

The Kentucky Press

December, 1947

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



•
VOLUME NINETEEN
NUMBER TWO

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University of Kentucky
Lexington

Official Publication Kentucky Press Association



NEVER AGAIN!

When citizens of so-called "dry" counties realize how unsuccessful prohibition is, they say: "Never again! We'll never vote for local option again."

They have learned that prohibition has multiplied all the evils of intemperance and immoderation, crime and drunkenness.

Citizens who live where legal, controlled sale of alcoholic beverages is permitted have no remorse. They know their system is best!

Published as a Public Reminder By

KENTUCKY BREWERS, DISTILLERS and DISTRIBUTORS

One of Kentucky's Valuable and Historical Industries

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NAS-KPA

Full Program For 79th. Annual Meeting

Mid Winter Program Of Highest Calibre

In another column is published the completed program for the 79th annual mid-winter meeting of KPA. Keeping in mind the requests and desires of the members, the program committee has outlined three days of intense interest, devoted only to the business side of newspaper making and to association activities.

Three important roundtables are scheduled for Thursday afternoon and the committee hopes that every editor, both daily and weekly, will make an effort to attend that opening session. All members are requested to bring exhibits of forms and printed material that they use in their promotional activities as well as questions to be discussed on the roundtables.

Friday morning will be devoted to KPA business activities, while attendants will hear a complete report on national affairs and activities in the afternoon. The committee believes that more attention should be paid to association affairs, both state and nationwide, and that future progressive plans will be formulated at the meetings.

A dutch luncheon and reception is planned for Thursday evening. Other "get-together" meals, followed by business sessions, will be the breakfast and luncheon on Friday, and the concluding luncheon on Saturday. Registration fees have been set at \$10 per person, which will cover all costs of the convention with the single exception of breakfast on Saturday morning when the delegates will be "on their own".

The highlight of the program will be the banquet, floor show, and dance, Friday evening as guests of the Louisville Board of Trade, The Brown Hotel, and the Louisville Times-Courier-Journal, and WHAS. Hon. Arthur Welsh, Minister, Ontario Department of Travel and Publicity, will be an interesting speaker at the banquet.

Because of conditions which govern the number of places at the formal meals, the Brown Hotel requests that it should know the number of persons who will attend. Reservation cards will be sent from the Central Office in the near future, and, all who expect to attend the meeting will be requested to return these cards at once.

The committee expects one of the most important business meetings of years and hopes to have a record attendance.

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NAS-KPA—a good bet to tie with.

Thursday, January 22

2:00 p.m. Call to order by President Tyler Munford, South Room, Mezzanine Floor

Roundtables:

1. Circulation — Jasper Rison, Louisville Courier-Journal, Leader
2. Advertising — Russell Scofield, Lexington Herald - Leader, Leader
3. Radio — Lawrence W. Hager, Owensboro Messenger-Inquirer, Leader

6:30 p.m. Dutch Lunch and Annual Reception, South Room

Friday, January 23

8:30 a.m. General Breakfast, South Room

10:00 a.m. Call to order by President Munford

Invocation, Rev. Charles W. Welch, Fourth Avenue Presbyterian Church

Address of Welcome, Mayor E. Leland Taylor, Louisville

Response, James M. Willis, Vice-President, Brandenburg Messenger

Annual address, President Tyler Munford

Annual report, Secretary-Manager Victor R. Portmann

Discussion

Legislative Committee report

Discussion

12:30 p.m. General luncheon, South Room

2:00 p.m. "KPA In The Crippled Children Program," Neil Dalton, Louisville Courier-Journal

Newsprint — Lisle Baker, President, Southern Newspaper Publishers Association

National Affairs — Charles P. Helfenstein, President, National Editorial Association

5:00 p.m. Cocktail Party, Roof Garden, Louisville Courier-Journal and Lexington Herald-Leader, hosts

7:00 p.m. Banquet, floor show, dance, Ballroom, courtesy Louisville Board of Trade, Brown Hotel, and Louisville Courier-Journal-Times-WHAS

Address — "Our Ontario Tourist Promotion," Hon. Arthur Welsh, Minister, Department of Travel and Publicity, Toronto, Ontario, Canada

Saturday, January 24

9:30 a.m. Tour of Dearing Printing Plant, Louisville
Tour of Roto Plant, new Courier-Journal Building

1:00 p.m. General Luncheon, South Room

Call to order, President Munford

New Business

Old Business

Report of Committees: Memorial

Special

Legislative

Resolutions

Election of Officers

Adjournment

2:00 p. m. Associated Press meeting

Important Readership Study Is Released

It may be a case of "too little too late," but at last the weekly newspaper national advertising salesmen have been issued some effective ammunition.

