

The Kentucky Press

DECEMBER, 1950

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



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NUMBER TWO

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University of Kentucky
Lexington

**ANNUAL MID-WINTER
CONVENTION ISSUE**

Official Publication Kentucky Press Association

Christmas Bonus

On this subject, Wray Fleming, counsel for Hoosier State Press Association, recently wrote:

"Newspapers not covered by the Wage-Hour law need not bother about the type of bonus they pay at the year-end or Christmas this year. It can be production bonus, it can be expected by employees or they can even consider it as a part of their regular wages and still it is not subject to the regulations of the Wage-Hour Division. But the same rules of past years are in effect for papers covered by the law, (those with circulations above 4,000). For these, the bonus must not be based on efficiency, hours of work or amount of work performed by the employee, this being known as "production bonus." Payment of the bonus must not have been promised at the time an employee was hired or be required in a contract which employees have come to expect. Finally, the bonus payment must not be so high that any employee can reasonably consider it was part of the regular wage."

The Franklin Favorite, edited by L. L. Valentine, has arranged with a children's photographer for a series of pictures of local youngsters.

Polly Warren, archivist at the University of Kentucky, has completed the microfilming of The Palladium, one of Kentucky's earliest newspapers, established in Frankfort in 1798.

A Cynthiana paper published 113 years ago was found recently in a Pendleton county farm-house by retired mail carrier Harvey Hoffman. The weekly paper, the Western Visitor, was dated June 10, 1837, and listed William and James T. Campbell as owners. Subscription price was \$2 per year and it cost only \$15 a year to run 12 lines of advertising or less a week.

A subscription that has run in one family since the newspaper was established in 1867, according to the reader, was renewed recently by the Carlisle Mercury. Charles R. Jones, Millersburg, in renewing the subscription, stated that his father, Thomas Jefferson Jones, had subscribed to the paper in 1867 and had been a continuous subscriber until his death in 1930. His son carried on from there. This should establish a record in Kentucky. Which newspaper can beat it?

A Division of the Committee for Economic Development (CED) included in a presentation to the House Ways and Means Committee this statement: "The fact that excess profit taxation was an incentive to extravagant expenditure for travel and advertising was a national joke and national scandal during the last war." Write your own comment.

Cash With Order!

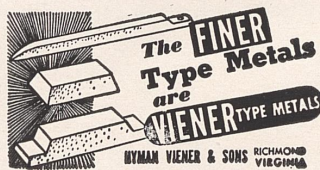
From inquiries concerning advertising insertion orders received by Kentucky publishers from unknown, mostly unlisted sources, with other states reporting similar experiences, pending identification and proof, the best advice that can always be given is "Request Cash With Order." There are too many "American-Jewelers" experiences to accept indiscriminate insertion orders. The Central Office will always be ready to check an account for you.

A New Jersey law regulating advertising by optometrists has been held by their State Supreme Court to be constitutional.

Miss Neva L. Williams, veteran Kentucky newspaperwoman and associate editor of the Harrodsburg Herald, died December 11 at Harrodsburg. During the past 40 years Miss Williams served as correspondent for several Kentucky dailies.

The Shively Gazette, a suburban newspaper in Louisville, established four years ago, was suspended November 17. Finley Tynes, who succeeded Paul Hughes, Jr., as editor, made the announcement. The Gazette was named after the Kentucke Gazette established by John Bradford in 1787 in Lexington.

Congratulations to the Carrollton News-Democrat on its Eleventh Annual Tobacco Edition of 30 pages. Its three sections comprised the largest paper ever printed in Carrollton. The majority of the ads carried only one illustration — a tobacco leaf bearing the legend, "When There's a Better Tobacco Market, It Will Still Be Carrollton."

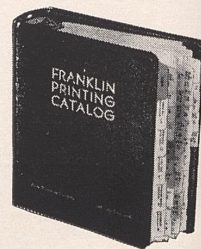


FOR YOUR SECURITY and PEACE of MIND

Rely on the nationally famous FRANKLIN PRINTING CATALOG for fast, accurate, profitable estimating. Used by thousands for over 33 years.

Write Today for 60-day Free Trial

PORTE PUBLISHING COMPANY
P. O. BOX 143 SALT LAKE CITY 5, UTAH



Colbert Tompkins of the McKee Sun severed an artery in his right arm recently while he was operating a paper cutter. The accident occurred when his arm struck a metal ready knife in his apron pocket.

Since organization, we have maintained paid subscriptions to every Kentucky newspaper.

Central Press Clipping Service
309 North Illinois St.
Indianapolis, Indiana

KUP—KOT

For Press-Room—Bindery—Stockroom

The Efficient, Sanitary Aid to Paper Handling
Inexpensive—Durable—Attractive

Worn like a wrist-watch, it is always where you need it, and eliminates the mess and discomfort of old paper-handling methods

Order one for every press-feeder bindery and paper handler

INTRODUCTORY PRICE:
KUP-KOT Dispenser and Bottle of lotion, both for

\$2 Postpaid

Order from your Association office, or check with order to:

Vegas Manufacturing Company
P.O. Box 1174, Salt Lake City, Utah

Extra Profits

FOR YOU, MR. PRINTER
Send Us Your Orders

for ADMISSION TICKETS
COUPON BOOKS
LICENSE STICKERS
SCALE TICKETS
NUMBERED FORMS

WELDON, WILLIAMS & LICK
Specialists in Numbered Printing
FORT SMITH, ARK.

Program, 82nd. Annual Mid-Winter Meeting, Louisville

On To Louisville!

There is no reason in the world why a little snow should keep you away from the KPA convention in Louisville, January 25-27. If we should have a blizzard—the Brown Hotel is as good a place as any to sit it out. If we should have fine weather, then you haven't got ANY excuse for not coming to the convention.

As an old-timer put, if you editors feel like you could learn a little more to improve your paper, then the KPA convention is a good place to gain a little knowledge. If you feel like you already know it all, then damn-it, come to the convention and tell the rest of us a thing or two!

