

*The*  
Kentucky Press

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

*October, 1938*

Volume Ten Number Four

## Community Newspapers Can Use Local Pictures To Great Advantage

By GEORGE M. WILSON  
*Irvington Herald*

In an age of radio, talking pictures, television and wirephoto, the small newspaper, weekly as well as daily, must provide its community with better local service. For several years we have felt that there was a real need for a small low-cost engraving plant so that we could make cuts to liven up our weekly newspaper.

We believe that it is an acknowledged fact with all newspaper men that pictures are now a necessity if the paper is to gain and hold reader-interest. Two objects have been standing in the way and preventing the use of more pictures. One has been the almost prohibitive cost and the other has been the poor service available, as it has been necessary to depend on engravers many miles away to do the work.

In June, 1937, after much investigation, we finally bolstered up our courage and decided to get started at once with an engraving plant. Now, just one year later, we would no more think of parting with our plant than we would think of giving up the type-setting machine, cylinder press, or casting box.

Our plant was installed in one room of my home on June 10, 1937, and on June 18 the first local picture made in our own plant appeared on the front page of our paper. It was a three column cut of an auto crash and could not have possibly been used had it been necessary to send to the nearest engraver to be made. We were very well pleased that we had been able to produce a cut within the first week that the plant was installed, since we had never so much as seen the inside of an engraving plant and knew nothing of the principle of cut making.

After the paper had been mailed out and we were admiring our work we discovered that we had stripped the negative on the glass "wrong side out" and the numbers on the license tag appeared in reverse. Our readers, however, were loud in their praises and if they ever were aware of our mistake they have kept it a secret.

Since that first picture appeared, just one year ago, we have used over 800 inches of engravings, all of which have

been produced in our own plant. Many of these pictures were sent to us by our readers. This was especially true at the beginning, since we had no camera of our own.

As we go along we see many other things we can do and we expand in that direction. We needed a camera to take our own pictures and have obtained a Graflex that makes a picture  $3\frac{1}{4} \times 4\frac{1}{4}$ . In addition, to the camera we purchased an inexpensive enlarger and now find a ready sale for 8x10 reprints of many pictures that we use in the paper as well as a few that are not used.

A glance at our books shows that the cost of materials has been \$47.68, or slightly more than five cents per column inch. No account of labor was kept since most of the cuts were produced in our spare time—many at night. The same cuts, at the lowest rate quoted to us by an engraving service, would have cost us approximately \$250. We have sold \$18.55 worth of cuts to advertisers, political candidates, etc., thus bringing our net cost to \$29.13.

We now have about \$1,200 invested in the plant, camera, developing and printing equipment and supplies.

### *Dental Credit Ad Ruling Upheld By Dietzman*

Acting Circuit Judge Richard Priest Dietzman upheld recently enacted legislation prohibiting advertising of credit by dentists. The ruling was on a suit filed by F. F. Reynolds, dentist, immediately answered by a good cost.

The plaintiff contended the legislation was in violation of constitutional rights and deprived him of his income, but Judge Dietzman ruled that under the police power of the State, the Legislature was within its power in forbidding the attempt to influence the public in its selection of a dentist through the medium of advertisement.

Members of the Board of Dental Examiners named as defendants in the suit are Robert L. Sprau, C. P. Mayhall, R. P. Thomas and Hugh M. McElrath.

To be sure, automatic machinery accomplishes much; but the old system of applying foot power to a devil's anatomy had its advantages.—Inland Printer.

### *KPA Winter Meeting To Be Held In Louisville, January 26-28*

The dates of January 26-28 were selected for the winter meeting of the KPA at the Brown Hotel, Louisville, by the Executive Committee which met at the new student union building on the University of Kentucky campus, October 15.

Vance Armentrout, Louisville Courier-Journal, was appointed as chairman of the committee to have charge of the meeting. He will be assisted by C. A. Hummel, Jeffersonian, Jeffersontown, and Wesley E. Carter, Enterprise, Elizabethtown, together with President Bradley and Secretary Alcock, ex-officio.

Among other business transacted was the adoption of a resolution against the Patman bill and acceptance of the resignation of Harry Arrowwood, Paintsville, former committee member, who has moved to New York City.