The sales weapon now available is a readership survey of one issue of a weekly newspaper in the heart of the United States, the Hancock County Journal of Carthage, Ill. There have been other readership studies of weekly newspapers, but his is the first survey every conducted which national advertisers and advertising agencies will favor with a second glance.

The study has been published in a 32-page booklet, just off the press, and copies are now in the hands of the leading agencies and national advertisers of the nation. Copies will be sent to KPA members soon. A few highlights of the survey:

The average number of readers over 12 years old per subscriber family was 2.76 persons, 1.29 males and 1.47 females.

Page one of the 12-page issue was read at least in part by 98% of the men and 99% of the women. The average for all 12 pages was 89% men and 93% women.

Of the general news, local items ranked high with a readership of 34% men and 68% women. Births scored 36% men and 69% men. A personal column, "Around the Square," hit a readership of 78% men and 79% women.

In the advertising department, local ads rated highest, with 90% men and 92% women reading local ads at least in part.

In classified advertising, 87% of the men read one classified ad or more, against 82% for women.

Percentage of reader age groups: 12-17, 15%; 18-29, 20%; 30-44, 25%; 45 and over, 40%.

Actually, the Hancock County Journal survey will be of little permanent value unless it is followed by numerous similar surveys as a part of a continuing study. That's why this particular survey is called a "pilot study." It was financed by the Weekly Newspaper Bureau of the National Editorial Association. However, the survey was conducted by the Advertising Research Foundation, which is jointly sponsored by the American Association of Advertising Agencies and the Association of National Advertisers. The field surveys and tabulations were made by a specialist research firm called Publication Research Service.

It is the practice of agencies and national advertisers to accept no research or survey material unless the survey is conducted under direct supervision of the Advertising Re-

Expect Retail Prices To Remain Strong

Retail merchandisers and resident buyers expect general merchandise prices to remain strong at least until Easter. No break was seen in stable goods prices, with the contrary view expressed that some lines may show further advances before peak levels are reached.

This appraisal of the price situation, in sharp contrast to that which prevailed a year ago when a price drop was generally awaited, is the key factor affecting the placing of orders for the first quarter of 1948. Commitments for spring of this year were delayed and scaled down because of price uncertainty which marked the beginning of 1947.

Thus, at the moment, orders placed with manufacturers for delivery within the next ninety days in department store lines of merchandise are running substantially ahead of a year ago. The earlier Easter in 1948, which comes on March 28, is a factor so far as timing of deliveries and peaking of stocks are concerned, but is secondary to the apparent strength of the price structure.

Has the Kentucky Teacher been assured of more than an apple a day?

search Foundation by a research group approved by the Foundation. That's why a survey conducted by the individual newspaper fails of its purpose in practically all cases as far as the national ad space buyer is concerned, although it may be very effective locally or regionally.

The cost of this first pilot study was exceptionally high. Subsequent surveys will be somewhat lower, but then number will depend entirely on the financial assets of the Weekly Newspaper Bureau, which is supported through direct memberships from weekly newspapers at annual dues of 1 cent per subscriber.

An effort is now being made to increase the number of readership surveys each year by having some of them conducted by schools of journalism. The first hurdle to be jumped in this plan is to obtain the approval of the Advertising Research Foundation. Then a national standard for the conduct of such surveys must be developed and approved. To accomplish these objectives, Newspaper Association Managers, Inc., and the American Association of Teachers of Journalism each have named committees which will operate jointly to solve the problems. If the program works out, an attempt will be made later to conduct readership surveys in Kentucky under supervision of the U. K. Department of Journalism.

1948 Newspaper Costs Sure To Increase

Newspaper operating costs are going still higher in 1948, Thomas F. Mowle, comptroller for Dow-Jones and company, publisher of the Wall Street Journal, said in an address in Chicago recently.

While he expects advertising and circulation revenues to increase three to four per cent, newspaper profits will be lower next year because of a sharp increase in production costs.

Mowle estimates that costs will rise from six to ten per cent.

"Operating expenses are rising faster than operating revenues," he said, predicting that "contract newsprint cost in 1948 will increase, at the least, 10 per cent due to impending higher freight rates, increased labor, wood and conversion costs."

He predicted the freight increase in February or March and that "odd lot newsprint will continue to bear a large premium tag despite larger monthly inventories of newsprint in publishers' warehouses."

Mowle said that the 1948 situation will continue to be one of scarcity with "no easing of the problem expected before 1949."

