vote on the job printing exhibits which were set up in the auditorium.

The Renfro Valley Bugle, Paul Owen, editor, was accepted as an associate member.

A bounteous and satisfying buffet dinner was served in the auditorium at 6:30 o'clock. Fancy hats, balloons, and noisemakers were distributed to the guests. After the tables were cleared, the guests enjoyed three hours of dancing to the music of the Judy Peebles Hammond Organ Ensemble.

Most of the celebrants left Sunday morning for their homes, all insistent that the 1949 mid-summer meeting was a success from every standpoint. They were equally loud in their commendation of the hospitality and wonderful surroundings of the Park.

Resolutions Adopted

Three resolutions were adopted as presented by Chairman Landon Wills at the dinner meeting. James T. Wilson and Roscoe I. Downs were members of the committee.

Resolved, that the Kentucky Press Association commends the administration of the Kentucky State Fair for its courage and resourcefulness in making the fair a wholesome institution in which all Kentuckians could take interest and pride. Now, in order that this progress may be continued, we resolve to support the fair management in

all its efforts to make the fair still bigger and better.

Whereas, the Honorable Spalding Southall, State Insurance Director, has presented evidence that certain insurance companies domiciled elsewhere are doing business in Kentucky without license; and,

Whereas, the said companies solicit business only through the mail and through advertisements in the newspapers and over the radio and thus escape the legal jurisdiction of the State Insurance Division; and

Whereas, such companies cannot be required to deposit money or securities for the protection of Kentucky policyholders and can neither be audited, examined, regulated, nor supervised by the Kentucky Insurance Division; and

Whereas, premiums paid to such companies cannot be ascertained or taxed by the State of Kentucky as are those of their licensed competitors; and

Whereas, in the event of a claim or litigation over a policy of such companies, the holder cannot submit his case to either the Insurance Division or to the courts of Kentucky but must appeal to the authorities or courts in the states where the companies are domiciled, probably at great cost and inconvenience to himself, now, Therefore be it

Resolved that the Kentucky Press Association assist in curbing this evil practice which constitutes an injustice to the State of Kentucky, to the insurance-buying public, and to the licensed insurance companies.

Resolved, the Kentucky Press Association expresses its whole-hearted appreciation to the Division of State Parks and their staff for the fine hospitality shown in entertaining the summer meeting at Kentucky Dam State Park.

Not only has our visit here been highly enjoyable, but we have all gained a greater appreciation for the recreational resources of our state.

We invite the aggressive interest of every Kentucky newspaperman in the further development of the tourist and recreation business as a major Kentucky industry, in order that we may not only share the advantages of our state with others, but in so doing, make possible the continued advancement of Kentucky. To this end, we resolve to give every reasonable aid and support to Conservation Commissioner Henry Ward and others in and out of the state service who are working to carry forward this program.

And to our executive committee, we express our appreciation for the planning and work which made this meeting both useful and enjoyable.

Things we stub our toes on today are ones we laid around carelessly yesterday.

Union County Advocate Named Best Paper

The Union County Advocate, Morganfield, Roy and Tyler Munford, publishers, and J. Earle Bell, editor, was named the Best All-Around community newspaper in the 1949 Kentucky Press Association contests at the closing session of the 80th, mid-summer meeting. The awards were presented by Chairman Portmann at the Kentucky Dam State Park.

The Advocate received a handsomely engraved silver bread tray, presented by the Louisville Courier-Journal and Times.

Second and third Merit Certificates were presented to the Journal-Enterprise, Providence, J. LaMarr Bradley, editor, and the Somerset Commonwealth, George A. Joplin Jr., editor, respectively. Honorable mention certificates were accorded the Princeton Leader, Gracean M. Pedley, editor, and the Dawson Springs Progress, Sisk and Dillingham, editor-publishers.

A silver serving tray was presented by the Lexington Herald-Leader to the Dawson Springs Progress as winner of the Best Front Page contest. Second and third place Merit Certificates were accorded the Morganfield Advocate and the Campbellsville News-Journal, Jody Gozder, publisher, and Louis T. Iglehart, editor. Honorable mention certificates were accorded the Somerset Journal, Mrs. May Williams, editor, and the Shelby News, Shelbyville, Bennett Roach, editor-publisher.

The Dawson Springs Progress was adjudged as winner of the Best Editorial Page contest and its name was engraved on the Cecil Williams Memorial Trophy for 1949. The trophy, established in memory of Cecil Williams, former versatile editor of the Somerset Journal, must be won three times by any newspaper for permanent possession. Merit certificates were presented to the Carlisle Mercury, Warren Fisher, publisher, and Sag Kash, editor, and to the Providence Journal. Honorable mention was accorded the Somerset Commonwealth, and the Fulton County News, Fulton, Paul Westphaling, publisher.

