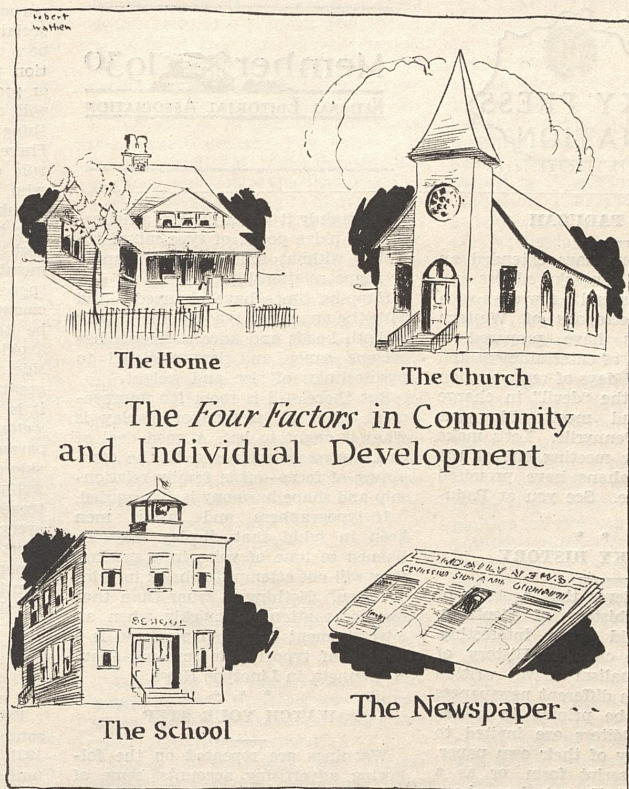


THE KENTUCKY PRESS

Of, By, And For The Kentucky Newspapers



Volume Three

Number Four



May, 1931



THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

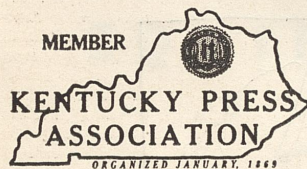
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Member 1930
NATIONAL EDITORIAL ASSOCIATION

ON TO PADUCAH

Paducah citizens have extended an invitation to all Kentucky editors and their families to spend a few days with them in the metropolis of Western Kentucky. They have prepared a splendid program of entertainment and promise three full days of real vacation pleasures. Put the "devil" in charge of the plant and meet with your friends in the Pennyrile. Let's make this mid-summer meeting one of the best—the Paducahans have promised to do their share. See you at Paducah?

KENTUCKY HISTORY

The Press believes that a series of articles on the history of Kentucky newspapers would prove interesting. Members of the class in History of American Journalism have written several papers on different newspapers and these will be printed in subsequent issues. Editors are invited to send in a history of their own paper, either in manuscript form, or as a "historical issue" if such have been printed. Editors request their citizens to send in items for publication, the Press is making the same request. Help the editor to make the Kentucky Press a live publication, representative of Kentucky's newspapers.

NEWSPAPER DISPLAY GETS SANER

Not so many years ago newspaper display was so unrestrained that "violent" seemed a good description of

it. Certainly it was a jumble, a helter-skelter, pidge podge of type mixed together without much care of family or shape relationship.

Happily, times have changed. And with the changing, typographic display in both heads and advertisements has become saner and less addicted to pyrotechnics of size and weight.

But there still is room for improvement. Not all newspaper display is what it ought to be. A good deal of carelessness is evidenced in the combining of faces—often family relationship and shape harmony is disregarded.

If typographers and layout men keep in mind that display may be likened to tone of voice in a speaker, they will not attempt to shriek in print so often. Nothing is truer than that one loses attention quickly when an advertisement or newspaper head is a jumble of typographic screams.—Paul A. Bennett, in Linotype News.

WATCH YOUR STEP

Warnings are repeated on the following advertising accounts, some of which have been broadcast in recent weeks and call for either "cash with order" or a special report:

Keystone Advertising Service, Wilkesbarre, Pa. (Dollar Silk Hosiery Mills).

Eureka Advertising Service, Scranton, Pa. (Cameo Toiletries).

Musclebone Corporation, Philadelphia.

Youell's Exterminating Co., Westfield, N. J. (Rat Snap).