Members present included President J. LaMarr Bradley, Providence; Secretary J. Curtis Alcock and Vernon Richardson, Danville; Gracean M. Pedley, Eddyville; Harry Waterfield, Clinton; J. T. Norris, Ashland; Thomas Underwood and Victor R. Portmann, Lexington; Vance Armentrout, Louisville; Tyler Munford, Morganfield; T. T. Wilson, Cynthiana; R. L. Elkin, Lancaster; and Dolph Creal, Hodgenville. Joe Lovett, Murray, was a guest.

The committee was guests of the Lexington Herald-Leader at a luncheon at the Lafayette Hotel, and afterward at the Vanderbilt-Kentucky football game as guests of the University.

If you have recently increased the subscription price of your newspaper, you might follow up the announcement of the increase with the announcement of a prize contest for the best letter on "Why my home town newspaper is worth \$2.00 (or \$2.50) a year to me." The testimonials you'll get in these letters will be worth many times the amount of money you'll give for first, second and third prizes.

Beauty Parlor Advertising—Fashion decrees the latest style in hairdress is up. Beauty parlors are plentiful, and must tell all women who would be beautiful about the newest in hair-do's. Call on all the local beauticians now, so they can reserve space in your next issue. A feature comparing present day hair styles with those of the previous century might create added interest, and a few pictures of them might help.

### Expert Tells Need Of Cost Accounting

"Every year the publishing of newspapers, regardless of size or circulation, approaches more closely the operations of a manufacturing plant—for in truth that is exactly what the work involves—the manufacturing of a newspaper—daily, weekly, tri-weekly or what not." W. Clement Moore, cost and tax consultant, told weekly publishers at a meeting of District 1 and 2 of the Pennsylvania Newspaper Publishers' Association recently.

"And since it is true that few manufacturing plants are able to survive the management demands of today without a reasonably thorough knowledge of manufacturing costs—hence it seems logical to assume that newspaper management today must also know and follow the cost of producing not only newspapers, but other products that might come from its presses as well." Highlights of Mr. Moore's address follow:

#### Fear of Detail

I believe there is one thing that has done more to prevent newspaper publishers from installing adequate cost finding and accounting systems in their plants than anything else—is the fear of detail, extra work, extra cost, extra clerks, etc. The belief in general among business men that a cost system means spending large sums of money—that all cost systems are difficult, complicated, intricate methods with a multiplicity of forms, books and records—that expert accountants must be called upon continuously and that high priced book-keepers must be added to the regular payroll.

Professional accountants themselves, have in the past, been responsible for creating such ideas.

Nothing could be further from the truth.

Newspaper cost accounting when properly understood and properly installed in any plant is nothing more than a glorified but simple set of records with classifications of accounts just slightly different from your old double-entry books.

After that it is only a matter of the simplest kind of addition, subtraction, multiplication and division—and presto, your cost of doing business in any department on any job, by the hour, by the day or by the thousand copies or pieces is there for your guidance.

And what a safe guide it is!

Guess work is eliminated and your

rates or prices are sensibly and profitably fixed.

#### What It Tells

Cost knowledge will tell you:

1. What it costs to prepare or gather a column of news.
2. What the composition cost is per column or per page.
3. What the total actual cost is in your plant for each inch, column, or page of advertising matter.
4. What the difference is between the cost of hand and machine composition for news and ad matter.
5. What your subscription costs are.
6. What your plant overhead costs amount to per hour or day.
7. What your investment return is and what it should be.

Of course there are hundreds of other vital management questions readily and immediately answered by a good cost system.

And finally under present laws, a cost system will provide the right answers to save thousands of dollars worth of work and worry many times a year.

#### Paducah Sun-Democrat Prints Special Audit Edition

The Paducah Sun-Democrat recently issued an 8-page tabloid section in which was printed the most recent audit of the city of Paducah. The section also contained several stories explaining the audit and the city's financial status. The stories were written by City Editor Henry Ward.

Printing of the city audit in the official newspaper of the city is required under the city manager act, under which Paducah operates. This point was stressed by the Court of Appeals in a recent decision on a test suit filed by Paducah Newspapers, Inc., publishers of The Sun-Democrat. That suit sought to have the city print an itemized account of receipts and disbursements for the year instead of the audit.

The court held that second class cities operating under the city manager act need only publish the audit report.