"Mechanical costs will continue an upward spiral of from seven to 10 per cent in 1948," Mowle added. "This increase is on top of an increase of about 25 per cent over 1946 costs but increases in salaries, trucks, rentals, maintenance and gasoline are all coming in 1948."

Newspaper Fraternity Loses Two Stalwarts

The newspaper fraternity of the nation suffered distinct loss this month in the death of two nationally known members—William W. Loomis, publisher of the La Grange, Ill. Citizen and president of the National Editorial Association in 1937. Death struck the 71-year-old publisher on December 8 shortly after he had boarded a train in Chicago.

The second lamented death was that of Doyle Buckles, 51 years old, field manager of the Alabama Press Association and director of the University of Alabama news bureau, on December 18. He had been in ill health since last summer and recently had undergone an operation.

The death of these two champions of journalism leaves more than a passing remembrance of their work in promoting the highest ideals of newspaper editing and production.

Some gals are worrying about hem-lines. Others about "him-lines."

THE CARRIAGE TRADE



Last year's three million new babies were "stop-press" news to at least 30,000,000 people—parents, grandparents, relatives and neighbors.

Those babies were new customers for us, too.

More than 750,000 of America's progeny in 1946 were fed a medically-prescribed evaporated milk formula—certainly a far cry from the days when feeding infants canned milk was considered unthinkable by most parents.

Visit a modern evaporated milk plant, and you come away with the feeling that you have just seen every known implement of science and industry working to safeguard the uniform goodness and quality of a vital food.

Such a plant is operated by A & P in the heart of Wisconsin's famous dairy-land. Served by thousands of high-test farms, this condensery processes over 700,000 pounds of evaporated milk daily.

In addition to maintaining a constant laboratory vigil over every step of its process, the plant's field staff conducts a program of herd improvement, barn construction, sanitation and other services to help patron farmers retain the traditional excellence of their product.

Thoroughness of this kind is the proper obligation of a company charged with feeding millions of American families. Thoroughness in all their operations has enabled the men and women of A & P for 88 years to do 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 Nineteen, Number Two

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

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NATIONAL EDITORIAL
 1947 ASSOCIATION
 Active Member

Ethical Standards Newspaper Conscience

The history of all regulatory legislation shows it stemmed from the failure of those regulated thereby to recognize ethical standards in their operations. Despite the extremes to which use of the word "ethics" have been carried, and the disgusting reaction of newspapers to the misinterpretation of that word, we must still recognize that justice alone requires voluntary maintenance of high standards. When that is ignored is when government steps in, with one exception, and attempts to force ethical operations. That one exception is in the presentation of news matter and editorial expression in the production of newspapers.

It must be admitted that not every publisher of a newspaper chooses to maintain high standards. Furthermore, it is a fact that

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.

many legislators would, if they could, use government for the enforcement of laws that would require observance of what many legislators and some of the body public consider ethics in the production of newspapers. This fact was impressed by a recent editorial in the "Mentor," official publication of the Massachusetts State Prison, which contended there should be laws under which dissemination of crime news is minimized to essential facts. "There should be laws," the editorial states, "that suppress the publicizing of useless speculation propounded by publicity seeking police officials on the development of clues. * * * Crime news should be removed from the front page and relegated to back page summaries. Crime news should be reported in a dry, factual manner, stripped of all its lurid details. What purpose is accomplished by the persistent revelation of evil."

Obviously, that editorial was written by a prisoner. Unfortunately, publishers are apt to discount its importance because of its source. But, how about the article in the July issue of the *Indiana Publisher* concerning the housewife who criticized the eight front page news reports in her local newspaper, all of them of a depressing nature and six of them relating to crime? Apparently, criticism of the press is not confined to inmates of prisons or crackpots who lean to government control of the press.

Fortunately for newspapers and the public no law may be passed that would suppress or minimize the presentation of news and editorial matter. The production of a newspaper is one enterprise in which there need be no fear of legislation to enforce ethics even when high standards are not voluntarily observed. However, the protective cloak of the Constitution does not relieve an unfettered press from a moral obligation of maintaining standards that are superior to those of any vocation. There is no activity in which it is so important to remember day after day the admonition: "Let your conscience be your guide."—*Indiana Publisher*.