Ralph J. Utley, editor of the Central City Times-Argus, was awarded first place in the Best Editorial contest for his editorial entitled, "Is Life So Cheap In Muhlenberg", one of a series on crime prevention. The Times-Argus was inscribed on the Grehan Memorial Plaque, established by the faculty of the Department of Journalism, University of Kentucky, in memorial of Prof. Enoch Grehan, who established the Department.

Second place Certificate was awarded Gracean M. Pedley, Princeton Leader, for his editorial, "Present Assessment Should Not Stand". Third place Certificate was

awarded Mack Sisk, Dawson Springs Progress, for his editorial, "A 4-H Club Camp Could Benefit Many". Honorable mention was accorded Editor Paul Westphaling, Fulton News, for his editorial, "What Gives With States Rights?"; and Editor May Williams, Somerset Journal, for her editorial, "Honest Assessment Needed In Somerset".

The Kentucky Post, Covington, silver trophy for the Best News Story was awarded the Central City Messenger, Lawrence L. Stone. Second and third place Merit Certificates were awarded to the Gallatin County News, Warsaw, Charles L. Adams, editor, and the Kentucky Standard, Bardstown, Mrs. Elizabeth Spalding, editor. Honorable mention was accorded the Lyon County Herald, Gracean M. Pedley, and the Grayson Journal-Enquirer, Homer C. Harper, editor.

A new contest was established this year for the Best "Hometown" Column, open to both dailies and weeklies, by the faculty of the Department of Journalism, University of Kentucky. The honor of being the first winner in the contest was accorded to Francele Leigh Armstrong, Henderson Gleaner-Journal, for her column, "Here And There With The Homefolks", "full of variety, photos, and best writing style", according to the judges.

Second place Certificates was accorded Paul J. Hughes Jr., for his column, "In This Corner", in the Shively Gazette. Third place was accorded Emily Ashby, for her column, "Here Abouts", in the Carlisle Mercury. Honorable mention was accorded Mrs. J. L. Bradley, Providence Journal Enterprise, for her column, "My Word"; and Joseph H. Dressman, Kentucky Times-Star, Covington, for his column, "Kentucky Kernels".

Brass advertising pica rulers were presented by Ed Weeks, manager of Bush-Krebs Co., Louisville, to first place winners in the three advertising production contests, as follows: Full-page, first, Dawson Springs Progress, second, Central City Messenger, third, Bardstown Standard; One-half page, first, Todd County Standard, Elkton, second, Shelbyville News, third, Bardstown Standard; and Quarter-page, first, Hopkins County Times, Madisonville, second, Fulton County News, Fulton, and third Dawson Springs Progress.

The \$25 Opportunity Bond for the Best Job Printing Exhibit, presented by Pres. Thomas L. Smith, Louisville, Paper Company, was won by Murray K. Rogers, Paducah Press Printing Company, publisher of the Paducah Press, on the vote of members present at the meeting where the entries were on exhibit.

The Opportunity Bonds, offered by the KPA Executive Committee, for the best essays by Kentucky school children on the Opportunity Bond Drive, were won by Jim

(Please Turn To Page Five)

Keeping Pace With The Times



Some of the brightest chapters in the history of American journalism were written by great newspapers that are no longer published.

In retailing, too, there have been firms that flourished for a while and then vanished from the business scene.

The reason: both newspapers and retailers are service organizations; and they must constantly adjust their operations to meet the changing needs and tastes of the public if they are to survive.

The history of A & P since our first small tea, coffee and spice store was opened in 1859 has been a record of constant adjustments to changing conditions to wars and panics and booms; to population shifts and new inventions and higher living standards.

During the past 90 years each change in the social, economic and political life of our country has called for an adjustment on our part. And today's great super market is the result of these thousands of changes in our ways of doing business.

But all through the years and changing conditions there has been no deviation from basic company policies: **FAIR DEALING; QUALITY; SERVICE; VALUE.**

It is constant adherence to these policies, plus constant effort to find new and better ways of meeting today's needs of our customers, that enables the men and women of A & P to continue doing the nation's most efficient job of food distribution.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume Twenty, Number Eight

Kentucky Press Association

James M. Willis, *President*
Messenger, Brandenburg

Joe La Gore, *Vice President*
Sun-Democrat, Paducah

Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

District Executive Committeemen

Chairman, Douglas Cornette, Courier-Journal, Louisville (Third); First, Frank Evens, Messenger, Mayfield; Second, John B. Gaines, Park City News, Bowling Green; Fourth, Albert S. Wathen Sr., Standard, Bardstown; Fifth, Charles E. Adams, Gallatin County News, Warsaw; Sixth, Enos Swain, Advocate-Messenger, Danville; Seventh, Thomas Holland, Pike County News, Pikeville; Eighth, J. W. Hedden, Advocate-Sentinel, Mt. Sterling; Ninth, Martin Dyche, Sentinel-Echo, London; State-at-Large, William Caywood, Sun, Winchester; State at-Large, Bennett Roach, Shelby News, Shelbyville; Immediate Past President, Fred B. Wachs, Herald-Leader, Lexington.