Here are seven posers to help you analyze your relations to your press association. Ask yourself these questions; the answers should serve to remind you that the Kentucky Press Association can't exist by itself. It is here to serve you. It depends on your support:

1. Is the Association mine? Or is it his or theirs?
2. If every member came to meetings as regularly as I do, what would the attendance be?
3. If every member boosted the organization as I do, what would its reputation be?
4. If every member greeted the other members as I do, what would the Association's fellowship be?
5. If every member took part in Association activities as I do, what better services could the Association offer?
6. If every member paid dues as I do, what would the Association's financial standing be?
7. If every member gave the same thought and effort that I do to bring new members into the Association, what would the membership be?

Advertise — and again — your commercial printing service.

Dunne Press Awarded State Printing Contract

The Dunne Press, Louisville, was awarded the State's first-class printing contract for the next four years on December 6, according to the announcement made by Finance Commissioner John W. Manning. The contract becomes effective January 1.

Dunne Press bid \$178,000 a year on the estimate of printing work the state will require during the coming four years, covering ordinary job printing, books, and binding. During the first 11 months of 1950, according to Doctor Manning, the state paid out \$163,765 for first class printing work.

Thursday, January 25

- 5:00 p.m. Registration desk opens, mezzanine floor.
7:30 p.m. Buffet supper, entertainment, singing, square dance, South Room. Refreshments, courtesy Kentucky Brewers Foundation. Randy Atcher, WHAS-TV Star, and his Square Dance Gang in charge.

Friday, January 26

- 7:45 a.m. Registration desk opens, mezzanine floor.
8:30 a.m. Breakfast, South Room, door prizes.
9:30 a.m. Call to order by President Joe LaGore, Paducah Sun-Democrat. Invocation, Rev. Ted Hightower, St. Paul Methodist Church, Louisville. Address of welcome, Merle Robertson, President, Louisville Chamber of Commerce. Response, Bennett Roach, Chairman, Executive Committee. Appointment of convention committees.
10:00 a.m. Address, "Changing Printing Costs", H. J. Ward, Treasurer, Porte Publishing Co., Salt Lake City, Utah.
11:00 a.m. Address, "The European Press", Dean Kenneth Olson, School of Journalism, Northwestern University.
11:40 a.m. Discussion, "Microfilming", Fred B. Wachs, Chairman.
12:30 p.m. Luncheon, South Room, Vice-President Douglas Cornette, presiding. Address, Hon. Tom C. McCall, Deputy Minister, Travel Aid Publicity, Province of Ontario, Canada.
Premiere, Color Film of 1950 Editors' Goodwill Tour of Ontario.
2:15 p.m. Newspaper Forum, South Room, Bennett Roach, presiding. Introduction of Charles E. Hodel, moderator.
1. Panel, "Newspaper Business Practices", Paul Westpheling, Fulton County News, leader.
Subjects: Purchasing of supplies, storage and care of stocks, ink, metal, payment, discounts, collections, and credit practices.
2. Panel, "Equipment and Job Printing", Seymour Goodman, Hardin Co. Enterprise, Elizabethtown, Leader.
Subjects: Equipment, operation, obsolescence of equipment, replacements. Photography, engraving costs and service. Mr. Ward will discuss "Pricing of Job Printing".
3. Panel, "Promotion of the Newspaper and the Community", James Wooldridge, Hopkinsville, Leader.
Subjects: A plan for continuous promotion of the small newspaper; circulation building; job printing in promotion; experiences in promotion. Concluding, "Making the Newspaper Indispensable in the Community", Mr. Hodel.
2:30 p.m. Annual State AP Meeting, George Michler, Chairman.
5:45 p.m. Cocktail Hour, South Room, Courier-Journal and Times and Lexington Herald-Leader, hosts.
7:00 p.m. Banquet, Crystal Ballroom, Louisville Chamber of Commerce and Brown Hotel, hosts. President LaGore, presiding. Presentation of Award to Kentucky's Outstanding Citizen of 1950, Coach Paul W. Bryant, by Governor Lawrence W. Wetherby. Floorshow and music, courtesy of the Courier-Journal and Times. Dancing to 1 a.m. Favors by the Kentucky Chain Stores Council and the Licensed Beverage Industry. (Note: Those holding full registration will be guests of the Courier-Journal and Times and Lexington Herald-Leader for the cocktail party. Additional tickets \$2.00. Those holding full registration will be guests of the Louisville Chamber of Commerce and Brown Hotel for the banquet; and floor show and dance courtesy C.-J. and Times. Additional tickets \$5.00.)

Saturday, January 27

- 8:30 a.m. Breakfast, South Room, William C. Caywood, presiding.
9:30 a.m. President's annual address. Report of the Secretary-Manager-Treasurer.
10:30 a.m. Advertising panel. Speakers: Warren E. Grieb, Manager, Detroit branch, Newspaper Advertising Service; Frank Thomas, J. Walter Thompson Advertising Agency, Detroit branch. Discussion period.
11:40 a.m. Address, "Offset Newspapers", Larry Nelson, Publisher, Glenview (Ill.) Post. Business meeting:
Reports of committees; Memorial Legislative KPA Press Fund Special Resolutions
New business and election of new members. Report of nomination committee and election of officers. Executive Committee meeting.
1:00 p.m. Luncheon, South Room, Enos Swain, presiding. Address, "The Nation", J. B. Phillips, Special Assistant to Assistant Secretary for Public Affairs, State Department, Washington, D. C.
4:00 p.m. Reception, Governor's Mansion, Frankfort, by Governor and Mrs. Lawrence W. Wetherby.

