

937
Compa-
another
two-in-
dider.

The
Kentucky Press

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



MARCH, 1937

Volume Eight

Number Ten

Bradford's 'Kentucke' Gazette Became Leader In Public Minds

Lexington, in the District of Kentucky, Virginia, was in the summer of 1787 a backwoods settlement differing but little from her sister stations scattered throughout the Indian infested territory of the west. The population, numbering less than 300 souls, hovered in and around the fort, talking, toiling, and fighting their wilderness battles much in the manner of others who had gone before them and would follow in their well-cleared paths.

Aged slightly more than eight years, the station was experiencing only a modest progress. The forty-odd cabins were of log and had been erected without due regard to orderly arrangement. A one-story log school house and a church, at the site now the southeastern corner of Walnut and Short streets, were the only public buildings so far sponsored by the populace. True Main street had thrust its way through and beyond the fort on either side, and Main Cross—now Broadway—was open and known as a street. But these so-called thoroughfares at best were little more than stumpy, uneven clearings, practically impassable after each rain. The town fathers had also gained sufficient organization to order that all cabins, cow pens, and hog pens be removed from the streets. But as a community favored with geographical position and faced with a long and important history, Lexington's progress to the summer of 1787 could not in any sense be termed phenomenal.

The District of Kentucky, at the same time, faced even sterner realities. Still a part of Virginia, it harbored two distinct factions, the one in favor of separation from Virginia, the other more cautious, feeling that its safety in the wilderness depended on the protection Virginia was supposed to afford. The region we know as the Blue Grass was a veritable hotbed of political intrigue, fomented by the French and Spanish interests to the west and south. The new constitution of the United States had not been completely framed or yet submitted for ratification by Virginia, and the old government was beginning to feel the influence of newer, more ambitious groups of politicians. In the District there were no postoffices, few trustworthy roads, and accordingly no means of an adequate exchange of public opinion regarding these momentous questions.

So it is not hard to imagine how the *Kentucke Gazette*, appearing suddenly, miraculously five hundred miles away in a virgin wilderness, became the most powerful agent of enlightenment in the struggling District, or how it tended to make Lexington the political, commercial and cultural center of the early west.

To this sentiment is this paper dedicated. Not as an editor's *cout de maître* would I here regard the work familiar to us as the *Kentucke Gazette*, volume one. Rather would I interpret it as the godfather of Kentucky statehood, its owner and publisher, John Bradford, as the major prophet of his day.

Mr. Bradford, who not only be-

lieved Kentucky would one day become a distinct member of the Union, but gambled his entire fortune and eight years of hard labor that it would, presented the first of the fifty-two issues comprising the first volume of this first Kentucky newspaper on Saturday, August 11, 1787.

Ten years later, as owner, editor and publisher of a *Gazette* known, read and sworn by throughout the length of the land, Mr. Bradford took time out to pen the following reflections concerning publication of that first number: "The critical situation of the District of Kentucky in 1787... by being surrounded on every side by a cruel and savage foe, which almost put an entire stop to emigration, and consequently to the influx of a sufficient circulating medium, occasioned a belief that no encouragement could be given by the committee that would procure a printer to remove to Kentucky... Having duly weighed all the circumstances, and from a confidence in my own mechanical talents (notwithstanding I had not the least knowledge of the printing business) together with a belief that I could be able to instruct my sons (of which I had five) added to the prospect of future advantages to them and myself, I was prompted to make a tender of my services to the committee... From the great scarcity of money, and the low state of population at that time, I was enabled to procure about 180 subscribers only; notwithstanding which, and the high prices of every article used in the prosecution of the business, I was determined to persevere if possible: And although the whole of my income was not sufficient to buy the imported articles necessarily employed, yet from the friendly assistance which I received from the Merchants of Lexington, I was enabled to continue the paper on a small scale..."

The second issue of the infant news organ was launched Saturday, August 18, and on a small scale indeed. Measuring exactly seven inches wide and eight and one-half inches long, its three columned pages were open and available to all at 18 shillings per annum, advertisements of moderate length three shillings. The 180 subscribers received in this second offering seven articles and two notices. One of these articles outlined the editorial policy of the paper, the five points of which have been made familiar to this Club by Mr. Staples. Permit me to re-state only that Mr. Bradford clung tenaciously to one purpose, namely, to unite Lexington and the District of Kentucky into one solid front—politically, commercially and intellectually. I do not think it exaggeration to conclude, when Mr. Bradford formulated this policy and carried it into effect through the medium of his paper, that Virginia irreparably had lost her well-founded claims to the land now styled the Commonwealth of Kentucky.

In the second issue of the *Gazette's* first volume, on page one and extending over most of page two, the subscribers found what Mr.

Bradford considered the most important contribution of the week. It was penned by a farmer of the District, who forthwith became the key-note of the paper's campaign to prepare the inhabitants of Kentucky for statehood.

"As I expect your paper will be employed at first in discussing political subjects," he wrote Mr. Bradford, "and as I suppose that a separation from the state of Virginia to be the most interesting at present, I hope our politicians will be pleased through your press to give us their sentiments on both sides of the question: And I hope they will write and we shall read, with that coolness and impartiality which becomes men who have the real interest of this Country at heart; and that in the end we may hit upon that policy which will best secure life, liberty and property to us and our posterity."

"As most of us are farmers and unskilled in policy (alho we are anxious to do for the best), we are able to give but a random guess at the propriety of a separation—we can see difficulties on both sides, and would wish to avoid the worst."

"I beg leave therefore to propose a few queries to the Gentlemen on both sides of the question; and will begin with asking those who think a separation necessary"

"First. By what means can a new State support a Government, defend itself from the savages, and pay its quota of the federal and state debt, without a free trade on the river Mississippi?"

"Secondly. What probable prospects can a new State have of obtaining a trade down the Mississippi, and what profits can we derive from such a trade?"

"Thirdly. Will not a separation lessen our importance in the opinion of the savages, and cause them to fall on us with greater vigour?"

"Fourthly. What are the great evils we suffer for want of a new government, and how could a new state remedy those evils?"

"And I would ask those who are against a separation"

"First. How shall we defend ourselves against the savages under the present laws; and how shall we get paid for doing it?"

"Secondly. How can we pay the taxes now laid on land, tithes, horses, cattle, etc?"

"Thirdly. How can we take any steps toward promoting and regulating a profitable trade up and down the river? and will the Assembly regulate such trade to our advantage?"