Crane's Silk House, 545 Fifth Avenue, New York.

Western Drug Company, Peoria, Illinois.

From Nebraska comes the warning: "Dad's Health Laboratories, Omaha, is flooding Nebraska papers with orders for space. Papers in other states may get it. This concern has no credit rating and is not entitled to consideration."

SENTIMENT AND PREJUDICE

The most dangerous things in press association management are sentiment and prejudice, writes Ole Buck in the National Printer-Journalist. If officials are selected because of age, youth, sex, or for any other sentimental reasons, disaster is likely to result. If prejudice rules, disaster is sure to result. If policies are adopted for any purpose except the welfare of the association, trouble will follow. If members are permitted to use the association to punish those they don't like, or promote those they do like, trouble will come. In all associations these things have to be guarded against. There are always likely to be some with rule or ruin tendencies, always some who are ruled by sentiment. Most members have only the common welfare in mind. They want only what is best for the organization and for its membership. Upon them rests the responsibility of taking a wise middle course, of not permitting themselves to be stampeded. If possible they should avoid lining up with radicals on either side. If a choice must be made, then great care should be taken to see that it is for well-considered reasons. The welfare of the association is always paramount. Individuals should be considered only as they affect the general welfare. No difference how warm controversies should become in advance, everyone should be a good enough sport to fall in line and work for the general good after the fights are over. Continual dissention surely means wreckage in the end.

THE CONTESTS

Every editor of the state ought to send in entries for every contest of the 1931 list as mentioned in another column. Every editor should be justly proud of his weekly product and should be willing and eager to present that product in competition with his fellow editors. The Press would be glad to see 100 per cent entries from every member of the K.P.A. There are many papers in the state that could profit from the experiences and successes of the members of the K.P.A. as evidenced by the excellent issues sent to their subscribers each week. We call upon the loyal members of the K.P.A. to make this contest a success. May we count on your entries?

History Of Paducah Newspapers

By LOIS PURCELL

The first newspaper in McCracken county was the "Express," established in 1834 or 1835 by R. R. Willis, who became its editor and proprietor. This paper, which was a Whig weekly, soon failed for want of patronage. It was on this paper that William Grief, later of the "West Kentuckian" learned his trade as a printer.

In 1844 the "West Kentuckian," a Whig journal also, was established by McKay Lambdin, who in a short time sold it to William Grief (publisher) and L. M. McFlournoy and John W. Crockett (editors). When the latter, a nephew of the celebrated pioneer, David Crockett, retired from the editorship his place was filled by J. R. Alexander. In 1849 this paper, which appeared each Wednesday, was sold to H. M. McCarty and R. W. Perry, who changed its name to the "Paducah Journal." It was again sold in 1885, to J. Stoddard Byers and the Rev. W. W. Dodd. They later leased it to D. W. McCarty and F. W. Thomas, who continued it for a year and then allowed it "to depart to the sweet bye and bye."

C. C. Riley in 1851 established the "Paducah Democrat," to advocate the principles of genuine democracy; this editor sold for \$2 per year. T. B. J. Twyman later became its sole editor, and on Friday, June 2, 1854, changed it to the "Paducah Daily Democrat," with offices at Main and Water streets. This paper was 11 by 18 inches, and contained four pages of four columns 2½ inches wide. Twyman was also publisher of the "Gazette," which was short-lived.

In 1853 the "Pennant," a Whig paper, was published each Thursday by Samuel Pike, at Broadway and Market streets. In 1856 Pike sold the paper to George H. Morrow. Soon afterwards (between 1856 and 1860) Morrow changed to the name to the "Paducah American," and made it the exponent of "know-nothingism."

About this same time John D. McGoodwin, who changed the name to the "Paducah American," and made it the exponent of "know nothingism."

About this same time John D. Mc-

(Editor's Note: This history of Paducah newspapers is the first of a series of such articles that will be run in the Press from time to time. The papers were written by senior students in the department of journalism as their contribution to the class in History of American Journalism. Because the K.P.A. will be the guests of Paducah in June, this article is especially appropriate. Miss Purcell lives in Paducah and has presented a lively history of "the press" since Paducah was "young." Your comments on this and succeeding articles will be gladly received.)