Consumer Expenditure In Local Markets

How many publishers are businessmen? How many really ADVERTISE what they have to sell — advertising and selling power? How many let advertisers know how important is the local market, and how big a chunk of that market each type of business can reasonably count on selling? Here's some sales "dope" for selling talks (based on the report of the Alabama State Revenue Commissioner and a survey of current business by the U.S. Department of Commerce.) The consumer dollar in a community is spent approximately as follows:

Food Sales	25c
Eating and drinking away from home	10.8c
Department Store Sales	9.9c
Automobile Purchase and repairs	8.1c
Building materials	5.5c
Women's wearing apparel	3.9c
Men's clothing	2.2c
Furniture and House Decorations	3.5c
Gasoline, Oil, Greasing	3.7c
Drugs and medicine	3.0c
Electrical appliances, including radios	2.0c
Hardware	1.8c
Shoes	1.4c
Auto Parts, Accessories	1.4c
Jewelry	0.9c
Miscellaneous	16.9c

You can check state sales tax collections in your area, multiply that amount by 50, and have the approximate retail sales in your community. The total will amaze you. If your community sales amount to five million dollars, then, according to the per cents listed above, your drug stores have a market of \$150,000 a year, your department stores have a market of \$1,250,000 a year. Ask your merchant if he is getting his share of this consumer dollar, then sell him on the idea of advertising to get his share.

Vans Arsdell Returns

R. G. Van Arsdall, former employee of the Henderson Gleaner and Journal, has returned to the paper as advertising manager. Van Arsdall had recently been advertising manager of a Evansville, Ind., department store. Other additions to the Gleaner-Journal advertising staff are George Knittle and Gene Phillips, a 1950 University of Kentucky Department of Journalism graduate.

To help each other, send to the KPA office any tips you can on advertisers, other than local ones. If you have a slow-pay or failure to pay advertiser (other than a local man) send the information along so that other publishers will not be stuck by the same man. All publishers will gain from this.

New Director

John Stanford, former assistant in vocational education at the University of Kentucky, has been named director of information for the Kentucky Rural Electric Cooperative Cooperation, succeeding Seth Thompson who resigned because of illness in his family.

Stanford, formerly on the news staff of radio station WHAS, Louisville, will be assisted by Jack Light, former editor of the New Albany, Ind., Ledger and the Powell County Herald, Stanton.

Thompson will move to Neosho, Mo.

Ethridge Resigns

The resignation of Mark Etheridge, publisher of the Louisville Courier-Journal, as chairman of the United States Advisory Commission of Information, has been accepted with regret by President Truman. The President wrote Etheridge that he regretted the necessity of accepting the Kentucky publisher's resignation which was promoted by "doctor's orders." Mr. Truman praised Etheridge for the "great and lasting" contribution he has made as chairman of the information commission.

Gaines On SNPA Board

John B. Gaines, publisher of the Park City News, Bowling Green, is receiving congratulations from his brother publishers on his recent election for a term of three years on the Executive Board of the Southern Newspaper Press Association. The new president, K. A. Engel, appointed N. A. Perry, Jr., State Journal, Frankfort, on the legislative committee. He stated that it was important that this committee should be made up of executives of newspapers who are known to be familiar with legislative matters, not only in their own states, but national legislation. Our congratulations to these progressive Kentucky publishers.

There will be many problems for the printer-publisher to face in 1951 that may need some indication of potential solution today. Every publisher will gain such information if he attends the 82nd mid-winter meeting at Louisville. You cannot afford to stay away.

The Press joins the officers and directors of the Kentucky Press Association in extending the season's best greetings to you and yours. May the new year, 1951, bring you peace, health, and prosperity—and for many years to come.

Can A Newspaper Reject Advertising?

The Lorain (Ohio) Journal has recently been tried by the U.S. Department of Justice on a violation of the Sherman anti-trust law based upon rejection of advertising by newspaper. A number of newspapers inquired during the past several months to their legal right to reject advertising. Here's what happened in the Lorain case.

The newspaper used its "right" to (a) refuse the advertising of a competitive radio station, and (b) to reject advertising of persons who also advertised over the radio. The federal court finding, in effect, respects the right of the Journal to reject advertising which conflicts with any pre-established policy of the newspaper. It denies it the right to use this power to create a monopoly and would force it to accept advertising of radio programs of advertisers who are also using the radio, with no discrimination in price against such advertisers.

Apparently the judgment does not affirm the right of a newspaper to reject advertising, such as "out-of-town" advertising, provided such rejection conforms to standard policy and does not in any way seek to establish a monopoly for the newspaper. Newspaper observers feel that the Journal's position was unjustified — BUT, also highly objectionable is a decision which narrows and restricts the right of a newspaper to reject advertising — in effect, giving the government power to dictate what advertising shall be published.

To be on the safe side, when the question arises, apparently the proper procedure would be to consider carefully whether rejecting any specific advertising, you are in any way inviting an accusation of "monopoly" for your newspaper.

Joseph H. Reister, Lexington real estate man, father of Joe S. Reister, head of Courier-Journal Lexington bureau, died December 20 following a heart attack.

Fireworks Advertising

According to an opinion from the office of the state Attorney General, out-of-town fireworks retailers can advertise in the newspapers of Kentucky although the sale and use of fireworks is prohibited in the state. Assistant Attorney General H. D. Reed informed Attorney Jennings Kearby that Tennessee retailer can advertise in Kentucky papers. Kearby had written that some of his clients wants to sell fireworks at Sevierville, Tenn., and advertise in a newspaper in adjacent Fulton, Ky.

ILET DMD GUD ON BEST



If that strange phrase appeared on a teletype in a newspaper office, you might think it was caused by wire trouble or "sun spots." Actually, the message reads "Iceberg lettuce demand good on best."

Messages like this are common on the 13,000 mile teletype system used by A & P Food Stores' produce-buying affiliate.

A & P's teletype network, operating from headquarters in New York, links all personnel concerned with produce buying in the company's seven retail divisions, our terminal sales offices and some 70 field buying offices.

The ever-changing supply and demand picture is kept in constant focus by a continuous exchange of messages over this network from our buying and retailing forces.

This system enables our buyers, moving throughout the country with the various produce seasons, to procure almost exactly what produce we need when we need it and ship it at the peak of quality and freshness directly from producer to our warehouses and stores. Last year we bought more than 120,000 carloads of produce worth \$200,000,000.