Special Page—The schedule of your football team, possibly a picture of the team and coaching staff, and thumbnail sketches of the players or a story of the team's record offers opportunity for a tie-up with merchant advertisers. A page of this sort instills pep in the players and arouses interest in followers of the game.

#### Arne G. Rae Elected Secretary of N. E. A.

Arne G. Rae, field manager of the Oregon State Editorial association for the last 10 years and newly elected president of Newspaper Association Managers, Inc., is the new executive secretary of the National Editorial Association. He was chosen at a meeting of the N. E. A. board of directors held here this week in connection with a conference of state press association officials to draft a program to make the N. E. A. more representative of and more responsive to the needs of the non-metropolitan publishers of the country.

Mr. Rae, who is also a member of the journalism faculty at the University of Oregon in Eugene, will remain there until January 1, when he will take over his new duties at N. E. A. headquarters in Chicago.

Revision of the N. E. A. constitution in accordance with recommendations, made by the national advisory council (composed of representatives of state associations) at the White Sulphur Springs meeting last June, occupied most of the time of the conferees here this week. The revised constitution will be put into final form by a committee, headed by Past-President Will W. Loomis, passed upon by the N. E. A. board of directors and then submitted to the N. E. A. membership for a referendum vote.

Pres. J. LaMarr Bradley attended the meeting as official representative of the Kentucky newspapers.

#### Kentucky Editors On ACPA Program

Among the newspaper men in the state scheduled to participate in a forum session at the annual District 6 meeting of the American College Publicity Association on the University of Kentucky campus November 28 are:

Thomas R. Underwood, Editor, Lexington Herald; Seymour Goodman, Editor, Lancaster Central Record; G. M. Pedley, Director, Division of Publicity, Kentucky State Department of Conservation; Neil Dalton, Managing Editor, Louisville Courier-Journal; J. L. Bradley, President, Kentucky Press Association; W. H. Logan, Kentucky Editor, Cincinnati Enquirer; and Gleen Ramsey, Manager, Kentucky Bureau, Associated Press.

"Do We Want the News the Presidents Want to Send Us" is the topic to be discussed by the editors.

# The Kentucky Press

Official Publication of the Kentucky  
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

#### Press Association Officers

J. LaMarr Bradley, Pres., Enterprise, Providence  
Thomas R. Underwood, V. Pres., Herald, Lexington  
J. Curtis Alcock, Sec.-Tres., Messenger, Danville

#### Executive Committee

Gracean M. Pedley, Herald, Eddyville, Chairman;  
Harry Lee Waterfield, Gazette, Clinton; Tyler  
Munford, Advocate, Morganfield; Vance Armen-  
trout, Courier-Journal, Louisville; Joe Richard-  
son, Times, Glasgow; Dolph Creal, Herald-News,  
Hodgenville; W. Vernon Richardson, Advocate,  
Danville; Victor R. Portmann, Kentucky Press,  
Lexington; T. T. Wilson, Log Cabin, Cynthiana;  
Henry Arrowood, Herald, Paintsville; James T.  
Norris, Independent, Ashland; Russell Dyche,  
Sentinel-Echo, London; Robert L. Elkin, Lan-  
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#### Legislative Committee

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Munford, Advocate, Morganfield; George A. Joplin,  
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#### Advertising Committee

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Thomas T. Wilson, Log Cabin, Cynthiana; W. L.  
Dawson, Oldham Era, La Grange; A. S. Wathen,  
Kentucky Standard, Bardstow.

#### Newspaper Exhibit Committee

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



### Forty-one Dailies Suspend Publication in 15 Months

Suspension of three daily newspapers in the last several weeks, one each in Massachusetts, Ohio, and California, has brought the total up to forty-one such suspensions since June, 1937. Six papers in this total have entered the weekly field and are not a total loss. Higher production costs, paper costs, and the recession are blamed for the mortality. We believe the truth to be found, however, in the overcrowded competition in such fields that could not, or should not, support excess newspapers. A much lower mortality is found in the community-weekly field, however desirable, consolidations, or even suspensions, may be. The doubtful necessity of multiple news-

papers in many cities will be brought to light as soon as the partisan, biased, political newspaper wends its way into near-future oblivion. Most cities, small or large, have as much need for two (or more) newspapers as a man has need for seven fingers on each hand.

### Newspapers Favored Two To One

Of 5,000 persons interviewed by *Fortune*, 45.2 per cent rely on the newspaper for most of their daily news, 23.5 per cent depend on the radio, and 28.2 per cent use both. This sample, *Fortune* says, has been proved sufficient for accuracy.