"Fourthly. It is not our true interest to become a manufacturing people now in our infancy; and what power have we to encourage Arts and Manufactures, and to discourage luxury, without a new government?"

"Fifthly. How can we encourage learning and science in our present situation, and will not the next generation suffer greatly for want of it?"

"Sixthly. Would not a government within the district, have a tendency to correct the practices of the disorderly and licentious? and

restrain the abuses of power practiced of late by some of those in Authority?"

"Answers to the above queries will oblige and perhaps instruct many ignorant citizens as well as

A FARMER'S

Thus for the first time did the inhabitants of the District have available in black and white the same well-defined questions theretofore voiced only to the convention delegates at Danville. It had been necessary custom to glean these issues by way of the convention delegates as they returned to their various communities with the news. And at best these verbal reports were so often distorted with the personal bias or opinions of the delegates as to render them valueless as channels for instructive communication.

So did the first volume of the *Gazette*, in its capacity as opinion-gatherer, perform its task with alacrity and methodical precision. During the following year the farmer's letter drew from "those in Authority" 128 voluminous and weighty explanations to his queries. If repined in a single book-size volume, these articles on the needs and condition of Kentucky in 1787 would present the most thorough cross-section of public opinion ever amassed in the history of the Commonwealth. So is it little wonder that widespread circulation of this interpretative comment produced in the minds of the people definite attitudes concerning the destiny of their wilderness homes and acres.

An interesting example of the *Gazette's* thoroughness in creating and abetting personal expression of thought appeared in the fall of 1787, shortly after the paper's size had been increased to a full two pages, twice the length and width of the first numbers. Penned by one who signed herself Abigail Truehart, and addressed to "the good Women of Kentucky," this epistle in all probability was the first appeal by a western woman for western women's rights.

"You have observed that in the many pieces which crowd our press, not a single sentence is addressed to our sex," she wrote from her favored position on page one, column one. "If this were the first instance of neglect we had suffered from our masters, it might be excused by supposing that an extraordinary interest and attention to political concerns had for a moment directed their thought from those angels and goddesses for whom they express such mighty adoration. But it is too plain that having usurped authority over us, they respect us as they do those domestic animals which they find subservient to their interests. Therefore I shall endeavor to show, though our imbecility subjects us to their power, yet we are their equals in all the social excellencies; and that a regard to the public good, which in them is often mingled with their passion for

1. MacCabe, J. P. Bolivar. *Directory of Lexington* . . . For 1838-1839, p. 4.
2. *The Kentucke Gazette*, January 4, 1797.
3. *Ibid*, August 18, 1787.

domination, is cherished in us by the purer principles of patriotism and benevolence.

"One of their favorite authors justly observes that the strength of a nation consists—in the NUMBER and the INDUSTRY of the inhabitants — and that well-replenished coffers and victorious armies are only consequential advantages flowing from these rich sources.

"I would ask them, our lords and masters, To whom are they indebted for that increase of their numbers necessary to supply the ravages of time and of war?

"As to industry: the men will certainly give us praise on this score. It is our study and delight, as it ought to be, to clothe our families and by good economy, to secure them from poverty and contempt. For my own part I cannot regret my removal from a country where I might have indulged more ease, when I consider I am to leave my children in a land where they will have an opportunity to enjoy all the advantages the most delightful soil and climate can afford. The only anxiety I have suffered arises from the want of free navigation of the Mississippi. I have always heard that a country could not flourish without the advantages of trade: and when I found that this country is (so) situated as to have but slender prospects of gain in this way, I was grieved and ready to despond. But now I am perfectly reconciled, by the reflection that though great wealth cannot be amassed, yet by frugality and industry a competency will certainly be obtained, and that this plain way of living will be a security for the virtue of my children, which is of more value than great riches.

"I confess I was a little irritated when I began to write, and have expressed some resentment against the sex I greatly reverence: therefore I shall make no further mention of their errors, but indulge the pleasing hope that their superior wisdom will correct whatever it amiss in their conduct...because the frailty of women is much more inclined to imitate the vices than the virtues of men."⁴

Of the disappointments experienced by this mother and her neighbors during the five long years when so much seemed to conspire against Kentucky's admission into the Federal Union, much has been said and written. Suffice it must to state here that of all the forces at work on the decisions of the inhabitants, volume one of the *Gazette* rightly merits serious consideration. Forcing its way into the farthest corners of the District, the paper dangled before the settlers visions of independence in government, in thought and in action. Mr. Bradford, in this first volume, proceeded on the theory that when his fellow countrymen saw and understood these visions, statehood and progress would result automatically. The wisdom of his theory won for him many honorable titles in Kentucky.

But not wholly as an open forum for the interchange of popular opinion did volume one of the *Gazette* prepare Lexington and the District of Kentucky for inevitable independence. More important than mere presentation of the major issues of the day was the education

of the citizenry to the point where action might accrue from the dictates of individual incentive. And herein did the first fifty-two issues of this paper write their second chapter in the history of the region.

"The *Gazette*," Mr. Bradford had written in the second number, "will bring the latent sparks of Genius to light and give the World a respectable opinion of the people who have come so many leagues to cultivate a desert land. When others see (or read of) what we have done and what we shall still be able to do, they will come and strengthen our hands and be pleased to partake of our future blessings."⁵ A great many people had faith in this prophecy and with Mr. Bradford lived to see it fulfilled beyond their rosiest expectations.

The *Gazette's* initial attempt to encourage education for the District was made when the editor printed in the fourth issue⁶ a lengthy communication in which the Trustees of Transylvania Seminary were entreated to make more haste with their plans to erect this institution. "A dearth of cash may make it imprudent for them to attempt splendid edifices," continued Mr. Bradford's presentation of the letter, "but the daily lamentations we hear for the many promising youths amongst us, who are fast advancing to manhood in the most profound ignorance of Political and Scientific knowledge, renders it certain that contributions in lands and in country produce might easily be obtained, sufficient to erect buildings no less inconvenient than those in which the parents of these youths have reared them to as great vigor and agility of body as if they had been nursed in a Palace. From what has been suggested, it appears that the requisites essential to a place of education are not beyond our reach here. And if some conveniences or even necessities may still be lacking, as the inhabitants of an infant country are obliged to do, we must bear with such wants until by vigorous exertion a supply can be had."