In the process, we eliminate many unnecessary and costly steps in the old-line system by which produce passes through various brokers, auctioneers, wholesalers and jobbers on the way from producer to retailer.

We believe our direct-line produce operation is a prime example of why A & P does the nation's most efficient job of food distribution.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume 22, Number 2

Kentucky Press Association

Joe LaGore, *President, Sun-Democrat, Paducah*
Douglas Cornette, *Vice-President*

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

District Executive Committee

Chairman, Bennett Roach, Shelby News, Shelbyville (At Large); First, Frank Evens, Messenger, Mayfield; Second, John B. Gaines, Park City News, Bowling Green; Third, Neil Dalton, Courier-Journal and Times, Louisville; Fourth, Albert S. Wathen Sr., Standard, Bardstow; Fifth, Charles E. Adams, Gallatin County News, Warsaw; Sixth, Enos Swain, Advocate-Messenger, Danville; Seventh, Thomas Holland, Daily News, Pikeville; Eighth, J. W. Hedden, Advocate-Sentinel, Mt. Sterling; Ninth, Martin Dyche, Sentinel Echo, London; State-at-large, William Caywood, Sun, Winchester; Immediate Past President, James M. Willis, Messenger, Brandenburg.



Employment Problem Is Getting Critical

The KPA Central Office has received requests from members throughout the state for backshop help. Most members realize that the Office has been able to place many frontshop employees but few for the backshop. As was done once before, your association has been debating the proposal to carry classified ads in trade publications in an effort to find backshop help. A few other associations have tried this plan this year but with very limited results.

However, the Central Office continues to exert every effort to try to find experienced help and to channel this help to our members. In the meantime, we believe that every one of you should examine your own particular situation and start making plans to train some local help. Energetic and intelligent women, handicapped persons, persons beyond draft age, all are likely prospects for your shop.

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

There are two suggestions that might work. One, that you train a woman operator or two; and second, that you take on a G.I. apprentice under the G.I. training program. Many of our papers have already taken on the G.I. training program and it has proved to be quite satisfactory. This program enables you to get a good type of man and at the same time he will be making a good wage as part of his training is subsidized by the Veterans' Administration.

We have been told that the present veterans' financial assistance program will be ended by July, 1951. However, with the present international situation, a law might be passed to extend this deadline. If and when there is any change in this deadline, notification will be made.

With a continuing drain on the manpower available, it is becoming more and more apparent that your Central Office is going to have a much more difficult time in obtaining experienced help. We therefore urge you to give this problem your most earnest consideration and that you take steps to protect yourself in the event you lost any of your backshop help.

Calls to service are beginning to tell on newspaper plants. During World War II, obtaining deferments for newspaper "white collar" workers, excepting those of top executive rank, was almost impossible, even though the War Department had listed newspaper production as an essential industry. The answer given then by Selective Service was, "it's up to the local draft boards," and it seems to be the answer today.

"Printing" appears in the list of essential activities under major group 27 as follows: "Printing, Publishing, and Allied Industries. Include establishments engaged in printing, publishing, and lithographing and those performing services for the printing trades, such as bookbinding, typesetting, engraving, photoengraving and electrotyping. The group also includes publishers regardless of whether or not they do their own printing."

If you wish to apply for deferment for an employe, here are the contacts you should make, depending upon the branch of service:

National Guardsman — address your letter to the adjutant general of the state; **Air Reservists** — through his unit commander, instructor to the commanding general of army area in which he lives; **Air Force Reservists** — To headquarters of the number of Air Force for the area; **Naval Reserve Officer** — To the Chief, Bureau of Naval Personnel, Washington, D.C.

Rate Book Data

Data for the 1951 Rate Book has gone to the printers. Data was not received in time from a few procrastinating publishers in our state. We may be able to catch any minor changes on the proofs.

Costs incurred in membership and participation in activities of a trade or professional association or society, such as your own NEA and KPA, are deductible for Federal income taxes. We know of no better deduction, or wiser investment, than your KPA-NEA membership and participation in all the affairs of these associations. The facts should be an added incentive for you to attend the 82nd Mid-Winter meeting.

Community journalism lost a prominent leader and a true friend in the death of H. W. Hill, 66 years old, publisher of the Herald-Examiner, Iowa, Reporter, and past president of the National Editorial Association. He was stricken while addressing the University of Mississippi journalism students and died a few days later on December 8. He was a prominent leader in community journalism and recognized as one of the leading experts in commercial printing ideas. Mr. Hill was a visitor in our state many times and addressed the meetings in Louisville. The editorial staff has lost a long and valued friend.

Fingerprints on a proof are no part of a clean copy or job order. The customer who does not see a proof is entitled to a "clean" look.

Resolutions Adopted On Wartime Censorship

The Board of Directors of the American Society of Newspaper Editors has adopted a resolution that if the government should make plans for imposition of wartime censorship the following three points should be considered fundamental:

- (1) That administration of censorship be assigned to an independent agency established for that purpose alone, responsible only to the President of the United States;
- (2) That the director of this agency be a civilian whose standing and background of experience make him acceptable to the communication media, especially press and radio;
- (3) That censorship, as applied to press and radio, be a voluntary censorship modeled after the voluntary system which operated successfully during World War II.

According to the American Newspaper Publishers Association, the Inland Daily Press Association adopted a resolution advocating the same three principles. During World War II an Advisory Committee on Censorship was set up by the Office of Censorship which included representatives of the Inland Daily Press Association, Southern Newspaper Publishers Association, National Editorial Association, American Society of Newspaper Editors, and ANPA.

Offset Weekly Started As Georgetown "Graphic"

Kentucky's second graphic offset weekly newspaper, "The Graphic," has been established at Georgetown by Archie S. Frye, former editor-manager of the Georgetown News and Times.

The first issue of the paper appeared November 30. Kentucky's first offset weekly was started at Mayfield, but suspended publication two years ago.