"Newspapers remain a nearly two-to-one favorite over the radio as the source of the nation's news," the magazine says. "But two to one is a small lead for an institution whose function is primarily news, compared with one that is primarily devoted to entertainment.

"Who are the people who get their news by listening rather than by reading? They are variously distributed through the nation by age and sex and income, by geography and size of community. They include six per cent more of the young and six per cent more of the women than of their respective elders and lords. News by radio is welcomed by twice as many of the poor as of the prosperous, of whom only 14.3 per cent prefer listening.

"Housekeepers (who like to listen while they work), wage earners, and the unemployed rank by occupation at the head of radio news fans, while 60.2 per cent of the nation's executives say they get their news from the papers (plus 25.2 per cent who say 'both').

"In rural districts, where it's a long road between R. F. D. postboxes, the radio is more favored than elsewhere, but only 3.1 per cent more than in cities over 1,000,000. And, unaccountably—unless it is due to better regional news broadcasting or worse newspapers—the Pacific Coast exclusively favors the loud-speaker more than any other part of the country and class or condition of American: 34.4 per cent of its people get their news mainly from the air. Interesting also are the replies from the Southwest, where 10.9 per cent said they got their news from 'neither.'"

### Only Fifty-five Days Until Christmas Day

Its only 55 days until Christmas and that seems like a comfortable margin of time for making plans for extra business

during the holiday season. But, break it down into weeks—only 8 of them—and it doesn't seem so long.

We were reminded of that fact by an item in this week's budget of "Gossip" which told how one publisher, who had laid in his stock of Christmas cards, was already busy with his plans for their sale. This suggestion that it's not too early even now to begin doing some planning for Christmas business was further confirmed by a clipping from a state press bulletin:

It may seem a bit early to start promoting Christmas advertising, but it should be remembered that such things as savings club ideas, making gifts by hand, laying away a part of the weekly pay check or a Christmas buying fund, buying gifts on the installment plan, and buying gifts far ahead of time so that they will be ready to ship to distant points, must be started by the end of October or the first week in November. Better do these things now:

1. See what advertising cuts and mats you have on hand from last year that were not used and might be useable this year.
2. Spot all toy shops and stores that are going to handle gifts for children.
3. Contact stores for advertising of "BUY IT NOW, Give it at Christmas" merchandise.
4. Plan a series of ads for all types of stores on the "Buy Your Expensive Christmas Gifts the Inexpensive Way" idea—installments.
5. Go through your lineage records of last year. Make a list of your advertisers and the space they used, and from the list map your selling campaign for this year.
6. See what the opening date of toy and gift shops was last year and try to sell merchants on the idea of ballyhoo before the official opening.

No matter how other advertising curves may sag you'll always find the classified lineage record maintained by the old reliable second-hand baby carriage.

—Advertising Age

The average country newspaper costs twelve cents apiece to print. The publishers get three cents a copy from newsstands, four cents a copy from subscribers. The people who have given America its finest papers and magazines are the advertisers. They are the backbone of American prosperity. When they stop, progress stops.—Smithtown Messenger.

Tested Trick Letters

Condensed from PRINTERS' INK

In any group of letters, the so-called trick message is likely to be dangerous to handle. A direct-mail expert never uses trick messages of any kind, on the theory that occasionally he may miss spectacular results that can be gained by such letters, but that these are thoroughly balanced by losses he would incur due to tricks that fell flat.

Because of the delicate nature of collection correspondence, use of tricks is perhaps even more dangerous than in sales letters. Yet occasionally an unusual letter will pull where other types fail. This article gives examples of tested trick letters that have pulled in money without creating resentment.

The first example was sent to only seventeen recalcitrant accounts. It went, incidentally, air mail. The trick was a large crayon spot drawn on the letter. The location of the spot is indicated by the xxxxxxxx in the reproduction below:

"Dear Mr. Doe

"I'm in a spot . . . . . xxxxxxxx  
"Please help me out with your check for \$100 (balance now due). We need money badly this month, and I told Mr. Abel I was sure I could get it. So you'll know I'm serious about our needing it now. Here's a stamped, addressed, air mail envelop.  
" . . . . . and thanks in advance.  
" . . . . . Incorporated"

This letter produced eight checks, six of which paid the accounts in full. The two largest accounts were in this paid-up classification.