Holifield Gives Diverse Rulings On Finances

Assistant Attorney General M. B. Holifield said, May 27, that Board of Education in cities of the second population class must publish annual itemized statements.

He gave the opinion to E. Palmer Jones, counsel for the Paducah board, Jones asked whether publication of the City's itemized financial statement, including school figures, would suffice.

Holifield replied that second-class cities do not include in their annual audit the receipts of disbursements of their School Board because the boards are independent units. Publications of the annual statement must be in the newspaper of the largest bona fide circulation in the city.

Just a few days following his interpretation of the Financial Publication Law for Mr. Jones, Attorney General Holifield gave another decision to J. A. Allen, Clinton county, which the Press believes absolutely nullifies the former interpretation, other like

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

decisions in the past, and permits loopholes in the statutory law concerning financial publication.

The opinion by Mr. Holifield on June 8 answered Mr. Allen's inquiry in which he states that Clinton county's annual statement had not been published in many years and ask if publication was compulsory. Holifield replied that if any funds are left after paying necessary governmental expenses, the county treasurer is required by law to publish in a newspaper his annual financial statement within 60 days after the Fiscal Court approves it.

The Press believes and agrees with the members of the Executive Committee of the Association, expressed at its meeting at Kentucky Dam, that this opens up the possibility that many county officials, required by the statutes to publish financial statements, will claim that the treasury is depleted and that no money remains to pay for the cost of publication, hence, relieving themselves of the mandatory publication. There is a further possibility that any fiscal court could leave out the item of publication from its annual budget and therefore, escape the responsibility of publication.

The Press believes that steps should be taken to counteract this latest decision.

Postal Rate Hearings Concluded In Washington

Postal Rate Bill hearings have been concluded at Washington by the Senate and House committees on postoffice and civil service. The administration's bill is now being revised. Postmaster General Donaldson, in committee testimony, insisted that all publications should pay more in second-class rates. Donaldson was highly critical of what he called uncooperative methods as to mailing deadlines of many newspapers. He complained that rural newspapers, rather than advance their press run operations to catch local mail deliveries, deliver papers at a late hour. This necessitates payment of overtime pay to postal employees, he said.

Children Vacation Employment Rules

Child Labor requirements, for vacation period employment; Be sure to get age certificate, as proof of age against unwitting violation of federal laws regulating employment of children. Be sure to get an employment certificate from the local superintendent of schools. Children under 16 may be employed in a limited number of jobs and only then under certain specified conditions. The minimum age for young workers in some hazardous occupations is 18.

Investigation of Illinois Press "scandal", involving payroll payment of state funds to newspapermen, is being undertaken by the American Society of Newspaper Editors. Two months' time is estimated by ASNE to do the job. In view of the ASNE action, Inland members on May 24 tabled a motion to have a committee named for purpose of inquiry. The executive committee of the California Newspaper Publishers' Association adopted a resolution condemning the withholding of such information from the public by a majority of Illinois newspapers and wire services; commending the St. Louis Post Dispatch, Chicago Daily News and Milwaukee Journal for having carried complete stories.

The sales committee of the Association of National Classified Advertising Managers recently cited nine reasons to emphasize the value and importance of putting more sales effort on classified advertising. The reasons are: (1) Classifieds should bring a better price per thousand circulation, (2) they pay better than local display; (3) classified advertisers ask no special favors; (4) standing classified ads save composition; (5) they should be net cash business at top, open rate—no discounts no credit; (6) they are newsy, but at no expense as for correspondents; (7) they build circulation; (8) they sell more local display; and (9) they draw national advertising.

Winning Essays In Bond Contest

The Opportunity Bond Drive

By Annette Allen, Lexington

Opportunity is knocking at your door. Loosen your purse strings and let it in. This appealing opportunity has been officially dubbed, "The Opportunity Bond Drive". It brings tidings of peace, prosperity and personal security.

By investing every dollar you can spare in these Opportunity Bonds you are paving your future with financial security. For every three dollars you invest now, your government will give you four in ten fleeting years. These bonds can bridge many gaps over troubled waters.

Our government, affectionately known as "Uncle Sam", needs your dollars to keep America financially sound and to preserve our American way of life. You are a link in this vast American chain of ours and no chain is stronger than its weakest link; therefore, when you strengthen yourself, you automatically strengthen America.