The new weekly is tabloid size with a five column page. The column measures 13 inches. The offset system by which it is produced is used by approximately 150 papers a nation.

"The process is coming into increased popularity in the newspaper field," Frye stated in an introductory letter accompanying an early issue. He further stated the policy of the paper would be to "support those things which are for the betterment of Scott county. "We are proud of the Graphic as a new father is of his offspring, and we have ambitions for it that are just as lofty."

James Barlow is listed as advertising manager of the weekly and Betty Stone, manager. Contributing staff members are Billy Thomson, Mrs. Edward Oldham, and Thomas Carroll, Jr.

Pattern Advertising

The Postoffice Department has ruled that publication of articles usually on the women's page concerning dress patterns and beauty treatments should be marked as "advertising" in the marked copy filed by the newspaper at the local postoffice if such services are available to readers by payment of a small fee.

The case arose where a local postmaster held that such articles were advertising and must be marked "adv" in newspaper publication and postage paid accordingly. The newspaper appealed to the Postoffice Department which ruled that such material need not be marked "advertisement" in the newspaper, although the marked copy filed at the postoffice should be clearly indicated to show such material to be "advertising."

This ruling means that newspapers may continue to publish such articles without using the "adv" in the newspaper. When the marked copy is filed with the postoffice, such articles should be plainly marked as "advertising" subject to postage.

Raising Of Rates Actually No Problem

Many publishers who are increasing their rates for advertising have written their experience. A publisher reports that he hesitated to do so for many months because "we were terror-struck with the idea — fearing the wrath of our merchants. Ours was a healthy raise — the first major one in some time."

He tells the rest as follows: "We sent a letter of some length explaining in detail the reasons why. And I think this resulted in the wonderful reception that followed our announcement. The merchants accepted the increase without a whimper. So far a 2 by 3 standing ad has been cancelled. That is all. Others will have to reduce their space a bit to stay within their budget. But I believe this is temporary. Point I am trying to make, however, is that I believe the advertiser should be explained why the increase is necessary, rather than just announce it without giving any reasons."

This may seem to many of us like a lot of extra work, but for some reason, it has always been the accepted way for newspapers to raise rates — with advance notice. Your grocer never tells you in advance when he raises or plans to raise the price of items, but he expects you to tell him. So, for the sake of good relations with your advertisers, take the time to be polite and careful about any move on rates, etc. BUT — remember, a newspaper that loses money eventually ceases to exist.

Greyhound Raises Rates On Newspaper Shipments

At a Chattanooga conference on December 6, Vice-president T. W. DeZonia, of the Southeastern Greyhound Lines, serving Alabama, Florida, Georgia, Tennessee, and Kentucky, discussed the proposal of raising the rate for handling newspapers from 1c to 1 1/4c per pound before the Interstate Commerce Commission. Representatives of newspapers, affected by the proposed increase, accepted the proposed raise but demanded certain conditions in return.

The representatives presented three conditions which, we understand, were accepted by the Greyhound Line as well as the individual newspapers. Accordingly, the new rate goes into effect January 1, 1951.

The conditions accepted were: 1. The Greyhound will take immediate steps to improve service so as to eliminate the many errors in the delivery of newspaper bundles to designated points on the wrappers; 2. The past requirement for special stamps be eliminated. In lieu thereof the newspapers agree to file a monthly report showing the weight of the bundles dispatched each day during the month and pay at the new rate of 1 1/4c per pound;

3. The new rate will become effective January 1, and the use of stamps will be discontinued on or before February 1. Stamps, remaining in the newspapers' possession, would be accepted as cash in payment of January's poundage.

The newspapers also agreed that proper identification of bundles handled hereafter must have the words, "PREPAID — S. E. GREYHOUND", on the dispatch labels. The wordage should be kept at a minimum to facilitate typing on the wrappers.

Check, again, with your newsprint supplier and get in writing, from him, a verification of the supplies you receive. Of course, a long-term contract would be fine. Men in positions to know about the situation predict that there may soon be controls on newsprint.

National Printing Week is scheduled for January 14-20. Use it to promote your many services, your job department, your economic importance to your community, and especially in an effort to attract learners for your plant out of whom printers and operators may be developed.

KPA members extend their sympathy to Frank O. Evens, publisher of the Mayfield Messenger, in the death of his father, W. N. Evens who died December 20. A native of Indiana, Evens moved to Mayfield six years ago to make his home with his sons, Frank and Roy.

No Priority Rules In Effect As Yet

No government orders or regulations have been issued to date which give newspapers a priority for materials used in newspaper production. National Production Authority orders and regulations issued up to now apply only to manufacturers and suppliers of materials which the government holds in critical supply and is using for defense production purposes.

NPA priority regulations and orders which limit manufacturers and suppliers in the amount of critical materials they may use in the production of goods for civilian consumers, including newspapers, must ultimately affect all consumers.

Specific orders issued to manufacturers and suppliers which regulate, restrict, or curtail the use of critical materials except for defense production purposes apply to the following:

M-1 Steel; M-2 Rubber; M-3 Columbian Bearing Steel; M-4 Construction; M-5 Aluminum; M-6 Steel distribution; M-7 Aluminum use; M-8 Tin; and M-9 Zinc.

These basic materials are of special interest to the newspaper business. Ability of a manufacturer to furnish newspapers with required quantities of materials used in newspaper production depends on what percentage of the output of each critical material will be set aside for defense production by specific NPA orders.

Priority orders may be issued now by Defense Department, Atomic Energy Commission, U.S. Coast Guard, and the National Advisory Committee for Aeronautics.

Newsprint Prices Raise \$6 Per Ton

Newsprint prices, as far as the majority of newsprint manufacturers are concerned, have shown definite increases during the past month. All but four Canadian and U.S. manufacturers are charging more now for newsprint than they were a month ago. Of these four, two have announced \$6 per ton increases effective January 1.