A simple rubber-band was used by a Bridgeport manufacturer to put the following letter in the stunt class:

"Dear Mr. Doe

"Here's a typical, conventional, normal, common, ordinary, everyday familiar-variety rubber band. (And here in the letter the band reposed, attached by a band of adhesive paper.)

"A certain amount of stretching keeps the rubber lively, according to rubber manufacturers; but too much stretching will break it.

"Credit terms are a lot like that, aren't they? There is a point beyond which they should not be stretched.

"I hope the rubber band will serve as a reminder. You have stretched sufficiently. Send your check now."

A textile publisher had unusual success with a collection series, made up of cards and folders rather than letters.

One of these, headed "Figure It Out," had the following message:

- "A owed B ten dollars
- B owed C ten dollars
- C owed D ten dollars
- D owed E ten dollars
- E owed F ten dollars
- F owed G ten dollars
- G owed H ten dollars
- H owed I ten dollars
- I owed J ten dollars
- J owed A ten dollars

"The situation was stagnant. A did not pay B, so he could not pay C; and so it continued on down the line.

"Finally A paid B ten dollars, and B paid off his debt to C with the same ten dollars, and C to D to E; and so on, until it reached J who paid A. This A had his own ten dollar bill back again, and each of the other nine canceled his debt and went along happily.

"Keeping up the circulation of money will do more to help maintain present good business conditions than almost any other single thing."

Another successful card carried a cartoon of a man stamping O.K. on a piece of paper. Headed, "We Want To Mark 'O.K.' On Your Next Order," it read:

"Credit is as necessary to exchange of goods as language is to exchange of ideas. From average reliable estimates, we find that sixty per cent of retail business and ninety-five per cent of wholesale business is done on a credit basis.

"A good credit rating is an invaluable asset. It cannot be bestowed. It must be earned and developed. It is sensitive to abuse and easily damaged or destroyed.

"Credit never abused is never refused."

A short letter that produced good results for a window shade company read, simply:

"Can you wipe the slate clean for the New Year? A check for your past due account will be appreciated.

"Many thanks, and the Season's Greetings!"

This letter was printed in yellow ink in longhand that had been reproduced from a crayon-written original, on a dead-black fabric that had the appearance of a school slate or blackboard.

An effective trick letter that used the dollar sign follows:

"Dear Mr. Doe

"In re: The Almighty \$

"There is a little matter that one of our customer\$ has \$eemingly forgotten entirely. \$ome make u\$ promi\$e\$ but do not keep them. To u\$ it i\$ an im-

portant matter—it\$ nece\$\$ary in our bu\$ine\$\$\$. We don't like to \$peak about \$uch remi\$\$ne\$\$\$.

Very truly yours"

One more example, used by the same company that employed the rubber-band idea, makes effective use of a simple office accessory:

"Dear Mr. Doe

(Pin impaled through letter here.)

"Here's a pin. Yep, it looks quite a bit like an ordinary pin, doesn't it? But this pin isn't any common or garden variety. No sir. Not by a long shot. She's really a magic pin.

"This pin will relieve you of a lot of worry and me of a lot of bother. It will set you square with me, and help me square myself with the other fellow. She's magic, all right—so be careful—don't lose her. Better be sure of it and play safe, for this is the pin you will want to use to attach your check to this letter in payment of the enclosed statement.

"Be sure to return this pin by return mail. Thanks."

Note that in every case cited there was a trick, but that the message was well written and would have made a sound letter without use of the stunt.

Perhaps that is the answer: A trick that is only a trick is dangerous, but a trick that is based on an idea that would be sound, is likely to succeed.

Why Country Editors Get Rich

"A daughter is born. The attending physician gets \$10; the editor gives the loudmouthed youngster and the happy parents a send-off, and gets \$0. When the baby is christened, the clergyman gets \$10. The editor gets \$00 for his writeup. She grows up and marries. The editor publishes another long-winded article and tells a dozen lies about the beautiful, accomplished bride. The clergyman gets another \$10 and a piece of cake. The editor gets \$000. In the course of time she dies. The doctor gets from \$25 to \$100. The undertaker from \$300 to \$500. The editor publishes an obituary two columns long, the lodge and society resolutions, a lot of poetry, and a free card of thanks, and gets \$0000. No wonder he is rich.—The Garner Leader.