Another significant reason you should purchase Opportunity Bonds is because they are the safest investment on earth, backed by the richest nation in the world; they can be replaced if, lost, stolen or destroyed.

This great drive gives Americans, like you and me an opportunity to save part of our earnings regularly safely and conveniently.

Buy bargains—buy Bonds!

The Opportunity Bond Drive

Jim Hurt, Harrodsburg

I can think of no single word that tells more about America, its principles and way of life, than the word opportunity. America was founded by men in search of opportunity, and she has clung fast to that ideal through more than a century and a half.

Six wars have been fought to protect those rights, and thousands of brave men have offered their lives that we might live in a nation of opportunity. Opportunity to do what? Opportunity to think your own thoughts, to live in peace and security, and opportunity to rise above barriers of circumstance.

Above all, the opportunity to earn an honest living in your own way and to raise or lower your place in life according to your ingenuity and initiative; in short, freedom from want. That is one of the greatest opportunities. Let us safeguard it.

Buy United States Savings Bonds!

Continued From Page Four

Hurt, 15 years old, high school division, of Harrodsburg, and the grade school division, by Annette Allen, 13 years old, eighth grade, Route 2, Lexington. The essays are published in another column.

Mrs. Elizabeth Spalding Wins Editorial Award

Because the chief judge was called out of town, the returns on the Best Religious Editorial were not received until Monday following the mid-summer meeting when the awards were made. This award was not included, accordingly, in the list announced through the press.

The judges selected the editorial of Mrs. Elizabeth Spalding, Kentucky Standard, entitled "Thanksgiving Day, 1948", as the one worthy of first place and the \$50.00 check, presented by the Salvation Army War Cry, Atlanta, Georgia, has been forwarded to her.

Second place certificate was awarded George A. Joplin Jr., Somerset Journal, for his editorial, "Peace on Earth"; third place certificate was awarded J. LaMarr Bradley, Providence Journal-Enterprise, for his editorial "The Little Things of Life". Honorable mention was accorded Louis Iglehart, Campbellsville News-Journal, for his editorial, "County's Giving of Thanks Should Be Real, Earnest", and to Jerry P. Leibman, Somerset Journal, on his editorial, "Christ Taught Value of Suffering To Us".

The Association is deeply indebted to Lt. Col. Vincent Cunningham, Editor of The War Cry, and an associate member of the Association, for making this annual award possible.

Personnel Changes In State Papers

Recent personnel changes among state newspapers include Thomas R. Gregory, who has been editor of the Lancaster Central Record, to the advertising department of the Lexington Herald-Leader; William Schupp from the Grayson County News, Leitchfield, to the Murray Ledger and Times; Clyde E. Denton has succeeded Jerry P. Leibman on the Somerset Journal; William F. Russell, Louisville, has joined the staff of the Russellville News-Democrat; and James Wooldridge, Hopkinsville, has accepted the position as managing editor of the Hazard Daily Herald. Monte R. Tussey is editor of the Greenup News. All these young men are recent graduates of the Department of Journalism, University of Kentucky.

Joseph B. (Jay) Watters, for the past two years a member of the staff of the Dalton (Ga.) Citizen, has joined the advertising staff of the Lexington Herald-Leader, as a display solicitor.

It is commonly believed that a cross-eyed person always sees double. This is not true. Such a person usually uses only one eye.

Baltimore Ruling Declared Invalid

The Maryland Court of Appeals on June 9 declared invalid a key section of a Baltimore court rule governing publication of crime news. Under this section three radio stations and a commentator have been fined.

The State's highest court reversed the convictions of the stations in a 5 to 1 decision.

The stations had been fined for contempt of court under Rule 904 of the Baltimore Supreme Bench. The 10-year-old rule imposes strict limitations on news which can be disseminated between the time of a defendant's arrest and his trial.

The stations were cited last year for broadcasts about the arrest and background of Eugene James, a Negro handyman. James was convicted of the murder of an 11-year-old Baltimore girl and has been sentenced to be hanged.

Judge John B. Gray, Jr., convicted the radio defendants under a section of the rule which prohibited police and other officials from making statements or quoting such statements if made.

Judge William L. Henderson, who wrote the majority opinion for the court, said, "A rule that would condemn the publication of statements made by responsible officials but condone the publication of similar statements from other sources would be illogical if not fatally discriminatory."

Judge Gray previously had termed too broad another section which forbids publication of any matter which would "tend in any manner to interfere with the administration of justice."

The Appeals Court said "there is force" in the stations' arguments that the rule is "objectionable as being in the nature of a censorship."

The opinion added, however, "It is sufficient to say that even if the rule could be sustained as a warning, it could not, standing alone, support the judgments appealed from . . ."