The prevailing base prices are now \$101, \$107, and \$111 per ton. Of the several companies which first raised their prices \$10, only Powell River has not dropped back to \$6 increase, and customers of Powell River in the Rocky Mountain and Southwest regions have been increased only \$6.

Except for the possibility of increases up to \$6 by Great Northern and St. Raymond, the Inland Newsprint Committee, after a check of the whole situation, sees no indications of further price charges at this time.

Send the Press your personal news items.

50-50 Advertising Falls Into Disrepute

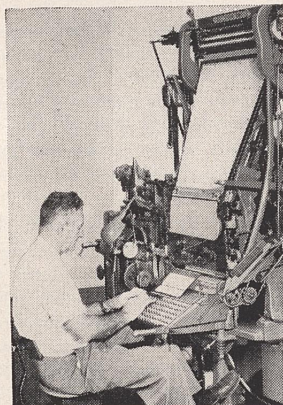
There has been considerable comment recently on double-billing practices. The following comment on the subject is taken from a bulletin of the Southern Newspaper Publishers Association. "The local dealer for a product, which falls under national advertising, offered to steer a 50-50 manufacturer-dealer advertising contract to the local newspaper, if the newspaper would bill the agency at the national rate but bill the dealer at the local rate, the newspaper to kick-back to the dealer the difference between the national rate charged and the local rate received.

It is the opinion that such a practice is illegal and fraudulent unless it is with the full knowledge of the agency and also the manufacturer who pays the national rate. Aside from its fraudulent aspects, the plan also appears to present a violation of the fair

trade practices clause of the Robinson-Patman Act in that it permits differential advertising rates among the same class advertisers. Even though the agency and manufacturer-advertiser might be aware of the arrangement and subscribe to it, it is inconceivable, the practice is highly unethical since it plainly weakens the argument for a differential between national and retail advertising rates. Whether the practice takes the form of a kickback, as described herein, or that of double-billing to the agency, the conclusion is the same."

Only mail matter protected by a cardboard stiffener may now bear the notice, "Please Do Not Fold or Bend," according to a postal ruling. Remember that when mailing cards or pictures—and by all means use cardboard to protect pix, whether you include the notice on the envelope or not

2 new profit-builders for your composing room!



BLUE STREAK COMET

Leading the way to increased profits and lower maintenance costs, this new Blue Streak Comet puts you years ahead in composing-room efficiency. For simplified maintenance, many parts have been modified or standardized while others have been eliminated entirely.

And fast! The new Comet can be operated manually, or Teletypesetter-equipped to set at speeds up to 12 column-width lines per minute.

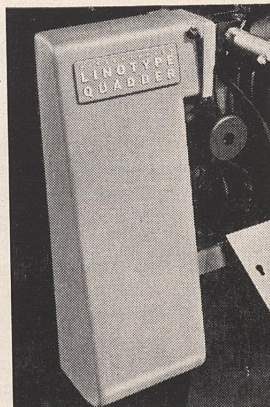
Check the many other profit-building features of the Comet with your Linotype representative today.

NEW ML QUADDER

Simple, sturdy and reasonably priced, the entirely new ML Quadder is applicable to most line-composing machines now in use. A flick of the convenient operating handle quads lines right, left, center or makes quadder inoperative.

The ML Quadder fits snugly on the left side of the vise frame—away from the casting area. All basic adjustments are factory-set—parts are engineered to compensate for eventual wear.

Savings as high as 50 and 60% have been effected in many shops after self-quadders were made available. Let your Linotype representative analyze your composition and estimate how much an ML Quadder can save you.



MERGENTHALER LINTYPE COMPANY · BROOKLYN 5 · NEW YORK

Linotype Corona; members of the Spartan Family

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Eleven Pointers For Adv. Lineage

Eleven pointers for increasing sales of newspaper space to local merchants were stressed by Norman A. Davis, Portland, Ore., sales consultant, in a recent talk before advertising managers of the Oregon Newspaper Publishers Association. Mr. Davis, who advises leading retail stores in Oregon and Washington, stressed these points:

1. Don't argue; 2. Encourage client to talk about newspaper advertising in terms of what is important to him; 3. Don't interrupt; 4. Don't do all the talking yourself; 5. Don't jump to conclusions; 6. Be a good listener; 7. Follow a specific procedure; 8. Spend more time looking at how you sell rather than what you sell; 9. Practice making sales by getting up a customer situation and going through the whole procedure; 10. Look for customer advantages, talk customer uses, expectancies and advantages; 11. Become a part of the client's way of doing business.

Get out of the position of selling him something into the position of being an advertising man—a business man—a part and necessity of the client's way of making more sales at a lower selling cost.

Readex Studies Made Available For Kentucky

The Readex method of making readership studies appears to receive good acceptance by agencies. Readex method has been developed by the Bob Pendergast Advertising Agency, St. Paul, Minn., the past few years. Material is furnished by the agency to the publisher to send out with copies of a certain issue to subscribers. Returns to the publisher are packaged and shipped to the agency for tabulation. The agency charges so much per page for analyzing and providing 10 copies for the results. This type of survey is handled by mail and the cost is within the range of smaller newspapers. For further information on this system drop a request to your Central Office.

Varn Your Readers

Nearby associations are warning their newspapers on the operation of Canadian stock sales organizations which are flooding their states with worthless securities and deceiving many hapless citizens of amounts from \$100 to \$1,000 apiece. Often these victims are from rural areas where they do not have access to reputable firms or persons for advice before sending their hard earned money to Canadian sharpies. A word of warning in your columns should be of value to your readers.

WHAS-TV Given Award

Station WHAS-TV, Louisville, holds the 1950 award for outstanding television news programs presented by the National Association of Radio News Directors. The station was selected from 105 television stations in the country to receive the award, a plaque, which was presented to Barry Bingham, president of the Louisville Courier-Journal, on a recent news telecast. Congratulations.