Actually many busy years were yet to pass ere the Trustees effected an opening of this early school. But in making public this need and demand for like institutions, the *Gazette* inaugurated an educational program the successful continuation of which made of Lexington and the Bluegrass region an intellectual center second to none in the Western Country.

Once launched, this effort toward the cultural awakening of the District moved forward with increasing momentum. Soon Nathaniel Wilson, secretary of the *Lexington Society for Improvement in Knowledge*, was announcing in the *Gazette* an early meeting at Young's Tavern to revise the constitution of this pioneering group. As early as September, 1787, Mr. Bradford opened the columns of his paper to the *Kentucky Society for Promoting Useful Knowledge*, then in the process of formation. Aligned with Mr. Bradford in assisting to create this body were such Kentucky leaders as George Muter, James Garrard, Isaac Shelby, and Levi Todd, all members of the society.⁸

Then on December 15, 1787, appeared in the local-news column of the *Gazette* announcement of one

of the first schools to open in the present Fayette county. Said the editor's on this occasion:

"We are directed to inform the public that a plan for an Academy to be erected in Lexington or the vicinity, is proposed by two students from the Academy of the Rev. Doct. Robert Smith, in Pennsylvania, to commence in April ensuing; the advantages of a Seminary where the whole circle of Arts and Sciences will be taught in its purest principles, will no doubt merit encouragement by every friend to this rising state."

It was with the proposed founding of this school that John Filson, who three years before had published the first history of Kentucky, became associated. Soon after the above quoted notice was circulated, Mr. Filson wrote Mr. Bradford's paper identifying himself as instructor and business representative of the academy. "Tuition will be five pounds," he stated, "one half cash, the other property. Good boarding, washing and lodging may be had about one mile from town for twenty or thirty (students) at nine pounds per year, and that in property. In case of providing a bed, the boarding will be eight pounds."⁹ Incidentally with the publication of this letter, Mr. Filson incurred the enmity of Agricola, an unidentified contributor, who forthwith enlivened the dignified columns of the *Gazette* with some choice and descriptive invectives. The verbal feud that followed presented an unusual picture of the author of our first history.

Elijah Craig, on January 5, 1788, instructed Mr. Bradford to run on the first page of this 19th number of the *Gazette* an advertisement announcing the opening of Messrs. Jones' and Worley's school at the Royal Spring "in Lebanon Town, Fayette county, where a commodious house sufficient to contain fifty or sixty scholars" had been prepared. To the world the *Gazette* stated that here in the heart of the American frontier this school would teach "the Latin and Greek languages, together with such branches of the Sciences as are usually taught in public Seminaries, at twenty-five shillings a quarter, one half to be paid in cash, the other in produce at cash prices;" that "diet, washing and house room for a year could be procured for three pounds in cash or five hundred weight of pork payable on entrance, and three pounds cash at the beginning of the third quarter."

Encouragement of education received further boosts from the *Gazette* as the following eight months rounded out the first volume.

Announcement was made January 12, 1788, of the re-opening of the Lexington Grammar School, where Greek, Latin and the different branches of Science would be taught by Isaac Wilson, formerly of the Philadelphia College. In March, Ebenezer R. Brooks advertised boarding, washing, lodging for six pounds per annum and tuition for five pounds to all Latin students attending his Jessamine county school.¹⁰ The same early months of 1788 found Mr. Bradford advertising as the first of its kind, his recently published *Kentucky Almanac for the Year...1788*, a work containing among countless other

bits of wisdom the "Court Days, Festivals and Other Remarkable Days, with useful observations on, and directions for, propagating Fruit-Trees by Grafting in its various branches: Directions for making and refining Sugar, &c., &c."¹¹ And shortly after John Davenport advertised his dancing school, to be held at Capt. Young's Tavern, where "Gentlemen and Ladies who inclined to enter, were to attend on Thursday, April 3, 1788."¹²

With the issue of May 31, 1788, Fielding Bradford, brother and able partner of John, retired as co-editor of the *Gazette*. A notice in the following number of the paper, published Saturday, June 7, stated that:

"The Partnership of John, and Fielding Bradford, is this day dissolved by mutual consent; therefore all persons indebted to them are requested to make immediate payment, that they may be enabled to close their accounts. They flatter themselves that nothing more than this information is necessary to induce every person in arrears to comply with their request.

J. & F. Bradford"¹³

June 3, 1788

Fielding Bradford's contributions to the success of the early numbers of the *Gazette* cannot be passed over lightly in any summary of this publication. Actively associated with the paper throughout the first ten months of its existence, he not only officiated prominently at its birth, but made the long and dangerous trip to Pittsburg for the crude equipment necessary for such a venture. It is to be hoped that in future studies of the men behind the *Gazette* he will be accorded a niche befitting his industry and service in behalf of Kentucky journalism.

Beneath the announcement just read, a postscript assured the patrons that the printing business would be continued "by the public's most obliged, and very humble Servant, John Bradford." A few weeks after he had assured full responsibility of the paper's fortunes, the twelfth anniversary of the declaration of American independence was celebrated in Lexington. The event was commemorated, reported the July 5th, 1788, issue of the *Gazette*, "by a numerous and respectable company of Ladies and Gentlemen assembled at Capt. Thomas Young's Tavern, where an elegant entertainment was prepared for the occasion, dinner served, and an ode composed by a gentleman of Lexington sung to the tune of Rule Britannia, the company joining in cheerful chorus. Toasts were then proposed, accompanied with a discharge of fourteen rifles at each interval, and in the evening a Ball with suitable refreshments concluded the social entertainment."

The closing toast of the evening was to "The Commonwealth of Kentucky, the fourteenth luminary

4. *Ibid.*, October 20, 1787.
 5. *Ibid.*, August 18, 1787.
 6. *Ibid.*, September 1, 1787.
 7. *Ibid.*, November 24, 1787.
 8. *Ibid.*, December 15, 1787.
 9. *Ibid.*, January 19, 1788.
 10. *Ibid.*, March 15, 1788.
 11. *Ibid.*, January 5, 1788.
 12. *Ibid.*, March 22, 1788.
 13. *Ibid.*, June 7, 1788.