The convictions were reversed on the ground that the broadcasts did not constitute a "clear and present danger" to a fair trial for James.

The trial defense was joined by the American Civil Liberties Union, the National Association of Broadcasts, and the American Newspaper Publishers Association. All contended Rule 904 abridged the constitutional guarantee of freedom of the press.

A rifle match at Stephens College, Columbia, Mo., one feature of a dad's barbecue held in connection with Stephens College commencement, was won by Edgar Arnold, editor of The Madisonville Messenger, with a score of 21 consecutive bull's-eyes.

"Buck" Weaver Dies (A)

Ben Helm "Buck" Weaver, 48, turf writer and sports columnist of the Louisville Times died June 3 at his home. A native of Louisville, born September 30, 1900, Buck attended old Boys High and during that time managed semi-pro baseball teams in Louisville.

A recognized authority on racing thoroughbreds, he had been seriously ill since April 6, when he suffered a cerebral hemorrhage while completing his column, "Foto Finish" for the day. Shortly after being returned to his home from a local infirmary where he was taken when stricken, another hemorrhage was termed the immediate cause of his death.

Weaver had been with the Times since September 15, 1926, going with it from the old Herald-Post. He began his newspaper career on the Herald and remained on the staff when it was merged with the Evening Post. He broke in about 1919 or 1920 as a police reporter and served on the desk of the Herald-Post as well as part-time in the sports department during the racing meetings at Churchill Downs.

He had seen every Kentucky Derby since 1917 and had been writing about them since he first entered newspaper work. He was getting his work organized to take up his stand at the Downs when stricken. His last column was about the Derby and what the Late Col. E. R. Bradley always said the odds should be on picking a starter, much less the winner, for betting in the winter books.

Weaver was one of the pioneers, along with the late L. P. McNeely, then sports editor of the Times, in making the Sports Polio Fund an extremely successful undertaking. In his billfold, at the time the hemorrhage struck him, he had a check for \$5,800 which the horsemen donated this year. In 1948, the turf division of the fund set a record of \$7,147.

Typographical Standards for judging of newspapers in the National Editorial Association annual contests, as explained by Prof. Thomas F. Barnhart, University of Minnesota; (1) Some outstanding newspapers were eliminated because of the "bold, funeral display of large type on front pages. The din and clamour set up on some of the pages was enough to give the readers the jitters." (2) Failure to modernize their makeup and typography; (3) Failure to convey the important news of their communities. Oft omitted news: Information on fruits and vegetables; news of teen-age youth. (4) Lack of local news pictures. (5) Lack of sufficient volume or variety of advertisements from local merchants.

Mrs. Breckinridge Dies (K)

Mrs. Desha Breckinridge, 76 years old, whose late husband was editor of the Lexington Herald for many years, died June 13th.

Mrs. Breckinridge was active in patriotic, civic and philanthropic work. During World War II, she spent much time in operation for the Stopover Station here for servicemen. Colleagues gave her much credit for promotion of the idea. In the First World War, she led the women's division in sales of war savings stamps in this area, gaining national attention.

She had part in numerous other projects, serving on the board of the Frontier Nursing Service, as a member of the entertainment committee of the Kentucky Houses of Reform at Greendale, and was one of the organizing members and first president of the Central Kentucky Community Concert As-

sociation. She was also active in many other civic and horsemen organizations in her native county.

The New York Times recently announced the price for its Sunday edition is being raised to 20 cents in the area outside of a 50-mile radius of New York. The 15-cent price remains in effect in the city and inside the 50-mile zone.

The National Association of Broadcasters announced that the newly won right of radio stations to take sides on public questions is a milestone in American history. Justin Miller, association president, voiced his general approval of the Federal Communications Commission's decision that broadcasters may "editorialize" on the air in the same sense that newspapers state their views on editorial pages.

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KPA President Willis Attends NEA Meeting

President James M. Willis, Brandenburg Messenger, represented KPA at the June meeting of the National Editorial Association in Salt Lake City, Utah. He also visited the scenic wonders of the southeastern Utah—Arizona area with the post-convention tour of the Association. He reported a splendid and instructive meeting in the Utah capital, and is still exclaiming over the wonders of Bryce and the other national parks on his exploratory trip.

Two important resolutions were adopted by the Convention as follows:

The text of the resolution on Minimum Wages adopted by the annual convention of National Editorial Association, Salt Lake City, June 7, reads:

The Association has duly considered the dear analytical reports on various Congressional measures dealing with the labor matters and their impact on the present increasingly high level of operating costs as against the declining net income in business.

Therefore, Be It Resolved that the National Editorial Association record its opposition to the enactment of measures which would raise the statutory minimum wage, and which would impose heavier burdens that smaller newspapers are unable to sustain.