Anniversary Records

It's a smart business idea to keep a record of the anniversaries of all of your local business firms — stores, insurance agencies, banks, and all. Even the smaller towns have at least 50 establishments, which means an average of four or more anniversaries each month. By keeping such a record, special anniversary ads can be suggested when the proper date comes, and every ad man knows this is a powerful sales argument. Why not start this week to set down the establishment date, including the day and month and year, of all your local firms? This list will also be the basis for several good news features.

The Hazard Herald has announced the resignation of James Wooldridge, general manager of the Hazard daily. Wooldridge will return to his former home at Hopkinsville.

Are you listed properly in N. Ayer's directory? It was brought out at the NAM meeting that many papers had listed themselves as being "agricultural" instead of independent, republican or democratic, and as a result, have missed some recent national advertising schedules which were drawn up on the basis of Ayers listings. Watch this the next time you fill out an N. W. Ayer card for information.

Use Old W-H Statement

The Bureau of Internal Revenue has issued Form W-2 Withholding Statement for 1951, in which employers must show the amount of social securities withheld and the amount of wages subject to this tax. This differs from Withholding Statement for 1950 wherein the employer was required to show only the total amount of wages and income tax withheld. The new Withholding Statement will not be used until such statements are required for wages and salaries earned and paid in 1951. Wages and salaries earned for the year 1950 will be reported on the old form, W-2, Withholding Statement for 1950.

Delmar Adams Buys Nicholasville News

Purchase of the Nicholasville News by the Jessamine Journal was announced December 12.

The News, founded in 1888, was purchased by the Journal from the Nicholasville News Corporation, a firm set up last July after its purchase from its then owner and editor, Clinton Ricketts.

Since that time the News has been published under the general management of Charlie Drew, business manager of the Lexington News, Lexington community weekly newspaper formerly known as the Community News.

Delmar Adams, owner and editor of The Jessamine Journal which was founded in 1872, said he had taken over management of the News plant and equipment and that the Journal would continue to be published each Friday. The News, a Wednesday newspaper, will discontinue publication with this week's issue.

Price involved in the transaction was not disclosed. The building in which the News has been published was not involved in the sale, Adams said.

Warren Bowers, manager of the John H. Perry Glenwood Farms at Perry Park, near Carrollton, died December 12. He had been in charge of the Perry farming interests for the past 10 years.

If you have a question with your local postmaster about a lottery matter, we encourage you to write direct to the third assistant postmaster general for an opinion. It often saves time and gives you the advantage of a more considered opinion.

A booklet, published by the National Fire Protection Association, entitled "Protection of Record," is available at \$1 a copy address 60 Batterymarch St., Boston 10. This booklet will enable a publisher to survey his plant to determine if he has proper protection for files and other records. It gives specifications for fire resistant vaults as well as conditions regarding heat and humidity.

IDENTIFY INSIDE PAGES

Several advertising agencies in checking over tearsheets ask why newspapers do not identify their inside pages. We have found that some papers fail to carry a dateline on an inside page. This should be done for every page. There are also papers that fail to list the city at the top of inside pages. Agencies are therefore unable to identify tearsheets. Each paper should carry at the top of EACH page: Name of newspaper, city, state, date of issue, and page number.

Check Fire Hazards In Your Own Plant

The recent observance of Fire Prevention Week focused new attention on newspaper plant fires. It also suggested to the publisher and foreman the idea of looking around the printing shop for fire hazards there and ways in which to remove them.

Five simple rules can reduce the likelihood of fire in your newspaper plant, according to three veteran executives who have each guided weeklies through years of publication without suffering a single fire loss.

The three newsmen agree on these "five steps to fire safety":

1. Watch that basement!
2. Get rid of that waste paper regularly.
3. Use safety cans for flammable liquids.
4. Don't expect employees to observe "no smoking" rules.
5. Tour the shop every night before closing.

D. H. Moreau, publisher of the Hunterdon Democrat, Flemington, N.J., calls the basement "a newspaper's number one danger spot."

"It is so easy to let odds and ends pile up down there, with the idea of throwing them out later," he says. "I try to keep the basement of my plant from becoming a catch-all for paper and other combustible materials."

Moreau, whose shop has been fire-free for the past 125 years, also endorses the safety can, which closes automatically when not in use. These cans will prevent the evaporation or spilling of flammable liquids.

Smoking, Moreau states, will always be a problem. One way of helping prevent danger from it is to keep the floors well-swept and clean of debris. Always inspect the plant before leaving at night for any stray cigarette butts or other fire hazards which might flare up during the night.

Fire buckets and extinguishers should be kept handy to prevent little fires from growing into big ones.

In addition to these five rules, Moreau also recommends other safeguards which someday might save your shop from disaster.

Get an experienced electrician to look over your wiring. Avoid overloading.

Replace open gas flames with electric devices whenever possible.

Provide closed metal containers for oily rags.

Binding News Files

Is Our Specialty
Write for Information

O. J. Forman Company
Monmouth, Illinois

Invasion Of Privacy

Persons have been able to collect for invasion of privacy where they could not under the laws of libel, said Elmer Beth, professor of journalism at the University of Kansas at the recent NEA meeting. He cautioned his listeners on the use of items, ten, twenty or thirty years old because "something which was news ten years ago might not be news today, and might therefore constitute an invasion of privacy."

Use of a person's name in an advertisement without express permission is a dangerous practice and this might even include a newspaper's classified promotion in which is cited an example of excellent results obtained and name the person who got those results. Likewise, pictures used in ads without consent of the person photographed have resulted in suits.

An example in which damages for invasion of privacy were awarded was the case considering a soldier who was killed in action but had provided in his will that a rose should be sent each day to his "lady of love." A good news story but the lady sued and collected.

Use the counter on a press. A "baker's dozen" may be a fine gesture, but will the customer count the sheets and know that he has received extras? A five or ten percent overrun is money out of your pocket.

It Pays To Keep All Wage Records

All publishers with circulations over close to, 4,000 should keep very accurate time-cards on employees showing hours worked each week, the rate of pay and total amount of salary.