Goodwin bought the outfit of the "Journal" office, and published the "Paducah Sentinel" as a Whig paper for a year or two.

The "Paducah Beacon" first appeared in September, 1852, with R. W. Pe5ry of the "Journal" office as editor. It, too, was a Whig organ.

Contemporary with these secular papers, Elder J. R. Howard of the Christian church published the "Christian Banner" for about ten months. When he "concluded that his subscribers had obtained value received, and proclaimed its valedictory."

The "Paducah Herald" was started in 1857 by the Nestor of the Kentucky Press, John C. Noble, who as a "staunch advocate of Democratic principles" continued it until 1861, when he entered the Confederate service. The property was largely destroyed during the war. In 1865 the paper was received by Noble as a daily, tri-weekly and weekly, located on Main street two doors from the Post office. It continued until 1871 when the news department was sold to the "Kentuckian," (started by Saunders and Martin,) and the job department was transferred to Ballard and Thompson of the "News." About 1874 Col. Noble bought a new outfit and again revived the "Herald," but it ran only a few months.

An article which appeared in Noble's paper aroused the interest of Henry Watterson. It is now supposed that Sin N. Leonard, a member of the "Herald" editorial department, was the author of the article; Watterson, however, thought that Noble had written it, and as the great editor did not agree with Noble, he wrote the following doggerel:

"Upon a log
A horned frog
Methinks I spy
In that frog's eye
The image of John Noble.

W. L. Geary, about 1857, published the "Dollar Times" for a year or so, and then sold.

About 1859 the "Commercial," an exponent of Whig principles, was published by William Rollston for about two years, and then suspended.

During the Civil War, the "Federal Union," a patriotic paper, was published for several months, first by Howard, and later by Howard and Pickett. By the latter was published also the "Gazette," the "Commercial" and the "Sun."

The "Paducah Daily Union" was begun on April 1, 1865, by T. J. Pickett, editor and proprietor. It was a six-column paper, of four pages 11 by 22 inches, each column being 2 1-8 inches wide. The office of the paper was in the Owens' building, corner of Court and Water streets. Among the

news items on the front page of the April issue were the following: "(By telegraph, on the front page of the April 7 issue were the following: (By telegraph) "Lee's Army Will Soon Succumb;" "Escape of Jeff Davis;" "New York, April 6; A Draft Insurance: One Hundred Dollars premium—Notice to all men liable to draft in McCracken county: Each man insured will be given on payment of premium insurance, a certificate we will furnish a substitute," etc. It is an interesting fact that the editor of this paper, Pickett, was the man who first proposed the nomination of Abraham Lincoln as president; this event occurred in 1859, when Pickett was editor of the "Register" in Rock Island, Illinois.

The "Young Writer" was first issued on January 1, 1868, and appeared each month thereafter. It was published by the Shakespearian Literary Association, with S. N. Leonard as editor.

The "Paducah Daily News" was established in 1871, and was published every afternoon except Sunday at 4 o'clock by Thaddeus C. Ballard and James P. Thompson. In was 18 by 24 inches, four pages of seven columns. On Wednesday morning, November 5, 1884, it carried an extra (one side of one sheet) asking that MFWYPUPP one sheet) saying that "Capt. W. J. Stone, Democratic nominee, defeats Turner and Houston," and displaying the picture of a rooster.

An issue of the "Paducah Daily and Weekly News," during January, 1888, carries the following note: "Established in 1871 by T. C. Ballard and J. P. Thompson. This paper was born in a little job printing office, owned by its senior proprietor, started in opposition to two other papers—outlived the opposition of that day—published obituaries of numberless promising enterprises which have sought to be established since. Occupies both stories at 119-121 South Third street. First story of 119 is counting is room and stock room; second story is editorial department and book binding. First floor of 121 is job printing department; in the rear is a spacious press room, with a new tapeless improved Chicago Taylor press, capable of printing 2,000 copies of paper per hour and more if crowded. A Forsyth holder takes the newly-printed sheets from the press, and turns them out ready for the carriers. Printing, folding and mailing are done by machinery. A steam boiler and engine were recently installed. The second story of 121 is the news composing room, where the type for the paper is set up. Here are found all modern improvements and appliances; twenty men and fifteen boys are employed here.