The Kentucky Press

Official Publication Of The Kentucky Press Association

VICTOR R. PORTMANN.....Editor

Printed On The Kernel Press, Department Of Journalism,
University Of Kentucky, Lexington

PRESS ASSOCIATION OFFICERS

Jodie P. Gozder.....	President	News-Journal, Campbellsville
J. LaMarr Bradley.....	Vice-President	Enterprise, Providence
J. Curtis Alocok.....	Secretary	Messenger, Danville

EXECUTIVE COMMITTEE

Thomas R. Underwood, Lexington Herald, Chairman; Gracean M. Pedley, Herald, Eddyville; Vance Armentrout, Courier-Journal, Louisville; Dolph Creal, Herald-News, Hodgenville; Vernon Richardson, Advocate, Danville; J. Gilmore Nunn, Herald, Lexington; Joe Costello, Democrat, Cynthiana; Robert L. Kincaid, News, Middlesboro; James T. Norris, Independent, Ashland; Victor R. Portmann, Kentucky Press, Lexington; Martin Dyche, Echo, London; Joe Richardson, Times, Glasgow; Robert L. Elkin, Lancaster, Honorary.

LEGISLATIVE COMMITTEE

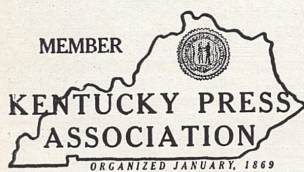
Thomas R. Underwood, Herald, Lexington, Chairman; Warren Fisher, Mercury, Carlisle; Lawrence W. Hager, Messenger, Owensboro; George A. Joplin Jr., Commonwealth, Somerset; Francis M. Burke, Mountain Eagle, Whitesburg.

ADVERTISING COMMITTEE

Robert L. Kincaid, News, Middlesboro, Chairman; Thomas T. Wilson, Log Cabin, Cynthiana; Shelton Saufley, Register, Richmond; W. L. Dawson, Oldham Era, La Grange; A. S. Wathen, Kentucky Standard, Bardstovwn.

NEWSPAPER EXHIBIT COMMITTEE

Victor R. Portmann, Kentucky Press, Lexington, Chairman; S. B. Goodman, Central Record, Lancaster; Flem Smith, News, Georgetown.



HONORARY ADVISORY PRESS COUNCIL NAMED

Eleven Kentucky newspaper men received from Governor Chandler appointments as members of an honorary advisory council for the division of publicity in the department of conservation.

They are Barry Bingham, of the Louisville Times and Courier-Journal; Lieut.-Gov. Keen Johnson, of the Richmond Register; J. Lindsay Nunn, of the Lexington Herald; James T. Norris, of the Ashland Independent; Herndon Evans, of the Pineville Sun; E. C. Walton, of the Stanford Interior-Journal; Warren Fisher, of the Carlisle Mercury; Edwin J. Paxton, Sr., of the Paducah Sun-Democrat; Joe T. Lovett, of the Murray Ledger and Times; J. P. Gozder, of the Campbellsville News-Journal, and Cecil T. Williams, of the Somerset Journal.

G. M. Pedley, of Eddyville, is director of the division of publicity.

MEASURING AN AD

Most publishers have an occasional dispute with an advertiser over the measurement of his ads. Once in a while an agency is known to try to chisel, too. Here is a quotable rule for such cases, adopted by the Canadian Weekly Newspaper

association:

"An advertisement set in the office of publication should be measured from type to rule and from rule to type. If the advertisement is in the form of a plate supplied by the advertiser it should be measured from end to end of the base of the plate." Wisconsin Press.

Full Page Promotion Ad

In a full page promotion ad the Montclair (N. J.) Times pictures a typical family asking the question, "What'll We Do This Week?"

The Times replies, "The Montclair Times gives all the answers. Dad wants to know when the Chamber of Commerce dinner is coming off at the Hotel. Mother's all set to hear the first good lecturer on child study, modern art or the Near East as soon as he comes to town. Bobby's got an eye peeled for anything that sounds like a hobby fair, a pet show or the big Silver Jubilee Boy Scout celebration. And sister—well, her calendar's pretty crowded but she is ready to take in everything from the high school party to the opening of a new sweet shop.

Getting on no one's nerves, four hours a day is simply a matter of planning your crowded activities and good times ahead of time. The Montclair Times helps you plan ahead by charting the "big doings" twice a week."

Seventeen dailies and fifty-two weeklies in Kentucky have been published for fifty years or more and were awarded Fifty Year certificates by the American Press Association.

The dailies include, with the founders' date, the Park City News, Bowling Green, 1852; Times-Journal, Bowling Green, 1882; Kentucky

Times-Star, Covington, 1840; Kentucky Advocate, Danville, 1855; Kentucky New Era, Hopkinsville, 1869; Herald, Lexington, 1870; Anzeiger, Louisville, 1848; Courier-Journal, Louisville, 1826; Times, Louisville, 1884.

Herald-Post (defunct), Louisville, 1852; Messenger, Mayfield, 1862; Bulletin (defunct), Maysville, 1882; Inquirer, Owensboro, 1884; Messenger, Owensboro, 1875; Sun-Democrat, Paducah, 1871; Register, Richmond, 1865, and the Sun, Winchester, 1879.

Weekly or semi-weekly newspapers and their founders' dates include the Bracken Chronicle, Augusta, 1869; Enterprise, Beattyville, 1883; Warren County Courier, Bowling Green, 1882; Boone County Recorder, Burlington, 1875; Record, Cadiz, 1881; Mercury, Carlisle, 1867; News-Democrat, Carrollton, 1866; Breckenridge News, Cloverport, 1876; Democrat, Cynthiana, 1868.

News, Elizabethtown, 1869; Fleming Gazette, Flemingsburg, 1880; Times - Democrat, Flemingsburg, 1867; Favorite, Franklin, 1857; Times, Georgetown, 1867; Times, Glasgow, 1865; Democrat, Harrodsburg, 1885; Ohio County News, Hartford, 1875; Courier, Hickman, 1859; Herald - News, Hodgenville, 1885; Kentucky New Era, Hopkinsville, 1869; Times, Jackson, 1886; Oldham Era, La Grange, 1876; Central Record, Lancaster, 1883.

Anderson News, Lawrenceburg, 1877; Enterprise, Lebanon, 1886; Gazette, Leitchfield, 1881; Sentinel-Echo, London, 1873; Big Sandy News-Recorder, Louisa, 1885; Hustler, Madisonville, 1882; Crittenden Press, Marion, 1876; Blue Grass Clipper, Midway, 1875; Union County Advocate, Morganfield, 1886; Green River Republican, Morgantown, 1885; Tribune Democrat, Mount Olivet, 1874; Gazette-Courier, Mt. Sterling, 1884; Sentinel-Democrat, Mt. Sterling, 1865; Hart County News, Munfordville, 1878.