P. O. Indicia Necessary

Attention of publishers is directed to Section 530, Page 260, of the Postal Laws and Regulations, which reads as follows:

The following indicia shall be conspicuously printed on one or more of the first five pages, preferably on the first page, of each copy of publications entered as second-class matter:

(a) Title of the publication, which shall always be shown on the first page. (b) Date of issue. (c) Regular periods of issue; that is to say, frequency. (d) Serial number. (e) Known office of publication. (f) Subscription price. (g) Notice of entry reading as follows:

Entered as second-class matter—under the post office at—under the Act of—

In a recent case, a postal inspector objected to the manner in which the publisher was complying with the above regulation. As in the case of previous instances involving in-county mailings, the inspector not only sought a change in practice to conform to his interpretation of the regulation, but also talked in terms of back postage for copies of the publication which he considered to have been improperly mailed. Such postage would be determined through application of the transient second-class rate (one cent for each two ounces or fraction thereof or the rate for fourth class matter, whichever is lower).

Most recent information for newspapers not affiliated with the ABC is that the postal department is tightening enforcement of provisions relating to expired subscriptions and is also looking into possible violations resulting from too great a number of complimentary copies.

It is well to warn about fast-driving—but women are the most dangerous curves for men.

The time of year has arrived when a fellow can return the neighbor's lawnmower and borrow his overcoat.

Fair Labor Standards Under Close Scrutiny

Proposed revision of the Fair Labor Standards Act of 1938 and regulations thereto are under close scrutiny by Congress and administrative agencies. The Sub-committee of the House Committee on Education and Labor has concluded a long series of public hearings on proposals for higher statutory minimum wage rates and a general overhauling of the Act itself. The Wage-Hour Administrator started hearings December 2 to consider revision of the regulations defining the terms executive, administrative, professional, outside salesmen and local retailing capacity. Spokesmen for newspaper associations are scheduled to testify January 13. Ed M. Anderson will present the views of the N. E. A. Legislative Committee of which he is chairman.

The House Sub-committee on Labor is not expected to submit its recommendations to the full Committee for alterations in the Wage-Hour Law until the regular session convenes in January. The Secretary of Labor Schwellenbach, Wage-Hour Administrator McComb (and two of his predecessors) joined with labor union spokesmen in recommending the retention of the present 40-hour week and lifting the minimum wage from 40 cents to 75 cents per hour. Mr. Anderson stressed the point that smaller newspapers could not absorb these mandatory minimum wages.

The N. E. A. chairman told the House Committee that "First, there is a need to amend the act to clarify the exemption for weekly newspapers. Secondly, Congress should revise the sections of the law relating to apprentices and learners in the interest of simplification and improved administration." He argued that "unskilled labor wage rates are now the highest that can be absorbed and have an employer stay in business. Employment of beginners in small town newspaper plants at a 65 to 75 cent minimum cannot be economically justified." Attention of the Congress was called to illustrations showing that "if the Federal minimum wage rate is boosted by legislation, conflict with current state apprentice programs seems inevitable." He produced documentary support for his charges that administrative officials in their unflagging and misguided zeal have displayed utter contempt for the intent of Congress insofar as it relates to the weekly newspaper exemption.

Subsequently, Administrator McComb was subjected to sharp questioning by Committee Counsel McCann and members of the sub-committee as to his views on the controversial weekly newspaper exemption. **The Administrator stated that in his opinion the present**

interpretation of Section 13 (a) (8)—the weekly newspaper exemption—"is being followed and I think correctly so." This official and his staff vigorously defended the current interpretation which Mr. Anderson had previously denounced as a bureaucratic abuse of power and a deliberate device to narrow the exemptions scope contrary to the Congressional intent. Counsel for the Administration insisted that the combination newspaper-job shop presented a question of competition with those engaged solely in printing. Committee Counsel McCann stated that the 50 per cent time element in the current interpretation is solely a percentage arbitrarily set by the Administrator in his interpretation. Further, McCann said, "It is an administrative 50 percent and **does not appear in the Act.** Wage-Hour Attorney Nystrum replied "that is correct."

Administrator McComb recommended that Congress should not legislate to cover certain groups. He conceded, (as charged by Anderson and witnesses from other employer groups) that "clarification in respect to certain industries such as the taxicab business where there are borderline cases and coverage is very difficult to define." In addition to the demand for congressional clarification of the present exemption and changes in apprentice sections of the law, Mr. Anderson on behalf of the N. E. A. Legislative committee stated: "We are of the opinion that every newspaper is a local institution because the majority of its production is consumed locally and that Congress has no authority to determine minimum wages or maximum hours over purely local institutions or business. Presumably, a **logical solution of this vexing problem is a definition of interstate commerce that will bring about not only the exemption of weekly newspapers, but also all newspapers, including weeklies, with a circulation of 3,000 or more.** Then, it will be up to the legislatures of the various states to determine whether they wish to enact laws controlling wages and hours of all business which are of an intrastate character."