"Other newspapers being published in Paducah at this time besides the 'News' include the 'Daily and Weekly Standard' by the Leigh Brothers; the 'Paducah Republican' by Waller and Falls, and the 'Union Weekly' by Boone and Jones." The "Sunday Visitor," a weekly publication issued each Sunday, was also published by Ballard and Thompson.

The "Paducah Daily Kentuckian" of Sunday morning, February 4, 1872, carries the caption that it is "the only paper in Paducah, and the only daily paper in west Kentucky. Issued daily and weekly by the Paducah Printing Association, John Martin, Jr., President." Further on it says "N.B.: Lately changed the 'Weekly Kentuckian' from an eight page to a four page and greatly lengthened its columns. Purchased good will and subscriptions of the Paducah Herald." This issue was 18 by 24 inches, and contained four pages of seven columns, 2½ inches wide.

For several years succeeding 1873, the "Paducah Tobacco Plant" was published by E. K. Warren. It was destroyed by fire and never revived.

The "Paducah Enterprise" was published by John B. Gaines from 1880 to about 1882.

The "Baptist Herald," about this same time, was edited by a Negro minister, G. W. Dupee (known as Father Dupee), a most unusual man. It "battled with its evil star about three years and then submitted."

The "Paducah Daily Standard" was established by Dilday and Van Sinden in 1882, and was an eight column paper, 20 by 26 inches. It was still being published in 1894.

The "Exponent," a tri-weekly Republican paper, was begun about 1882 or 1883 by a Mr. Harding.

In 1883 H. M. McCarty returned to Paducah and revived the "Sunday Journal," continuing it for one year, when it was sold to the Leigh Brothers (see below).

The "Paducah News," which had been established in 1871 by Ballard and Thompson, was by 1885 a seven column quarto, daily and weekly. It was Democratic in politics, and had a daily circulation of 1350, and a weekly circulation of about 3200. Connected with the "News," was an extensive job office, "supplied with all modern improvements and a book-bindery fully equipped. Steam power and good presses make it an efficient newspaper office."

The "Paducah Standard" was also being published in 1885, by the Leigh Brothers (Charles Q. C., Edward O., Oliver P., and Clinton B.), who had in February, 1881, established themselves for job printing, on the third floor of a building on Fourth street, between Broadway and Jefferson streets. The "Paducah Standard," Democratic in politics, was published each morning

except Sunday; it was a seven column paper, 18 by 23 inches in size.

Hard labor and pluck enabled the Leigh firm to absorb in the process of time, the "Paducah Beacon," the "Daily Enterprise," the "Daily Times," and Martin's job printing office. On April 6, 1887, the "Paducah Daily Standard" was launched as a small five-column folio. Shortly afterwards the outfit and good-will of the "Sunday Journal" was purchased by the Leighs, and the name changed to the "Paducah Weekly." Both of these papers gained a wide circulation throughout western Kentucky and West Tennessee.

The "Sunday Eye" was first published on July 10, 1887, by Henry E. Thompson, 116½ Third street. It contained eight pages, "devoted to literature, society, music, drama, art, sport, secret orders, fashion, current events, young folks, etc." "A paper for the family and reading hall, and not unwelcome in the counting room. Independent in politics." It was 15 by 21 inches, and contained eight pages of six columns, 2½ inches wide.

The "Paducah Republican" made its first appearance on September 8, 1887, with I. W. Falls, editor, and T. M. Wallace, general business manager. It was published every Thursday morning, at the corner of Court and Third streets. This paper was styled the "Official Organ of the First Congressional District." It was 21 by 26 inches, and contained eight columns of 2 3-16 inches width.

The "Weekly Truth" was started by Wilson and Boone on November 20, 1887, with David E. Wilson as editor. It was published each Sunday, and contained four pages of three columns, 2¾ inches in size.

The "Paducah Union" was established on December 24, 1887, by Boone and Jones. It was published every Saturday at the corner of Third and Court streets. It consisted of eight pages, 10 by 28 inches; there were three columns on each page, 3 1-4 inches wide.

The "Paducah Daily Republican" was published in 1888 by the Paducah Printing Company, at 122 Broadway. It appeared every afternoon except Sunday, and was a larger paper than the "Paducah Republican."