Ledger & Times, Murray, 1880; Henry County Local, New Castle, 1879; Rolling Fork Echo, New Haven, 1886; Jessamine Journal, Nicholasville, 1873; Messenger-Inquirer, Owensboro, 1875; News-Herald, Owenton, 1869; Bourbon News, Paris, 1881; Twice a Week Leader, Princeton, 1871; Shelby News, Shelbyville, 1886; Shelby Sentinel, Shelbyville, 1840; Pioneer-News, Shepherdsville, 1872; Interior Journal, Stanford, 1860; News, Sturgis, 1885, and the Woodford Sun, Versailles, 1869.

The Press congratulates these papers, their editors, and their communities on the many years of service and success.

DO PEOPLE BELIEVE WHAT THEIR NEWSPAPERS PRINT?

The average reader of a newspaper not only believes what the paper tells him, but expects it to act as an interpreter and clarifier of the issues in which he is interested. Calvin Good, Chickasha, Okla., decided after questioning thirty-five individuals on how they form their political views.

The group of people he interviewed was not a true cross-section of the newspaper reading public, but was fairly representative of different occupations and varying types of education. He received

answers from clerks, housewives, lawyers, office employes, shop owners, college students, teachers, a club adviser, a department head, a doctor and a social worker.

Twenty-nine of the thirty-five declared they did read political news and comment in the newspapers, and twenty-three of them believed that their attitudes toward political candidates and issues are influenced by what they read.

However, the question, "Has a newspaper story ever caused you to break away from your party when it came to voting?" received more divergent answers. Twenty-one persons, including two lawyers, said "No." Thirteen said "Yes," and one did not reply.

The newspaper easily received the highest confidence vote on the question, "Do you place more faith in what the newspaper says or in candidates' speeches?" Twenty-five believed in the paper. However, answers indicated that people are prone to depend more upon what they knew of a candidate before the campaign than upon what is brought out during the campaign.

Editorials are much more often trusted than colored news stories by persons seeking to make up their minds on political issues. Good concluded. The reason, he thinks, is that the editorial is traceable to a source.

Good attempted to find out whether people are more impressed by a point made in type or in a cartoon, but votes were almost evenly divided. "People as a rule are unwilling to admit taking any stock in the cartoons," he says, "altho it seems inconceivable that they should not be tremendously influenced by something they read so faithfully."

A large majority of the 35 believed their newspapers had something to gain or lose by nearly every election. Twenty-nine assumed that their newspapers were politically interested in the outcome of elections, and only five believed the papers to be disinterested.

Gus Robbins, former Kentucky newspaper man, is branching out in the newspaper business in Virginia. About a year ago he purchased the Hopewell News and it was recently announced that he has been elected president of the Waverly Printing Company, publishers of the Sussex-Surry Dispatch, at Waverly, Va. Mr. Robbins, former editor and publisher of the Hickman, Ky., Courier and prominent member of the Kentucky Press Association, is outstanding as a newspaper man and his many Kentucky friends will be pleased to know of his success in his new field of labor.

Advertising, to get across, should have some element of news in it, and the newsier the ads the better chance for results. The editor could use his "nose for news" to good advantage and dig out news matter for the advertisements of those local merchants who are inclined to keep on running colorless, anemic and uninteresting ads.

Charles W. Henson has resigned his position with the Advocate Publishing Company, Mt. Sterling, to take over the management of the W. E. Henson furniture store.

March

in the Am she reflect the wisdo them." Strange in the d plored, In Surely, in Lexington, ncky es cultural l dre. In transform dered by Kentucke timated.

As com West, the performed supplying tween pro tomers. I spect gre of its du timely a where the might of known for cruds: sy pills and through been in business zette ceme this syste a rapid a distributio in: o a gr

Jacob's l the thirc erection branch of a call to rags of when his in Novem

With the number 15 tised for cargo of Raisins, Juice, &c. and John land, gavi rying on wheel ma house n wheels of be had fo and that

This w long roll, medium o number o their debu of busines

George in the Le Clark, op offering in goods in mulcavad to West I mails. Ir son adven ning yar Mill, whe cept buff carried on in Novem used for corner of "a quant various s tureens, rules." 16

Spreadi Gazette's lation of P. Tardiv for Mr. for sale

in the American constellation: may she reflect upon the original States the wisdom she has borrowed from them."

Strange and unusual society this, in the deep recesses of an unexplored, Indian-terrorized wilderness. Surely, in less than a year, had Lexington and the District of Kentucky assumed their position as cultural leaders of the young empire. In accomplishing this rapid transformation, the assistance rendered by the early numbers of the *Kentucke Gazette* cannot be overestimated.

As commercial advertiser of the West, the first volume of this paper performed the natural function of supplying a contact medium between products and prospective customers. Thus its value in this respect grew not from dispensation of its duty as such, but from its timely advent in a community where the rich fruits of advertising might otherwise have been unknown for a decade or longer. Any crude system of printing handbills and the like for distribution throughout the District would have been indispensable to 1787-1788 business conditions: when the *Gazette* came along, providing not only this system for printing but as well a rapid and convenient method for distribution, business was forced into a gradual increase.

Jacob Myers took advantage of the third number¹⁴ to announce erection of his paper mill on a branch of Dick's river, and to issue a call to Kentucky inhabitants for rags of any description for use when his plant would be completed in November, 1787.

With the publication of the fifth number¹⁵, Thomas January advertised for sale in Lexington "a fresh cargo of Coffee, Tea, Loaf Sugar, Raisins, Jamaica Spirits, Lime Juice, &c., all very cheap for cash," and John Allison, lately from Ireland, gave notice that he was carrying on his business of spinning wheel making at John Maxwell's house near Lexington "where wheels of every construction might be had for cash or country produce, and that on shortest notice."

Thus was the ball started on its long roll. Thereafter, through the medium of Mr. Bradford's paper, a number of business houses made their debuts in the romantic annals of business in the Western Country.