Formal notice of hearing sent out by the Wage-Hour Administrator for the current review of regulations stated: "A petition has been filed by the United Electrical Radio and Machine Workers of America pursuant to Section 541.6 of the regulations, for amendment of Sections 541.1, 541.2 and 541.3 of the regulations to require that an employee must be compensated for his services on a salary or fee basis **at a rate of not less than \$500 per month** (exclusive of board, lodging or other facilities) in order to qualify as an executive, administrative or professional employee."

It is generally believed that the testimony will be aimed not at the specific petition of the one union but attempts to raise the salary yardsticks of the current regulations necessary to qualify for exemption in the Act. In his opening remark of the December 2 session the Administrator explained: "the fact that the notice of hearing raises the question, 'What, if any, changes should be made in the provisions . . . of the regulations with respect to salary criteria for exemption as executive, administrative, and professional employees?' does not mean that a decision of the salary requirement has been made." He is seeking advice on what the new salary requirement should be. Also involved are proposed redefinitions of "executive, administrative, professional and outside salesmen" — job classification which apply to newspaper publishing. One of the highly controversial items on the agenda concerns the term "professional" in newspaper publishing, particularly in editorial or news departments.

Publishers having suggestions as to salary criteria and other definitions are urged to forward their proposals to the N. E. A. Washington Office at once.

Pioneer Publisher Dies In Memphis

Mrs. O. J. (Edna Kerby) Jennings, a resident of Murray for more than a half century, and well known in newspaper circles in western Kentucky, died December 5, from the effects of a heart attack at St. Joseph's hospital, Memphis, Tenn. She was a visitor in Memphis at the home of her daughter, Mrs. C. B. Porter, when she was taken to the hospital.

Mrs. Jennings, mother of Kerby Jennings, editor of the Murray Democrat and well known legislator, was 72 years of age, and moved to Calloway county from West Plains, Mo. She was a native of Carrollton, Mo., however lived the greater part of her youth in West Plains.

Although the duties of a home and five children were numerous, she found time to devote much effort in the business, social and church life of her community. Most of all, no doubt, she enjoyed the activities of a newspaper woman. With the late O. J. Jennings, Mrs. Jennings devoted approximately 30 years to the editing and publishing of the Murray Ledger, and at the time of her death, she was a corresponding member of this newspaper. She was the fourth direct descendant of newspaper publishers.

The Kentucky Press Association extends its sympathy to the surviving relatives.

Patronize Press Advertisers.

Kentuckian-Citizen Celebrates Anniversary

By Tilly Thompson

The oldest newspaper of continuous publication in the United States, the Kentuckian-Citizen of Paris, celebrates its 140th anniversary this month.

Established in Paris in 1807 by Joel R. Lyle, a Virginian, the paper was first known as The Western Citizen.

Other newspapers had been established in Kentucky prior to that date, but they all ceased publication. Included in these papers was The Kentucky Gazette, established in 1787 in Lexington by John Bradford.

In 1797 Daniel Bradford, a brother of John Bradford, established The Kentucky Herald in Paris. This paper lasted for little more than a year, and Paris was without a paper for nine years.

Mr. Lyle, who had been engaged as a tutor in the Bourbon Ladies' Academy and Boarding School, purchased the printing outfit of The Kentucky Herald and established The Citizen in December, 1807. Mr. Lyle continued as editor until 1829, when he retired because of ill health. His son, William C. Lyle, took over, and in January, 1832, became joint owner of the paper with J. L. Walker.

The newspaper's first home was a log cabin on Main street between Fourth and Fifth streets. Later the office was moved to the second story of a stone house on the corner of Broadway and High streets, where the Memorial building is now. The plant was established in 1841 in the building at the corner of Main and Church (now Fourth) streets, where it remained until 1877; in that year it was moved to the corner of Pleasant street and Stoner avenue.

In its earlier years, The Western Citizen supported the principles of the Republican party, was in 1812 a warm advocate of the war with England, and when parties became divided under the names of Whig and Democrat, it consistently advocated Whig principles.

In 1865 The Western Citizen was published by John R. Johnson & Co. In February of 1868, F. L. McChesney and Lemuel T. Fisher became the publishers, and the politics of the paper became Democratic. In 1783 Mr. Fisher sold his interest in the paper to William A. Johnson, who remained with the paper until 1878, when he sold his interests to F. L. McChesney. McChesney continued as owner of the paper until 1886, when it was merged with The Paris True Kentuckian, and was given its present name, The Kentuckian-Citizen.