The "Paducah Moon" was published in 1889; it was 9 by 12 inches in size, and contained four and sometimes eight pages of three columns, 2 1-4 inches wide. Will Watkins was the editor, and the following interesting notice is found in the May 26, 1889, issue: "Address them (the editors) 108 Broadway—but if you want to see them, go to the little island, near the water crib."

The "Labor Chronicle" was first issued on April 12, 1890, "Devoted to the Interests of Organized Labor." It was published weekly on Sunday, and its four pages contained seven columns

of 2 3-16 inch width; it was 18 by 24 inches in size. "The 'Labor Chronicle' is the official organ of the Trades and Labor Council of Paducah and the Farmers' and Laborers' Union. Published at 117 Broadway; I. W. Falls, managing editor; E. M. McGruder, general business manager."

The "Sunday Truth" first appeared on January 25, 1891, with Hedley Boyd editor and proprietor. Its motto was "Clean, Fearless, Progressive, Political, Local, Literary." The paper was 8½ by 12 inches, and contained eight pages of three columns, 2½ inches wide; it was issued weekly on Sunday. When Harry G. Findey joined Boyd as editor, the paper was changed in size to 15 by 21 inches, containing four pages of six columns, 2½ inches in width.

James P. Thompson published the "Paducah Daily Dispatch" in 1894. The offices were located at 119 South Third street.

During the 1890's the "News" was forging to the forefront, with Henry E. Thompson as managing editor. Thompson tutored Irvin S. Cobb when the latter began there as a cub reporter in 1893. Within two months "Irv" was covering major assignments, and in 1896 was promoted to the desk. He was then nineteen years old, and was known in western Kentucky as the "boy editor." He remained in this capacity until 1898, when he went to the "Louisville Evening Post."

The "Evening Sun" (see below) was established in 1886 by Frank M. Fisher as a daily, and had the old Scripps-McRae telegraph service, supplemented by a State service. (Later the United Press became the chief source of out-of-town news, and still later the Associated Press.)

The first Paducah newspaper to equip its office with linotype machines was the "Register," a morning daily under the editorship of James E. Wilhelm. Two linotype machines were installed when the paper was started, in May, 1896. The "Register" was later combined with the "Standard" (established in April, 1884) to form the "Paducah Daily Register," published by the Register News company, 523 Broadway. James E. Wilhelm was president and editor of this paper, which was 16 by 21 inches, and contained eight pages of six columns, 2 1-4 inches wide. It abandoned the field in 1908.

Colonel Urey Woodson, owner of the "Owensboro Messenger" (Owensboro, Kentucky), in 1901 established in Paducah the "Democrat," equipping it with a Scott perfecting press, stereotyping outfit, and linotype machines. The Associated Press and a special State news wire by way of Louisville, were featured. He brought Harry Hurst to his paper as cartoonist, his drawings enlivening local news stories.

Woodson also brought back Irvin Cobb from Louisville, paying him a larger salary than he was making. "Cobb as managing editor displayed the resourcefulness of a field general." Besides assigning reporters on good leads and editing their copy, he wrote three or four columns himself, and handled the editorials and headlines.

Col. Woodson in September, 1901, bought the "News" and consolidated it with the "Democrat," thereby creating the "News-Democrat." John J. Berry and Noel A. Berry soon acquired it, and in 1909 changed it from an afternoon to a morning paper. On January 5, 1922, they sold it to George H. Goodman, who installed a Cox tubular press, new linotype machines, and a monotype machine. Lloyd P. Robertson was made managing editor. On September 29, 1927, a special 68-page "Illinois Central Shops Edition" was issued—the largest single edition ever published in west Kentucky.

The "Paducah Citizen," the only Paducah paper ever published by a woman, was edited by Miss. H. E. Brooks from 1914 until her death in 1924. It was begun primarily as a prohibitionist paper, but also contained columns contributed by the U. D. C., D. A. R., W. C. T. U., Red Cross, and Child Welfare organizations. It was a four (and sometimes eight) page weekly, and besides the above-mentioned columns it carried news of current events, and had good editorials along moral and uplift lines. During the World War its work was especially good. This paper was printed by the Young Printing company.