Publisher W. W. Vogel launched the Whitesburg Eagle on its 32 year on September 29.

J. C. Koppenol, editor of the Campton Herald, has started a new column "Voice of the People" which is open to public opinions.

*U. S. Field Managers Meet At Chicago*

Managers of 19 state and regional press associations met on October 13 for the sixteenth annual convention of Newspaper Association Managers, Inc., and put in four strenuous days of intensive study and discussion of their common problems. After electing officers and transacting other business of the association, most of the managers remained for another two days to take part in the conference of N. E. A. and state press officials.

Arne Rae, field manager of the Oregon State Editorial Association, was elected president; Vernon T. Sanford, secretary and field manager of the Oklahoma Press Association, was named vice-president, and Fred J. Minder, field manager of the Nebraska Press association was re-elected secretary. J. Edward Gerald, executive secretary of the Missouri Press Association, was elected to the board of directors, taking Sanford's place. The managers voted to make the immediate past-president a member of the board, increasing its membership by one. Under this ruling Bruce R. McCoy, Louisiana Press manager, and last year's president, becomes a board member. Others are Don Reid, managing director of the Iowa Press Association; Ed M. Martin, executive director of the Ohio Newspaper Association, and the three active officers.

Growth of the field manager plan is reflected in the addition of two new N. A. M. members during the past year—James C. Seymour, field manager of the Georgia Press Association, and Sam Schweiger, field manager of the Arkansas Press Association. Twenty-three of the 48 state press associations now have paid field managers.

*No Better Selling Method*

Although advertising as a whole has its vulnerable spots—its lunatic fringe which discredits honest advertising—it has provided to be the best method the manufacturer has yet found to present his products to the 130,000,000 citizens of this country. If there were a better or cheaper method, he would find and use it. It has produced a revolution in better living such as has never occurred before in this or any other country. For example, there was no advertising when the sewing machine was invented. As a result, a whole generation of women lived, worked, and died before this labor-saving device became known to home-

makers. Advertising has completely rebuilt American life. It has rescued men and women from drudgery by telling them of inventions that enable them to do their work easier.

—Pulaski County Democrat.

Advertising—Suggestion of winter necessities for the car is a lineage-builder—such as heaters, windshield defrosters, robes, radiator fluid, oil changes, and tun-ups for winter driving. And you haven't forgotten about the fuel dealers, we hope. You can make it plenty hot for them if you start now.

The Benton-Tribune-Democrat under the direction of W. J. Myre, publisher, recently issued a two-section 28-page Gilbertsville dam edition. Besides a good ad lineage, the edition carried stories on TVA development, power dam projects and historical sketches of Benton institutions.

Mrs. Anna M. Renegar, news editor of the Jeffersonian, Jeffersonton, spent her vacation as the guest of her daughter Mrs. Robert Tripp in Malvern, Ohio.

Percy H. Landrum, former editor of the Hartford News and recently engaged in advertising work for the Embury newspapers, is now on the news and advertising staff of the Munfordville News. Landrum, graduate of the University of Kentucky has had seven years of experience in the newspaper field.

The Bellevue-Dayton News, Dayton, published a special historical edition for Campbell county with the regular September 26 issue. The edition was a sixteen tabloid page magazine supplement, printed on book paper and illustrated. Edited by E. D. Sargent, it describes Campbell county from its founding to the present time industriously, religiously and socially as well as historically.

According to the Paducah Press, edited by Murray K. Rogers, Ed Clark Ford has been named editor-in-chief of the Tilghman High School Bell, Paducah.

Installation of a new type setting machine for the Mount Vernon Signal has been completed. This is the first equipment of its kind in Rockcastle county.

R. M. Mumford publisher of the Union County Advocate, Morganfield is modernizing his paper with a new streamlined masthead on the Advocate.

Edward R. Blake, formerly of West Virginia and Illinois has been employed by the Mt. Vernon Signal as linotype operator since the installation of the new machine.