On February 22, 1866, the first issue of the Paris True Kentuckian appeared under the

joint ownership of a joint stock company with John G. Craddock as owner and publisher. The merger of the two papers took place with Colonel Craddock as editor and afterwards as owner.

In 1899 the paper was leased to Bruce Miller, who later purchased the paper from Colonel Craddock's administrator. Mr. Miller continued in charge until 1921, when he sold the entire plant to Lewis T. Lilleston. In 1922 A. S. Thompson and Silas E. Bedford each acquired interests in the paper and in the latter part of the year, Mr. Thompson bought out the interests of Lilleston and Bedford, and became the sole owner.

Mr. Thompson, who died November 16, 1947, continued as owner and publisher of the paper until 1940, when he sold it to a corporation including James and Lawrence Shropshire, Coleman Smith, and Ed Meuhlsler.

The paper was leased to Paul Brannon in August, 1946, by the corporation. Brannon

continues to edit the paper. For many years a semi-weekly, the paper became a weekly in 1946.

During Mr. Thompson's ownership, the paper was located on Bank Row street, across from the county courthouse. Several years ago it was moved to an office on Main street also across from the courthouse.

This oldest paper remains a landmark in the history of Bourbon county and of journalism.

New Embry Manager

Major E. L. Smith, who has served as director of corrections, Kentucky welfare department, has resigned effective January 23 and will become associate editor and assistant manager of the Embry Newspapers in Hart, Grayson, Barren, Ohio, and Breckinridge counties. He will personally edit and manage the Grayson County News, Leitchfield.

SECURITY

the knowledge of tasks well
planned and performed;

the realization of the
friendship and cooperation
of one's fellows;

the assurance of effective
production through de-
pendable methods, men,
and machinery.

LINOTYPE · BROOKLYN 5 · NEW YORK

Linotype Bodoni Family

LINOTYPE

Merchandising Goal For Community Newspapers

One of the topics scheduled for discussion at the NAM and NEA meetings in Chicago was merchandising by weekly newspapers. It was of interest to note that the subject of merchandising received a quick and hurried going over by both field managers and publishers. It is perhaps part and parcel of the present economic era. With more advertising than we have paper for and with the demand exceeding the supply for most of our advertiser's products, it is natural enough that we aren't thinking about merchandising.

The subject of merchandising for weekly newspapers, as I see it, falls into two general classifications. There is retail merchandising for our advertisers, and this is a field almost foreign to weekly newspaper publishers but established practice for daily newspapers. The daily newspaper can tell you how many pounds of what coffee is consumed in the trade area; they can tell you what make of car outsells its competitors. They will assist in setting up window displays, and will even go out and solicit retail outlets for a new product—all with the single thought of increasing the effectiveness of their newspaper as an advertising medium.

Manpower and a lack of product advertising in weekly newspapers is perhaps the answer to the weekly newspaper's void in retail merchandising. However, there is another division of advertising merchandising that should be given consideration by every weekly newspaper. That type is the merchandising of the weekly newspaper itself as an advertising medium. Perhaps the simplest and most widely used formula in this bracket is the use of grocery and general merchandise advertisement tear sheets or reprints for counter and window displays in the advertisers establishment. You've perhaps done this without thought as to why you do it, or what its effect might be. It's good merchandising of your product. Your merchant will appreciate it too.

Another form of merchandising your newspaper is the use of a simple letter of thanks to an advertiser, particularly a national advertiser using your newspaper for the first time. A brief thank-you to the advertiser for recognizing your newspaper as a medium for his advertising message will be appreciated by the advertiser.

Still another form of merchandising is the use of "plugs" in your personal column. I know that this is taboo in a lot of weekly and daily shops, but it does help sell advertising. "Pop" Kennedy, dean of state press association managers, insists that he has one Washington state publisher who practices this form of merchandising to his financial

benefit and without "editorial ethic qualms of conscience" either. "Pop" states that this publisher gets more national advertising than any other publisher in the state because the wife of the publisher plugs the advertised products in a well-written column on household hints. The advertiser and the advertising agency appreciate it too, especially the advertising agency, because it supplies them with ammunition for selling the advertiser Conrad, Medford Wis., did a good job of promoting his newspaper when a new labor advertising account broke a few weeks ago. The campaign is more or less of a test campaign and is scheduled in only a few of the state's weeklies. It is a farm-labor relationship institutional campaign. Bill ran a short editorial squib in his personal editorial column the day the campaign broke, calling it to the attention of his readers and simply announcing that it was new and that he, the publisher, would follow with interest this campaign.