On June 10, 1900, Edwin J. Paxton joined the staff of the "Evening Sun," had been established in 1896 by Frank M. Fisher; in 1911 Paxton assumed control of the paper. In 1919, the modeled and \$30,000 spent on new equipment, which included a Cox tubular on South Third street was regular press. In February, 1924, three new intertype machines were installed, the new service was greatly extended, and many new features were added.

For many years (twenty or more) Guy Rollston, now a re-write man on the newly-formed "New York Telegram-World," held the desk as managing editor of the "Evening Sun." I. Vance Armentrout, now chief editorial writer for the "Louisville Courier-Journal," was later managing editor, until he left Paducah in 1911. In 1914 Elliott C. Mitchell became managing editor.

The "Evening Sun" installed a radio broadcasting station, WIAR, in the latter part of 1922. For one year they broadcast market reports, weather forecasts, and other news features, as well as musical selections and other entertainment features by Paducah artists.

In 1929 the "Paducah Evening Sun," under the editorship of Edwin J. Pax-

KPA Meets June 25 At Paducah

Thursday, Friday, and Saturday, June 25, 26, and 27, are the dates set for the mid-summer meeting of the K. P. A. at Paducah. These dates were set by the program committee who met with Elliott Mitchell, general director of the Paducah entertainment committee, at the Hotel Seelbach, Louisville, April 11.

Meeting with Mr. Elliott were President Joe T. Lovett, Murray; Secretary J. Curtis Adcock, Danville; Fred Wachs, Lexington Leader, and Brainard Platt, Louisville Courier-Journal and Times. The contest committee met at the same time with the program committee and were asked to take part in the general discussion.

Mr. Elliott has promised that the K. P. A. will be royally entertained at Paducah and further promises that every hour will be filled sixty minutes. The Paducahians are making every effort to entertain the editors in a manner that will eclipse all other meetings and will make the 1931 outings "a joy and a memory forever."

Efforts are being made to secure William Allen White, Emporia Kansas, to make the principal address. He has notified the committee that his appearance will be contingent upon whether he has an open date at that time. Mr. Elliott assured the committee that our own Irvin Cobb would be present to enliven the occasion with more or less pertinent and otherwise remarks.

A full three-day meeting of fun, mixed with educational and instruc-

ton, bought out the "News-Democrat," and formed the Paducah Newspapers, Inc., which was sold to F. W. Woodward (president), of Dubuque, Iowa. They continued for some time the publication of both papers, under separate staffs, the first as an evening and the latter as a morning paper. A few months later, however, they were merged to become the "Sun-Democrat," an evening daily, of which Elliott C. Mitchell is now editor.

In 1930 Mr. Mitchell took Woodward's place as president of the Paducah Newspapers, Inc., and Richard Rudy is now vice-president. The "Sun-Democrat" is the only newspaper published in Paducah at the present time.

In a letter from Edwin J. Paxton is the following interesting account:

"A fact that may interest you about Paducah newspapers is that there were five daily papers published at one time in my career there, and that I finally amalgamated the entire lot. There was the "News," the "Democrat," the Register," the "Leader," and the "Ledger" and of course the "Eun." Mr. Woodson merged the "News" and the "Democrat," and I purchased, in order,

tional features is offered for the K. P. A., and every editor should plan to be "among those present" when the new gavel is sounded on Friday morning. Headquarters will be at the new, handsome Irvin Cobb hotel.

The tentative program, as outlined by the committee, includes:

Thursday Evening, June 25

Registration, 8:00 o'clock, Irvin Cobb hotel.

General assembly and the meeting of old friends.

Theater party.

Friday, June 26

9:30—Call to order, by President Lovett.

Invocation, Dr. U. R. Bell, First Christian church, Paducah.

Address of Welcome, Elliott C. Mitchell, Paducah Sun-Democrat.

Greetings from the W. K. P. A., President Robbins, Hickman.

Response, President Lovett.

Report of National Editorial Association meeting.

12:00—Luncheon at Irvin Cobb hotel by Sun-Democrat.

2:00—Address by principal speaker.

6:00—Banquet, Irvin Cobb hotel.

8:30—Boat trip on Ohio river, dancing, cards, etc.

Saturday, June 27

9:30—Call to order, by President Lovett.

Newspaper contest awards.