George Tegarden's store, located in the Lexington residence of John Clark, opened in September, 1787, offering for sale an assortment of goods including everything from mulcavado sugar and Queens Ware to West India rum and eight-penny nails. In October, Joseph Robinson advertised erection of his tanning yard, located near Ruddle's Mill, where hides of all kinds, except buffalo, could be tanned and carried on shares or otherwise. And in November, Samuel Blair advertised for sale from his store at the corner of High and Cross streets "a quantity of excellent Stills of various sizes, brass wash kettles, tureens, augers and two-foot rules."¹⁶

Spreading over the country, the *Gazette's* offer of widespread circulation of advertising matter caused P. Tardiveau, in Danville, to write for Mr. Bradford an ad. offering for sale "a large quantity of dry

goods in exchange for horned cattle, some stills between 60 and 80 gallons, or black male servants between 15 and 25 years of age."¹⁷

Then in February, 1788, came the first indication of a horse industry for Kentucky when John Davenport advertised the famous Pilgarlick for brood purposes at ten shillings. Pilgarlick was described as "by the imported horse Janus, his dam by old Silver-eye. And he is the swiftest horse in the District of Kentucky from one to six hundred yards, Darius (property of Mr. Burwell Jackson) only excepted."¹⁸

By February of this year the merchant of Lexington and the surrounding country accepted the *Gazette* as the only logical place to cry their wares. Adam McFerson announced through its columns the erection of his blue dyer business in Hopewell, now Paris, where he would receive hemp, flax, and cotton thread for dyeing;¹⁹ and before the year was out Tegarden and McCullough, Thomas January and the Parker Brothers, all Lexington merchants, were pitting their lengthy advertisements against each other in well established competitive selling; Edward West had respectfully informed the public of his shop on High street where he was conducting a clock and watch business in its various branches;²⁰ Rawleigh Chinn had opened and advertised his "private entertainment for man and horse, on the road leading from Lexington to Bourbon Court house"²¹ and Mr. Bradford had issued his first announcement of letters being held in his pioneering post office, which was also composing room, press room and printing department of the *Gazette*.²²

As publicity agent for the whole grand performance of empire-building in the West, the *Gazette* made a favorable and progressive impression. Coming at a time when the attention of the entire Union was focused on the District of Kentucky, the first volume portrayed of the country west of the Alleghenies a picture soon to lure wave after wave of migrating peoples, afterward known and highly respected as Kentuckians.

The volume here discussed was issued between Saturday, August 11, 1787, and Saturday, August 23, 1788, and consisted of 52 numbers. It is a book containing 108 pages, averaging 3,000 words per page, or in all approximately one-half of a million closely-printed words. The scope of this paper has necessarily limited selections from this mass of reading matter. Mr. Bradford's untiring efforts to assist in combating the Indians deserves praise in any study of Indian warfare in Kentucky. The *Gazette's* scholarly presentation of world news to the inhabitants of a wilderness many hundreds of miles removed from civilization must long remain the outstanding achievement in the history of American journalism. Other assistances to State and Union would have to be enumerated in a more detailed survey of the paper.

The *Kentucke Gazette* was founded to promote Kentucky's admission into the Federal Union: by the same process, the erection of Kentucky into an independent state was designed to promote the financial success of the *Kentucke Gazette*. It

has been suggested that Mr. Bradford's long service in behalf of his adopted state was motivated by this prospect of financial gain, that the contents of volume one of his newspaper were penned with a view to the accomplishment of this ultimate goal. If in these pages has been found just reason to discount such an hypothesis, the dedication of this paper was not inappropriate.

G. GLENN CLIFT

- 14. *Ibid.*, August 25, 1787.
- 15. *Ibid.*, September 8, 1787.
- 16. *Ibid.*, September 22, 1787.
- 17. *Ibid.*, December 15, 1787.
- 18. *Ibid.*, February 16, 1788.
- 19. *Ibid.*, March 22, 1788.
- 20. *Ibid.*, August 9, 1788.
- 21. *Ibid.*, August 9, 1788.
- 22. *Ibid.*, July 26, 1788.

A Blue Streak Model 14 Linotype and a font of 8 point No. 1 Linotype Excelsior with Bold Face No. 2 have been installed by the Greenburg (Ky.) Record-Herald.

The Lewis County Herald of Vanceburg, Ky., has installed a Blue Streak Model 8 Linotype and a font of 8 point No. 2 Linotype Excelsior with Bold Face No. 2.

The Grayson Enquirer, managed by Oscar Haight, Jr., began its second year with its issue of February 25.

The Wilmore Enterprise, Harry J. Shellenberger, owner and publisher, began its twenty-fourth year on February 26.

The masthead of the Greenup

News, ably edited for a time by Miss Bessie A. Smith, now carries W. H. Ward's name as editor.

Another member has been added to the staff of the Murray Ledger & Times. Marvin Wachs of Covington, Ky., will be in the news, advertising and business department. Mr. Wachs is a journalism graduate from the University of Kentucky.

A morning edition of the Maysville Ledger is now being issued with John F. O'Donnell editing it and George R. McCarthy, former publisher of the Daily Bulletin, aiding in its publication. The edition goes to press at four o'clock in the morning and is delivered to the post office at five thirty.

On page one of the Scottsville Citizen-Times, of February 18, Roy R. Pitchford, editor and publisher, appeared an announcement that henceforth the Citizen-Times would not accept advertising for its front page. The announcement said in part, "Please bear this in mind and don't ask for first-page space, as it will not be for sale at any price."

As a practical method of aiding the local band the Hazard Plaindealer, Alex B. Combs, general manager, is donating half of the money obtained in new subscriptions and renewals to the band.

"Goodbye and Hello" was the head carried over a story about new subscribers and delinquents who were dropped, on page one of the Hodgenville Herald News, E. W. Creal, editor.

TEN COMMANDMENTS FOR PUBLISHERS

Presented by Dean M. Lyle Spencer of the school of journalism, Syracuse university, before the 1936 winter meeting of the New York State Publishers' association at Syracuse, N. Y.