Then there is still another form of merchandising your newspaper that is most important, and "merciful heavens" have we fallen on the job on this one. It is simple too, but requires constant application. That is the matter of selling your newspaper on your main street by constantly asking your merchant as the most important link in the merchandising chain—The Retail Outlet—to plug for home town newspaper advertising to his distributors and wholesale outlets. We haven't done too well. Ford dealer agencies have just contracted Fred Allen at \$20,000 per week. That means that most of the Ford Dealers prefer a national radio hook-up to the home town newspaper. It means that most of the advertising allotment on the sale of new cars will be spent in radio. If you call on your Ford dealer and discuss newspaper advertising with him, we'd be pleased to get his comments, we'd be pleased to get his comments.

There are hundreds of little promotion schemes which you have used to promote your newspaper. We mentioned the Wisconsin item because we happened to see it. We'd be most happy to reprint your thoughts on promotion and merchandising. Send them in for bulletin use.—*Wisconsin Bolletín*.

Crutcher Improving

Reports from the St. Joseph's Hospital, Lexington, state that Editor William Crutcher, Rowan County News, Morehead, is improving, following his auto accident of Thanksgiving week. At first, it was believed that he would lose sight of one eye, but material progress has been made and his complete recovery is anticipated.

Newspaper Earnings Exceed All Industries

U. S. bureau of labor statistics, Washington, reports that hours and earnings in manufacturing industries during July, 1947, reveal that the average hourly and average weekly earnings on newspapers and periodicals exceeded those in every one of the major groupings of manufacturing industries. Significant: Increases in the earning of newspaper workers have more than offset the increase in the cost of living from 1941 to 1947, making the purchasing power or "real wages" of such workers substantially greater in 1947 than in 1941. The July cost of living index was 12 percent higher than a year ago, 57% above the January 1, 1941 level, and almost 61% above the August, 1939, level.

Comparison of the July 1947 cost of living index with indexes on other significant dates follows:

Inc.	Month
60.6%	over August 1939
22.5%	over August 1945
23.7%	over May 1945
Inc.	Month
18.8%	over June 1946
12.2%	over July 1946
57.1%	over January 1941

What Is A Pica?

The original meaning of the word "pica" had nothing to do with printing. It stemmed from the Latin and signifies a species of birds now known as the magpie.

Although there is no conclusive evidence, there is an interesting theory as to why pica was adopted into the printing trade. When the ordinal, a set of ecclesiastical rules, was first printed in England, the Latin-speaking church dignitaries and monks were impressed by the sharply contrasting black and white appearance of the printed pages. This impression brought to mind the familiar black and white magpie common to England, and led the monks to apply the Latin name of the bird to the religious work. Somewhat later, pica was adopted as a type size, and it seems probable the ecclesiastic pica was printed with a type size unfamiliar to the trade.

The word received no new application until 1896 when the American Typographers association chose the pica size "m" of MacCellar, Smiths & Jordan as a 12 point standard.

Maybe the guy who was seen going home in a barrel wasn't playing poker ... but we betcha he was playing with guys who were.

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Circulation Rates Should Be Raised

One of the most often and emphatically reiterated points in the N.E.A. discussions (in Chicago Nov. 21-22) was the exhortation to make money on circulation. Every weekly publisher was repeatedly urged to get \$2.50 or \$3.00 a year in advance, and 10 cents a copy for newstand sales. In no instance the country over has loss of circulation been reported as a result of this upward step.

What Is A Font?

Back in the early days of printing, most of the work produced was of a religious nature. A great deal of the printing was done by monks, since established printing houses were few and far between, and much of the equipment was made and kept in churches and monasteries.

Space was at a premium in these ecclesiastical print shops, and the monks were constantly beset with a storage problem. Necessity finally nurtured invention, and they utilized rather unique receptacles for their equipment—one of the most efficient for holding type being the baptismal font.

Perhaps some of our more academic colleagues will insist that font comes from the French, meaning cast or flow. However, since printing is a very romantic art, its history being profusely colored with legend and fantasy, we prefer the "baptismal font" approach and feel you might too.

Kirkpatrick Appointed

Richard B. Kirkpatrick has been appointed as political writer and Kentucky legislative correspondent by the Cincinnati Enquirer. He succeeds Brady Black who was recently assigned to the Enquirer's Bureau, Columbus, Ohio, as successor to the late Charles M. Dean. Kirkpatrick will maintain headquarters at Lexington.

Anniversaries Attract Ruled For Sample Copies

An excellent way to keep your advertising lineage boosted is to maintain a record of your merchant's anniversaries. Then when those dates roll around, you will have something to sell them that will really hold their interest.