Round table, J. T. Norris, Ashland Independent, leader.

the "Ledger," the "Register," the "Leader," and the "News-Democrat." I suspect that is some sort of record for 'scrambling' publications. I know of no other one publication that has taken the place of so many. I have forgotten to list the fact that the old "Sunday Visitor" is also in the same scrap heap."

FINIS

Quotations from:

1. Kentucky—A History of the State" (1885)—By J. H. Battle, W. H. Perrin, and G. C. Kniffin
2. "History of Paducah"—By Fred G. Neuman
3. Various newspapers.

Secretary Adcock and daughter are having the time of their young lives at the N. E. A. meeting in Atlanta. Curtis will tell us about it at Paducah.

Dorothy Clifton: "I'm going to be married."

Mary Louise M.: "But I thought you detested men."

Dorothy Clifton: "Yes, but one of them proposed to me."

Rules Announced For Contests

Five contests will be open to Kentucky papers in the annual 1931 newspaper prize contest and each editor is privileged and urged to send his entry in for each contest. These contests include best all-around newspaper, best front page, best editorial, best news story, and best advertising composition.

The exhibit this year promises to be one of the largest and best since the contest began. The committee are issuing this call for the newspapers to be entered, and, as in the past, valuable prizes will be offered. The rules and regulations for each contest follow. The paper will be put on display at the mid-summer meeting.

Generous gifts from Professor Grehan, University of Kentucky, Desha Breckinridge, Lexington Herald, John G. Stoll, Lexington Leader, and The Louisville Courier-Journal and Times make it possible to award the prizes.

All-Around Contest

For the guidance of the competitors the following will constitute the table of percentages by which the newspaper will be scored:

General appearance, 30%; local news, 25%; country correspondence, 5%; personal items, 10%; farm news or news pertaining to chief industry of section where published, 5%; general news, 5%, and editorial 20%. Factors to be considered in the scoring of general appearance include make-up of front and inside pages, advertising make-up and composition, headline schedule, literary excellence, community service, headlines' contents, illustrations, typography, and press work.

Each contestant is required to select one issue of his paper from his files of January, February, and March, 1931, from which the judge will select the best issue to be judged. Prizes to be awarded are: first, silver set; second, \$10, and third, \$5.

Front Page Contest

Factors to be judged include headline content, headline schedule, type balance, make-up, name plate and ears, press work and inking, appearance of illustrations (if any), news story value, balance, symmetry, and contrast. Each contest is required to select one issue of his paper from his files of January, February, and March, 1931, from which the judge will select the best issue to be judged. Prizes to be awarded include: first, silver set; second, \$10, and third, \$5.

Best Editorial Contest

In order to stimulate the editors in expressing individuality, initiative, and leadership in this department which is the editor's own, attractive prizes are offered in this contest. The factors which will be considered in the judging are subject matter, thought sequence,

community appeal, rhetoric (diction, unity, figures of speech, punctuation), and vocabulary. Prizes offered are: first, silver set; second, \$10, and third, \$5.

Each contestant is required to select one editorial published in his paper between the dates of May 1, 1930, and May 1, 1931. The editorial to be pasted on a sheet of paper with the notation of name of newspaper, date of issue, and writer's name. No "canned" or clipped editorials will be considered in this contest.

Best News Story Contest

At the request of a number of editors, a new contest is opened for competition this year—the best news story. The factors to be considered are content, sentence and paragraph structure, thought, unity, coherence, vocabulary, the lead, and community service value. The prizes include first, \$15; second, \$10, and third, \$5. Contestants are required to select the best news story published between May 1, 1930, and May 1, 1931. Each story to be pasted on a sheet of paper with the notation of name of newspaper, date of issue, name of editor, and name of the writer of the story. Open to weekly, semi-weekly, and country dailies in the state.

Best Advertising Composition

Three prizes will be awarded to Kentucky editors in this contest; \$5 for best full-page advertisement; \$5 for best half-page advertisement, and \$5 for best quarter-page, or less, advertisement. Factors to be judged include type content, type arrangement, value of illustrations, selection of border and decorative material, and fulfillment of the three functions of advertising—attention, interest, and conviction. The entries are limited to advertisements that have been set in contestant's office, either hand or machine composition.