1. Thou shalt have no other jobs before me.
2. Thou shalt not make unto thee any political image or any likeness of any image that is political in thy city or thy county or thy state, or that is in the nation above thy state. Thou shalt not bow down thyself to them, nor serve them; for I, thy job, am a jealous god, visiting the iniquities of the publishers upon the third and fourth postal zones, and giving wealth and position unto thousands of them that stay in their plants and stick to their publishing.
3. Thou shalt not take the name of thy competitor in vain; for thy subscribers will not hold him guiltless that taketh the name of his competitor in vain.
4. Remember Saturday to keep it for thy play day. Five days shalt thou labor and gather thy shekels. But Saturday is the day for thy golf and thy bowling and thy poker. In it thou shalt make thy social contacts, thou and thy bankers and thy automobile advertisers and thy movie advertisers and thy foods advertisers and thy department store advertisers and all that give thy paper support. For five days thou mayest labor with thy advertising manager, and thy circulation manager, and thy managing editor, and thy labor unions, and all that doeth thee service, but Saturday for thy sport and enableth thee to make contacts with thy banker and thy heavy advertisers.
5. Honor thy labor union heads and thy banker and thy heavy advertisers that thy days may be long in the town where thy job provideth thee bread and butter and a bowling alley.
6. Thou shalt not kill thy news columns with readers and free publicity.
7. Thou shalt not adulterate thy news with the propaganda of thy political party.
8. Thou shalt not steal thy competitor's business by selling thy legals beneath cost price.
9. Thou shalt not bear false witness against thy competitor nor advertise his circulation as less than thine.
10. Thou shalt not covet thy competitor's advertising accounts, nor his press room head, nor his advertising manager, nor his new press, nor anything that is thy competitor's.

A REPLY TO AN OLD QUESTION

An age-old query directed at newspapers and their editors is "Why don't you print ALL the news?" When this question is raised it is generally caused by the intentional omission in the local newspaper of some choice bit of scandal which, if published, would, in nine cases out of ten, involve the name or names of an entirely innocent person or persons.

"Yellow" tabloids in many cities, with complete disregard for individual feelings, DO print such news to build circulation, but the conservative metropolitan dailies and respectable weeklies leave such sensational headline material to their less particular city cousins, believing that fairness and decency should be considered paramount to the ambitions of newspaper business managers. In other words, every possible effort is made to avoid injuring an innocent person.

We do not believe it is worth maligning the reputation of any individual in any community, large or small, to provide a Roman holiday for the ever-present gossip-mongers, and as long as we are connected in any capacity with this newspaper, such policy will be religiously maintained.

We note that whenever the question in our opening paragraph is projected to the Sentinel, the persons who object to the suppression of certain news are almost invariably the sort who derive pleasure from the unhappiness of others. We wonder—and at times it's a temptation to find out — what THEY would do and what THEIR reactions would be if we printed ALL the news about THEIR personal lives. They'd probably be the first ones to yelp "Let's kill the editor!" People who live in paper houses shouldn't throw pencil sharpeners. —Ticonderoga (N. Y.) Sentinel.

STUDY METAL HEAT

The best metal in the world, according to a booklet recently issued by United American Metal Corp., will act strangely when cast at the wrong temperature. Results may prove equally unsatisfactory at too low a heat as with too high. The correct temperature varies with the job being cast. Small faces require more heat than large. A uniform temperature must be maintained if uniformly good results are to be expected. Automatic heat-control devices are not always accurate and should be checked occasionally with outside thermometers. Where the casts are bad, the temperature angle should be thoroughly explored and eliminated as a possible cause before bringing in any other factor.

Temperature vigilance should be made a fixed routine in all well-conducted composing rooms or stereotype departments.

Many plants today are properly schooled in the urgent necessity for watching temperature in the machine crucibles and stereopot. Few, however, realize that it is just as vital to watch the temperature in the pots where lino slugs or used

monotype are remelted. Many remelting-pots have no provision whatever for gauging the heat. As a result, the metal is frequently overheated during the process of remelting, after which it may still look the same but it will not act the same. Temperature must be controlled in the remelting-pots as closely as it usually is in the machine-pots. The life of the metal will thereby be lengthened and the loss of tin also minimized. — Exchange.

WHY PUBLISH A NEWSPAPER?

The merchant who says that every one knows his place of business and therefore he doesn't have to advertise may be found right here in Camden as well as other communities in the country. This same merchant also says that customers come to him when in need of the goods he handles, so why should he waste his money in advertising? An answer has been made to that question by a newspaper whose advertising man no doubt stumbled into places of business where the owner possessed that frame of mind. This newspaper answered the question, "Why should I advertise?" as follows: "Every one in this community knows all that happens here, so what's the use of reporting the news, what's the use of having a newspaper?"

If the community can get along without a newspaper, it can get along without a number of other things which are of value. For instance, the adults are educated and can teach the children, thus doing away with the need of schools. The parents are religious, therefore, they can train the young ones in the creeds, thus doing away with ministers and the churches. Folks can lend their money to one another and thereby eliminate banks. They can swap their old clothes or learn how to make homespun, thereby greatly reduced expenses and actually putting the clothing merchant out of business.

All trade is based upon a desire for goods. Necessity is, mostly, an augmented desire. Advertising has the function of reminding people of their requirements, but its greatest function — a prime factor in all progress and prosperity — is the creating of new desires; therefore stimulating trade and production and making for the greatest possible of employment. — Camden (Maine) Herald.

Mrs. Virginia Duncan, 80, for 31 years an active member of the editorial staff of the Owensboro Inquirer, of which the last 10 years she served as telegraph editor, died recently at the home of her brother, W. A. Smith, in Hometown, Pa. Funeral services and burial were held in Homestead.

J. Curtis Alcock, publisher of the Danville Messenger and secretary of the Kentucky Press Association, was recently appointed a member of the education committee under the state safety commission.

J. Sherman Porter, Jr., returned

recently to his work on the Maysville Independent, published by James Purdon, after being in Arizona where he had been since January 22 when the Independent suffered for a time from the flood.

Editor G. M. Pedley of the Eddyville Herald returned recently from Frankfort. While there he conferred with state dignitaries concerning the Derby issue of the Kentucky Magazine, the compiling and printing of which is a part of his duties as head of the department of publicity of the state.

Leal A. Kelley of the Princeton Leader staff was awarded a silver loving cup recently in recognition of this service as Princeton's outstanding citizen of 1936. This cup was presented by the Kiwanians of the city of Princeton.

The Irvine Herald, John W. Hovermale, business manager, started its eleventh year with its issue of March 18.

H. C. Chappell, publisher of the Middlesboro Three States, and Herndon Evans, publisher of the Pikeville Sun, were among those on the Bell County 4-H Club council which recently sponsored a meeting for planning expansion of the group.

"The Old Eagle" is very appreciative of a set of new hand-made corn cob pipes received from an admiring subscriber, according to the Whitesburg Eagle, J. Crook, editor, W. W. Vogel, business manager, on page one recently.