Suggested dates could be: Your merchant's opening anniversary date—when he started his business in your town; the anniversary of the expansion or addition of his services; or the date of his moving to different quarters. All of these offer excellent opportunity for special sale or signature advertising.

News-Democrat Shines Up

The Russellville News-Democrat, Mrs. Byrne A. Evans, editor and publisher, recently completed remodeling its entire plant. The back shop has been modernized with new equipment and the whole plant redecorated. The News-Democrat will also handle a complete line of office supplies.

No more than 10 per cent of weight of paid copies may be mailed as sample copies under second class postage within any one year—and not more than three sample copies under second class postage may be mailed to any one person a year.

All sample copies mailed under second class postage, or their wrappers, must be plainly marked "Sample Copy." However, if you wish to mail samples other than the above, you may do so under transient second class postage (1 cent for each ounce) as long as these do not amount to more than the paid circulation copies.

This really is not a mistake, but you'll make a mistake if you miss the 79th annual KPA mid-winter meeting. You are invited — and expected.

Marriage is often the end of a beautiful dream.

It used to be hands across the sea, now it is handouts.

Prog... Adairville, Albany, TH Auburn, TH Augusta, T Barboursville Bardstown, Bardwell, C Beattyville, Beaver Dam Bedford, TR Benton, TH Benton, TR Berea, The Brandenburg Brooksville, Brownsville, Burkesville, Burlington, Cadiz, The Calhoun, M Campbellsville Campbellsville Campton, V Carlisle, Ca Carrollton, Cave City, Central City Central City Clay, Tribu Clay City, C Clinton, The Cloverport, Cloverport, Columbia, A Corbin, Tri- Cumberland, Cynthia, Cynthiana, Danville, Bo Dawson Sprin Earlinton, N Eddyville, Ly Edmonton, E Elizabethtown Elizabethtown Elkton, Todd Falmouth, TH Flemingsburg Flemingsburg Franklin, TH Fulton, Fulto Georgetown, Georgetown, Glasgow, Gla Glasgow, Gla Grayson, Jou Greensburg, Greenvale, L Hardinsburg, Harrodsburg, Hartford, OH Hawesville, H Hazard, Plain Hazard, Unio Hickman, Hi Hodgenville, Horse Cave, H Hyden Thous

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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
Campbellsville, Taylor County Star
Campton, Wolfe County News
Carlisle, Carlisle Mercury
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
Cloverport, Breckinridge Messenger
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
Jeffersontown, Jeffersonian
La Center, Weekly Advance
La Grange, Oldham Era
La Grange, La Grange Times
Lancaster, Central Record
Lawrenceburg, Anderson News
Lebanon, Lebanon Enterprise
Lebanon, Marion Falcon
Leitchfield, Gazette
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, Butler County News
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, Ballard 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

College Papers

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

Farm Papers

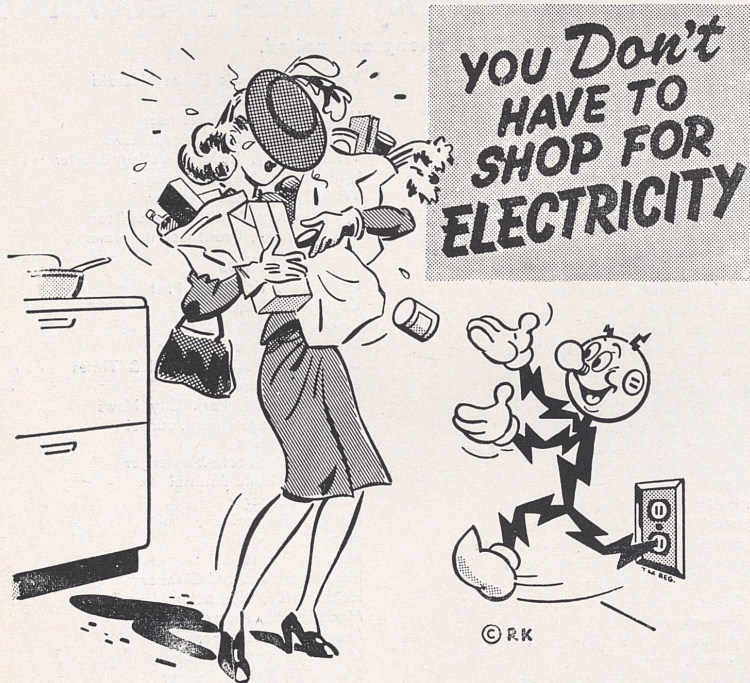
Kentucky Farmers Home Journal, Louisville
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