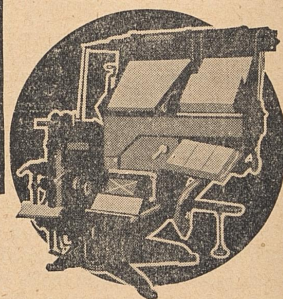
Bruce Dudley, sports editor of the Louisville Courier-Journal has resigned his position to become executive manager of the Louisville Baseball Club. Dudley gained national prominence in 1924 when a committee composed of Grantland Rice, Ring Lardner, and Irvin S. Cobb selected one of his baseball stories as the best of the year written by a minor league writer. Dudley has been writing sports since 1918. He became the first president of the American Association Chapter of Baseball Writers of America in 1936 and has covered more training camps than any other minor league scribe, having covered the Louisville training camp every year since 1918.

Half interest in the Jamestown News has been leased by W. H. Bernard, half-owner and editor, from J. H. Pickett, Louisville. Mr. Bernard in turn has leased one third interests to J. L. Bernard and Otis Absher.

R. D. Petrie, publisher of the Todd County Standard, Elkton, lets his readers pick the college grid winners each week and gives the prediction winner a two-year subscription to the Standard.

Roy R. Pitchford, editor of the Auburn Times, has started a series of specially prepared articles dealing with the town of Auburn and its history.

**MASTERING**  
Composing-Room Problems  
for Publishers Everywhere



TRADE LINOTYPE MARK

**MASTER MODELS**

Toss any or all of your composition problems to a Master Model Linotype and you won't be disappointed. It's hard to find a job that one can't do . . . and do it more economically, more speedily.

The 2-in-1 Master Models are especially versatile. That's because they have both 72 and 90 channel main magazines for text AND display. One can handle body matter, news heads, ad composition, job work . . . well, just anything.

And they do it with an efficiency that's sure to register on the profit side of the ledger.

**MERGENTHALER LINOTYPE COMPANY**

Linotype Metromedium No. 2,  
Erbar Bold Condensed and Bookman

Tom Wallace, editor of the Louisville Times, told the West Kentucky Press Association publishers of newspapers in small towns and cities "have a freedom that is not exercised on the larger paper."

Newspapers even near large cities, he said, can be made effective because they can print news that large dailies cannot afford to publish. He expressed belief that chain newspapers have passed their peak and added: "Time for the literary essay in the editorial column has gone by."

He urged the 100 West Kentucky newspapermen to "get out and mix with people" and to make their papers individualistic rather than fill them with syndicated features and news.

Joe Lagore, managing editor of the Paducah Sun-Democrat, presided over the meeting on October 15. Joe T. Lovett, former publisher of Murray Ledger and Times, spoke on "How Retail Taxes Affect Newspapers." John L. Lyons of the Mergenthaler Linotype Company, Chicago, addressed the afternoon meeting on "Typography."

Joe O. LaGore, managing editor of the Paducah Sun-Democrat, was elected chairman of the Associated Press newspapers of Kentucky at the annual meeting of representatives of the newspapers October 29, at Lexington.

LaGore succeeds James T. Norris, vice-president and associate editor of the Ashland Independent, who had held the position seven years.

Norris declined to consider renomination, saying he believed the chairmanship, which he considered "quite an honor," should go to someone else.

The election was followed by a luncheon in the Lafayette Hotel, at which editors and their wives were guests of The Lexington Herald and The Lexington Leader. Fred B. Wachs, general manager of the newspapers, was toastmaster.

Barry Bingham, publisher of the Courier-Journal and the Louisville Times, gave a brief address. A brief talk also was made by Tom R. Underwood, editor of the Herald.

In the afternoon the editors and their wives were guests of the Lexington newspapers at the Kentucky-Alabama football game.

Representatives of the 27 Kentucky newspapers which receive state, national and foreign news through the co-operative Associated Press, only press service serving newspapers exclusively, voted during their business session to effect permanent setups for the coverage of elections and the Kentucky legislature.

They also discussed plans for speeding up the movement of news to member papers and expanding the state news report to provide coverage of more events of Kentucky interest, with emphasis on developments of news in Washington of special Kentucky interest.

Congratulations to Editor A. S. Wathen and staff on the splendid 24-page special Rural Electrification Edition issue of The Kentucky Standard, Bardstown, on October 20. It is a credit to the newspaper and to the progressive merchants of that city.

Jake W. Hedden, blind co-publisher of the Mount Sterling Advocate, observed his 90th birthday anniversary on October 28. Congratulations!