Every now and then we read of some stance where a suit is brought against publisher by an employee, under the work hour act. It appears to be policy to assume the publisher is "guilty" unless he can prove otherwise. In one instance, the absence time-cards was considered proof that publisher was in the wrong and his employee in the right.

In a case in California, a suit against publisher was brought in the amount of \$5,000 but this publisher was lucky; amount finally boiled down to \$700. For with the alternative of paying the \$700 carrying his case to the Supreme Court, an estimated cost of \$30,000, he decided to pay.

—Okla. Press Bulletin

The smallest publication which looks complacency on the troubles of TV, dailies, national magazines, billboards, all other forms of mass communication looking right into the muzzle of a heavily loaded gun. Regulation of one means eventual control of all.

ONE OF KENTUCKY'S TRADITIONS

Christmas Baking

Traditional Kentucky baking for Christmas is not a matter of a single afternoon; but an occupation for at least a solid week. You don't open a can for pumpkin, or coconut. You operate on the entire pumpkin, crack the coconut, drain the milk, pry off the bits of coconut meat and bark your knuckles on the grater. But the food is tastier for the labor, and Kentuckians cheerfully tackle this traditional chore in honor of the Christmas season.

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

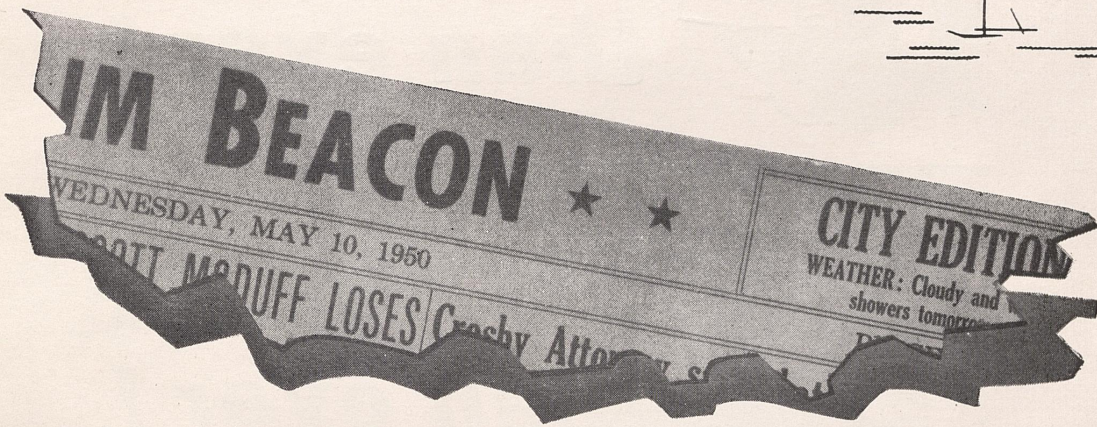
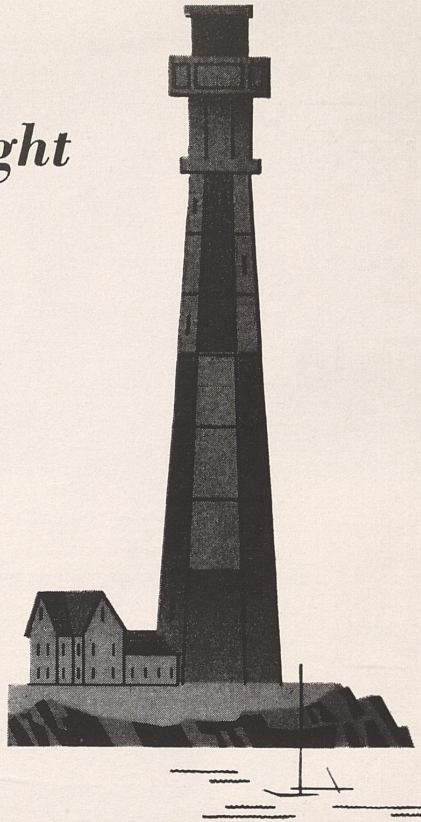
Like Christmas baking, BEER BELONGS in Kentucky. When holidays arrive, Kentuckians are ready with the keynote of hospitality—brimming glasses of beer—the beverage of moderation.



Copyright 1950, Kentucky Division, U. S. Brewers Foundation
1523 Heyburn Building • Louisville, Kentucky

beacon is a guiding light

but **Beacon**
is a newspaper



Because a beacon is a guiding light, many newspapers have chosen the word as their name or part of their name. And as a name—a proper name, it always rates a capital "B."

By the same logic, Coca-Cola and its popular abbreviation Coke rate capital initials, for both are proper nouns—the registered trade-marks which distinguish our product.

We point this out because it is a matter which is occasionally overlooked. And besides, good practice requires the owner of a trade-mark to protect it diligently. The

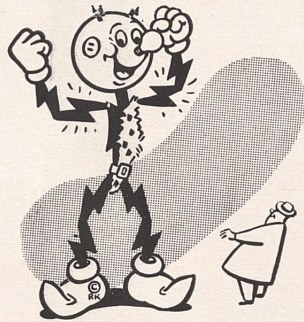
upper-case initials are as important to us as capitalizing the name of your newspaper—and as proper.

*Ask for it either way
... both trade-marks
mean the same thing.*

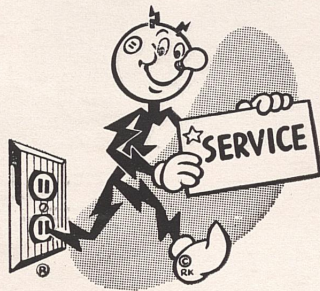


THE COCA-COLA COMPANY

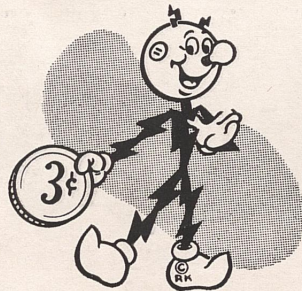
ELECTRICITY ==



BIGGER
than ever!



BETTER
than ever!



LOWER
than ever!

KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street

Lexington