Be It Also Resolved that our Legislative Committee be instructed to renew its activities for modifications of the Wage and Hour Act of 1938 and for the clarification of present definitions, the restriction of coverage on a basis of circulation ceilings and the elimination of restraints on the employment of apprentices and the exclusion of newsboys and news carriers from the Act.

The text of the resolution on Second-Class Postal Rates reads:

We, members of the National Editorial Association, representing more than 6,000 weekly and daily papers of the United States oppose the drastic second-class postal rate schedules as proposed in H.R. 2945 and S. 1103 now pending in Congress as we firmly believe these measures would result in undue hardship on our publishers. It is the sense of this 64th annual convention that the interests of the membership would be better served effectively and expeditiously by delegating authority to the chairman of the N.E.A. Washington Representative to study and appraise the fairness of any later proposals for changing second-class rate structures. And it shall be their duty to report to the officers of the Association and the membership their findings in such matters. In harmony with our traditional practice, the National Editorial Association will continue its policy of cooperating with other publish-

ing groups in all legislative issues affecting the American press.

Be It Further Resolved: That this Association favors the reaffirmation of the Congressional policy as embodied in the Act of 1879, which establishes the high degree of public service rendered by publications in the dissemination of public information and intelligence, and the retention of the present rigid requirements for a legitimate list of paid subscribers applicable to second-class entry.

Russellville To Have New Daily Paper

A. G. Duncan, publisher of the weekly Lewisburg Leger, recently established, announced June 26 that he will publish a new daily in Russellville to be known as the Logan County Citizen. Date of the first issue of the new daily was set tentatively as July 15.

Duncan, former publisher of the Key West, Fla., Call and publisher of the Ledger at Lewisburg, said The Logan County Citizen will be published from a plant on East Fifth Street.

The new publication will be printed with the offset method, Duncan said.

Associated with Duncan in the publishing company are Carl Page and Frank Banfield, local businessmen, and Granville Clark, Russellville attorney.

U. K. Department Thanks KPA Members

Following receipt of the \$325 check for the purchase of reference books for the Library of the Department of Journalism, University of Kentucky, Department Head Niel Plummer sent the following "thank you" letter to Fred B. Wachs, immediate KPA past president, who sponsored the movement:

"I have forwarded to President Donovan the Kentucky Press Association check for \$325.00, which has been formally accepted by the Board of Trustees. In my letter, I said in part, 'I would like to express the gratitude of the staff and students of the Department of Journalism for this and many other acts of friendship by which the Kentucky Press Association demonstrates its friendly interest in the work of the University.' We, in the Department of Journalism, do indeed sense this friendship, and we do hope that in the future all of us, staff and students, will find news ways and means of giving our services to the working press of the state."

Send the Press your personal news items.

New Daily Planned By Glasgow Parties

A new daily newspaper, the Glasgow Evening Journal, will make its appearance in Glasgow about July 25, according to the announcement of Publisher Frank Higgason. The paper will be published six days a week, excluding Saturdays. The Glasgow Journal Printing Company, Inc., will print the paper in a new plant. Subscription and advertising sales are now being conducted, while the staff appointments will be announced later.

Glasgow has two thriving weekly newspapers today, the Glasgow Times, Joe Richardson, editor-publisher, and the Glasgow Republican, W. H. Jones Jr., editor-publisher. A similar daily suspended publication at the beginning of World War II.

Mark Ethridge returned to his duties as publisher of the Louisville Courier-Journal and Times, following his resignation as chief of the United States Mission to Palestine.

Floyd I. Fraiman, director of customer service and advertising for the Kentucky Utilities Company, Lexington, was honored by his election to the presidency of the Public Utilities Advertising Association at Cincinnati, June 21.

Roscoe I. Downs, editor of the Clarion, Hawesville, has generously donated his prize of \$50.00 for his 1948 winning editorial in the Best Religious Editorial contest, to the Kentucky Press Crippled Children's Fund. Mr. Downs is commended for his action.

The National Safety Council working with the Advertising Council has developed a farm safety kit with layouts for local sponsorship and tie-ins for National Farm Safety Week, June 24-30. Contact: The Advertising Council, Inc., Special Service Office, 20 N. Wacker Drive, Room 960, Chicago 6, Ill.

Publishers George M. Wilson, Irvington Herald, and Russell Dyche, London Sentinel-Echo, returned June 20th after a ten-day, 1,600-mile tour of Ontario. The tour, which started and ended at Windsor, went as far north as North Bay and Ottawa. The tour was sponsored by the Ontario Hotel Association, the Weekly Newspaper Association of Ontario, and the Ontario Department of Travel and Publicity.