E. D. Sargent is now connected in an editorial capacity with the Estill Herald at Irvine, Ky. Mr. Sargent is well known in newspaper circles, having owned a paper in Harrison County in 1909-10 and later edited and published papers in Ohio, West Virginia and Pennsylvania.

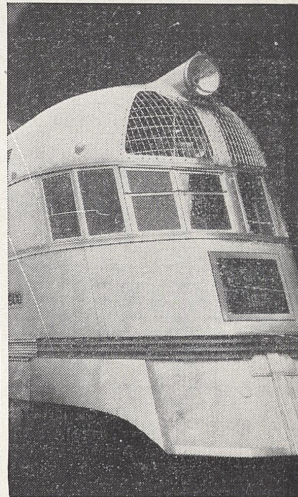
With its edition of March 12, the Hawesville Clarion, Mary Agnes Kelly, editor and publisher, commenced its forty-fifth volume.

William J. Sample recently purchased the interest of George M. Calvert in the Morehead Independent, thus becoming sole owner of the property. William E. Crutcher is associate editor of the Independent.

The Kentucky Irish American, published at Louisville, was printed with green ink on March 13, in honor of St. Patrick, following its annual custom of using this color in some form for this observance.

Under the head "At Last We're Out," the staff of the Vanceburg Herald told readers of the Herald on March 4 that they had been cleaning machinery with more parts than a watch, since the Ohio river flooded their plant.

The Middlesboro Three States, H. C. Chappell, editor, issued its first edition of a new year on March 11.



"WHAT THE STREAMLINE TRAIN

is to land transportation, the Queen Mary and the Normandie are to sea travel, the giant American Clipper planes to aviation . . . that's what the new Blue Streak Linotype is to printing," said the Herald Argus of La Porte, Ind., in telling about its two new Linotypes.

Let the nearest Linotype Agency arrange a demonstration. See for yourself what the 74 Blue Streak features mean in composing-room efficiency.

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

New York City · San Francisco · Chicago · New Orleans · Canadian Linotype, Limited, Toronto, Canada · Representatives in the Principal Cities of the World

LINOTYPE ERBAR BOLD CONDENSED AND BOOKMAN

LINOTYPE

BUSH-KREBS CO. INCORPORATED ARTISTS, ENGRAVERS PRINTERS' SUPPLIES, ELECTROTYPERS LOUISVILLE, KENTUCKY ED WEEKS, MGR. SUPPLY DEPT.

MR. PUBLISHER

Send us your orders for strip Column Rules, Borders, Leads, Slugs, and Monotype spacing material. We also have many desirable type faces. Monotype or Linotype composition for your Catalogs, School Annuals, Association Minutes, Law Briefs, Etc. Prices reasonable.

“ “ ”
Send for specimen sheets.
“ “ ”

WESTERN NEWSPAPER UNION
22 E. 12th St. Cincinnati, O.

The Pikeville News, edited by Charles E. Grote, entered its twenty-fourth year on March 11.

The generosity of Frank O. and Roy E. Evens, brothers, publishers of the Mayfield Messenger, in placing the facilities of their entire plant, enabled the Paducahans to have their home paper, Sun-Democrat, daily during the recent flood crisis.

State representative Joe E. Robinson, publisher of the Lancaster Central Record, was shot in the wrist by James Hamilton, twenty-four, Lancaster, during a basketball tournament at Lancaster recently. At latest reports he has recovered satisfactorily. No positive cause for the shooting could be ascribed immediately. Twelve years ago Mr. Robinson defended and had acquitted Clell Carter who was charged with murdering James Hamilton, young Hamilton's uncle, it was said.

Verb or Adjective?

That the minds of newspaper copy-readers were almost as murky as the waters of the Ohio during the trying days of the flood disaster is evidenced by headlines appearing in various publications.

Over a story telling of the shortage of diapers in the flood-stricken communities, the Cincinnati Post recently had the following headline: "Rush Diapers to Wet Areas."

Relief officials evidently failed to heed the Post's advice, or else the shipments were delayed, for over a similar story the Troy, Ohio, Daily News had this headline: "600 Flood Diapers."

—Lexington Herald

A senior journalism student at the University would like to work on a community newspaper during the summer months for a small salary. Please notify the editor if you can use him. He is efficient and capable.

New York, March 12—Newspapers published by the Pikeville, Ky., High School and Notre Dame Academy, Covington, Ky., were among the winners of a publications contest conducted by the Columbia Scholastic Press Association. Pikeville's Pike Hi News placed first in the mimeographed class and Notre Dame's Gavel was first in the private school division.

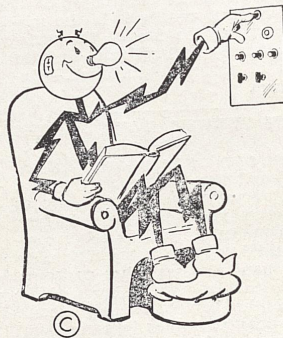
Frank U. Harriss, 54, former editor of the Princeton, Ky., Chronicle, died Tuesday. He was manager of an automobile finance company in San Francisco at the time of his death.

Charles N. Wooton, editor and manager of the Hazard Herald, and his staff did a good job with the issue of the Herald of March 11

when it went to 16 pages.

The "History of Marshall County," crammed full of interesting things about the county, is being

given to each person renewing or subscribing to the Benton Tribune Democrat. The Tribune Democrat is published by W. J. Myre.



What I Can Do For Farmers

GENTLEMEN OF THE PRESS: It's going to be a mighty happy day for me when most of Kentucky's 260,000 farm families find it practical to use my services to make rural life more pleasant and more prosperous.

Given the tools to work with, I can take the drudgery out of farm housekeeping, and I can make the farmer's job of making a living and getting ahead simpler and easier.

Where I am put to work at my full capacity, I can make farm life

as attractive as city life, with some advantages to boot for the farmer.

It's true that some of the folks who are rooting enthusiastically for me seem to be a bit careless with their imagination. Putting me to work on 260,000 farms, or 100,000 farms, or 50,000 farms, or even 25,000 farms, is a whopping big job.

It will take a lot of time, money and hard work. But I'm already employed on more than 8,000 farms, and that's a pretty fair start.

REDDY KILOWATT

Your Electrical Servant

**KENTUCKY UTILITIES
COMPANY**

INCORPORATED

AND ASSOCIATED COMPANIES