William B. Henderson has leased the Ballard County Yeoman and will serve as editor of the weekly. Henderson is a brother of J. Howard Henderson, Frankfort correspondent for the Courier-Journal. He is a native of Ballard County.

The Anderson Plain Dealer, Lawrenceburg and Anderson Counties new weekly newspaper, was distributed on the streets October 15. Russell R. "Pete" Johnson and W. S. "Dub" Johnson are the owners of the publication. Dub formally with the sports department of The Louisville Times, will be in charge of the business. He will be assisted by his brother, Pete, who is associated with the State Highway Department at Frankfort.

The first edition of the Ekko, official Morganfield high school publication, was issued recently by Willard Graves, editor-in-chief and his staff.

G. G. Caywood of Carlisle recently purchased the bulk of the printing equipment of the late Frank Remington of Paris. Mr. Caywood plans to open a job shop in Carlisle.

The unique idea of putting a part of the first line in each personal item in bold face has been inaugurated by W. H. Jones, Jr., publisher of the Glasgow Republican.

A. F. Hoffman's paper, the Ewing Enquirer, came out in an attractive new dress with the September 22 issue. A complete new layout of type has been purchased, making the Enquirer easy to read and adding to the appearance of the paper.

Silver loving cup given each year to the country correspondent of the Campbellsville News-Journal for the most meritorious record of service went to Miss Mildred Money, Bengall correspondent. The award was made by J. P. Gozder, publisher at the annual fish fry for correspondents, guests and employees of the News-Journal, at his camp on Green river. Sixty persons were present and prizes were announced for the coming year in recognition of outstanding stories submitted by correspondents.

W. P. Nolan, formerly of the Whitesburg Eagle, has again taken charge of the paper which has been managed by W. W. Vogel for the past two years. N. M. Webb will serve as Nolan's assistant.

Under the management of E. W. Kinner, the Louisa News has completed 53 years of community service. It recently began the 54th volume.

## BUSINESS DIRECTORY

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## Dream of Magical Prosperity Bursts

Another dream of boom-town prosperity and great industrial development was shattered recently when the Public Works Administration turned down the application of the Tri-County Electric Membership Corporation for funds to build a large hydroelectric dam at Jew's Harp Bend in Barren River near Glasgow.

The concern proposed to put up a dam 110 feet high and create a lake some thirty miles long in Barren, Allen, and Monroe counties. The small number of Glasgow citizens who attended promotional meetings received glowing word pictures of the advantages the project would bring to the region. But local newspapers failed to report any undue excitement over the prospects.

During the last fifteen years several important electric power companies, some smaller independent groups and the United States Army Engineer Corps have fully explored the feasibility of hydro-electric development in the Green, Barren, and Nolin rivers.

Nothing has come of these studies because the experts—with millions of dollars in financial backing—found that the various proposals were not economically sound. Serious drawbacks are:

1. Costs of building hydro dam and buying land for water storage would be too high.
2. Cavernous or porous nature of earth under storage lakes would result in excessive and costly leakage.
3. Alternate drouths and floods would cause irregular operation of hydro plant, requiring erection of "stand-by" steam-engine station of equal capacity.
4. There would be no market for electricity produced and no prospect of creating local market.

In view of the foregoing facts it is not surprising that this latest effort at promotion should be deflated. Nor is it surprising that Glasgow citizens failed to become excited. They had heard the story before, with many variations.

There is a lesson in caution and common sense for many other Kentucky communities in this Jew's Harp Bend project — which was promoted by men from outside the State.

Kentucky has a great many miles of rivers big and little. Dreamers have seen in most of them sites for almost enough hydro-electric dams to furnish the nation's electricity. The trouble is that the dreamers are impractical. They don't know that picking a dam site, or even building a power dam, is a very small part of the highly technical electric utility business.

The fatal drawbacks to hydro-electric development in the Green, Barren, and Nolin rivers apply equally to many other streams and regions in Kentucky, most of which have been carefully studied by government experts.

Nowadays, when little-known individuals start promoting in a town for a large hydro-electric project, wise local citizens will be skeptical. They will remember these facts:

There are now ample electric power plant facilities to meet present needs in all localities.

As future needs develop, they will be promptly and cheaply supplied by established government and privately-owned power systems.

Electricity is so cheap everywhere that if it were given away in Kentucky it would not produce a grand rush of large northern industries to our State.

—Danville Advocate.

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and Associated Companies