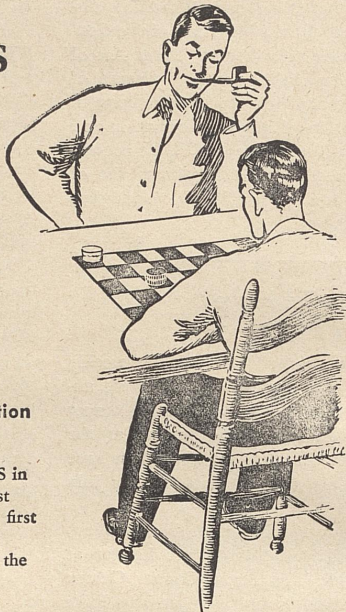
Here are some interesting figures disclosed by Dr. Walter Dill Scott, president-emeritus of Northwestern University, which answer the question, "Why advertise?" They show why repetition is the backbone of advertising.

- (1) 25 percent of all persons forget an impression in one day.
- (2) 50 percent of all persons forget an impression in two days.
- (3) 85 percent of all persons forget an impression in seven days.

ONE OF KENTUCKY'S TRADITIONS

Checkers

You'll find them in the country store . . . in homes . . . in exclusive clubs . . . these intent checker-playing Kentuckians who watch with eagle-eye for a chance to double jump an opponent. As cagy as Kentucky wildlife, they're out to win . . . and win or lose they're doing their part to keep alive a great tradition.



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

Like checkers, BEER BELONGS in Kentucky. Almost since the first hand-made checker board was first set up on a Kentucky stump, Kentuckians have enjoyed beer, the beverage of moderation.

Copyright 1949, Kentucky Division, U. S. Brewers Foundation

Spring showers of oratory bring a flood of votes on election day.

A life without a purpose is like a ship without a rudder.

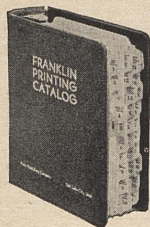
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The Taft-Hartley law forbids discrimination in the matter of employment because of membership or non-membership in a labor union. The members should, therefore, endeavor to see that the advertisements calling for men do not specify "union" or "non-union". If, for example, a non-union man was denied employment for a valid reason, he might cause the employer trouble by filing charges with the National Labor Relations Board that he had been denied employment because he was not a member of the union and could point to the newspaper advertisement as evidence that the advertiser would employ only union members. It is best therefore that the union not be mentioned in ads.

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 LEXINGTON, KENTUCKY

Nobody Can Stop Our Kentucky Colonel

Sickness could not stop him — so 77-year-old Col. Vernon Richardson, Danville, life member of KPA, led the grand march at Centre College's Carnival Pageant on June 8 for his 45th consecutive year.

It was only a few weeks ago that the genial and revered editor of the Boyle Independent newspaper was hospitalized by illness. His friends didn't think he would try the march this year. But "Col. Rich" fooled 'em.

"Sure, I plan to do it again this year," he said. "You just couldn't make me miss it."

Col. Richardson, a Centre Graduate of 1897, has been leading the grand march ever since the first Carnival in 1904 when Miss Louise Van Winkle of Danville was queen and Pitt Green of Ft. Smith, Ark., was king. The "grand old editor" and the Centre Carnival seem to go together like Matt Winn and the Kentucky Derby.

"Col. Rich," an astute judge of feminine charm, was asked. "Are the queens as beautiful today as they were 30 or 40 years ago?" He quickly replied, "In the past years they've been lovelier than ever."

Popular and widely known, Col. Richardson has been a political figure as well as a journalist. He was a member of the State Senate from 1926 to 1930 and in 1927 was appointed by Gov. W. J. Fields to represent Kentucky at the Bolivarian Congress in Panama. He was assistant secretary of three Democratic national conventions and has also served as secretary to four U.S. senators.

"Col. Rich" hopes to spend the rest of his life in newspaper work, his real love. He was editor for a number of years of the Kentucky Advocate, a Danville daily newspaper, and now is editor with J. Curtis Caswell of the Boyle Independent, a bi-weekly newspaper. He was secretary of the Kentucky Press Association for four years.

Editor Richardson writes a friendly, informal column entitled, "Just a Minute Please." At the top always appears Ian MacLaren's "Be kind. Everyone you meet is also fighting a hard battle."

Col. Richardson has been appointed a Colonel on the staff of four governors. That's why virtually all his friends and acquaintances call him "Col. Rich."

Electra Bold with Italic and also Electra bold with Cursive have been cut by the Mergenthaler Linotype Company. These combinations provide considerable versatility for many uses and now are available in sizes 8, 9, 10, 11, and 12 point.

Harry W. Port New Mergenthaler Director

Harry W. Porte, manager of the Pacific Coast Agency of Mergenthaler Company, has been named Director of Sales for the company, succeeding W. H. Griffin.