Each contestant must select any advertisement that appeared during the year May 1, 1930, and May 1, 1931; each entry to be mounted on a sheet of cardboard with the notation as to name of newspaper, date of issue, and name of contestant.

June 10 Deadline

All entries must be in the hands of Secretary Alcock on or before June 10. Entries can be included in the same bundle, but each entry must be plainly marked as to the contest. The package must be marked "K.P.A. Newspaper Contest," and addressed to Secretary J. Curtis Alcock, Messenger, Danville, Kentucky. It is suggested that the editor write a note, announcing that the package has been sent in order that the secretary may watch out for the package.

Open to Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest is also open to the country dailies. Every editor is urged to send in his entries for each contest. Competent judges will be selected for each contest and every entry will be judged on its merits. Let us make this 1931 contest the biggest contest of them all.

The All-Around Contest

Every editor is urged to enter his paper in this contest. There are many excellent newspapers in the state and each editor is justly proud of his product. There are no restrictions as to the size of the paper or the circulation—everyone stands an equal chance. In answer to the question of the relative merits of the all-around newspaper, the following comments are offered:

General Appearance: This is the first requisite of a paper and there is therefore given the largest percentage. Items contributing to the best general appearance will be correct advertising and text composition, make-up and press work, a uniform system of headlines. While cartoons and illustrations contribute to the attractiveness and good general appearance of a community newspaper, the omission of either or both, will not count against an entry. Black type locals will not be considered a mar when sandwiched between live news. It will be considered detrimental to the general appearance to have advertisements on the front page of the first section, but not on the first page of the following sections.

Local News: This means local items of two sticks or more emphasized with deck heads, or under line heads arranged in multiple columns. Also includes church news, lodge news, hospital notes, death, births, school notes, women's club items, social, etc., which may be collected under similar headings as outlined and be considered under his division. The word "local" is to be construed in this instance to mean news from any part of the county or community territory tributary to the place of publication.

Country Correspondence: This will be judged and scored in favor of the merit of the items rather than the number and length of contributions.

Farm News: This is news devoted to the interest of the farmer and cannot be neglected. To meet the requirements of this department it is not necessary to have items collected under one head, as often there are items that warrant special headings. Where there is little or no farming in the section, the chief industry of such section will be considered in its place.

Personal Items: This means news relative of the movement of people,

such as visiting, health mention, write-ups of individuals, etc., NAMES!!

General News: This is understood to be that news of state or national character which a country newspaper is called upon to recognize.

Editorial: This department will be subjected to the closest inspection as it will be considered necessary for the editor to show in this department of his paper, individuality, initiative, and leadership. This is the editor's own department, where he may express his opinions, and where his leadership in his community's affairs is presented and carried out to its fullest extent.

Remember! An entry in each contest is expected from each editor of the state, and the deadline is June 10. Select YOUR entries today!

LET'S HEAR FROM YOU

The Kentucky Press welcomes contributions of communications from the membership of the Kentucky Press Association. To truly represent the sentiment among so many newspapers, this publication should have expressions from every point in Kentucky. Write in about your group meetings, your ideas, your compliments and your criticisms.

MID-SUMMER MEETING

Elsewhere you will find the announcement of the 1931 mid-summer meeting at Paducah. The citizens of that town, assisted by the Paducah newspapermen and the members of the West Kentucky Press association, are planning royal entertainment for the association members. Throw dull care away and plan to meet with your fellow editors at Paducah in June.

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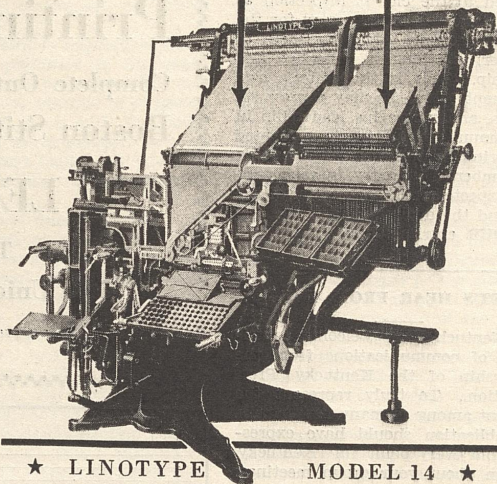
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