Griffin resigned to manage his own business in California. He is senior partner in the Griffin Brothers firm.

Porte has had many years experience in both the newspaper and commercial publishing fields. For the last fifteen years he has been manager of the Pacific Coast Agency for Linotype. Prior to that time he served as assistant manager. His acquaintanceship with printers and publishers extends throughout the country.

As vice-president of Porte Publishing Company, he has had first-hand knowledge of the problems of printing and publishing. He was one of the organizers of Newspaper Association Managers, Inc., and long has been active in state and national press association work.

The Linotype Company announces the retirement of Martin Leonard, manager of its Chicago branch and the appointment of his successor, E. Rene Leach, who has been serving as assistant manager of the West Coast Branch at San Francisco. Messrs. Leonard and Leach accompanied their salesmen, Paul Chisholm, in a swing around Kentucky, "to get acquainted" June 20-21. The Press wishes "Marty" many years of leisure and enjoyment now that he is out of harness, and bids the new manager, welcome.

Costs Are Rising

Mounting production costs appeared to be the A-1 concern of daily newspaper publishers and executives attending the recent convention of the American Newspaper Publishers Association in New York. C. M. Fline, mechanical research director, pointed out the rising cost of newspaper equipment since 1941: Presses up 150 percent; stereotyping, 100 percent; composing, 40 to 90 percent. Faced with this cost increase, coupled with the mounting rise of labor wages, management has three possible solutions: First, reduce quality of its product; Second, effect greater productivity of men and machines; Third, find substitute simplified processes by which the newspaper may be produced at less cost. "The first is obviously not desirable," said Flint.

Our greatest glory is not in never falling, but in rising every time we fall.

Survey Of Payment To Correspondents

Rural newspaper publishers have varied methods of compensating their country correspondents, and all are generally anxious to learn what their fellow publishers are paying for this important service. A Michigan survey of 61 member weekly newspapers, recently completed, reveals several interesting facts.

Monthly cost of country correspondence goes up with the circulation size of the newspaper, running from \$8 to \$101.61.

Number of correspondents also increases steadily in proportion to the circulation of the newspaper, from 6.1 writers for the under-1,000 circulation group, to 29.8 writers for the over 5,000 circulation group.

Nine newspapers out of 61 do not compensate their correspondents in any way, other than stationery or a subscription to the newspaper. The other newspapers pay varying amounts,—2 cents an inch up to 15 cents and inch; one pays 1 cent a line, while several have salaried correspondents who thus qualify as employees for social security taxes. The most popular rate is 5 cents an inch.

It is a general practice for Michigan newspapers to supply their rural correspondents with stationery and stamped envelopes and with a free subscription. Writers are permitted and usually urged to telephone late important news to the newspaper office prior to press deadline. Such news includes deaths, accidents and fires.

One newspaper offers a 50-cent commission on new subscriptions; 25 cents for renewal subscriptions. One newspaper also allows a commission on retail display advertisements and classifieds, and 10 per cent commission on job printing orders.

Another publisher awarded a new typewriter in 1948 to the correspondent who was voted by ballots of readers to be the "best correspondent" on the newspaper staff.

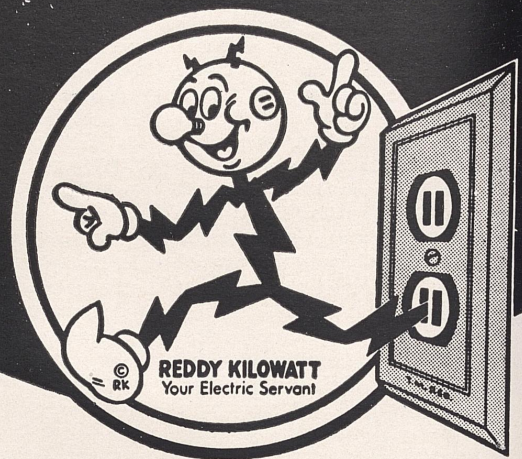
Several newspapers hold an annual dinner for correspondents as an incentive for better reporting of local items.

One newspaper pays for monthly telephone service in homes of two correspondents. This newspaper pays flat rates, \$2 to \$5 monthly to the writers.

One newspaper pays \$1 for each photograph accepted.

One publisher drives to the homes of the correspondents to pick up their reports because of slow mail service. Stories used on the front page often draw premium compensation, depending upon their news value.

**SYMBOL OF
GOOD ELECTRIC
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Dependable electric service for every conceivable use is at your fingertips 24 hours a day, every day. In back of this service are 1,300 employees, many of whom are your friends and neighbors.

Their skill, experience, and unswerving loyalty to the public they serve is symbolic of the business-managed organization for whom they work.

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