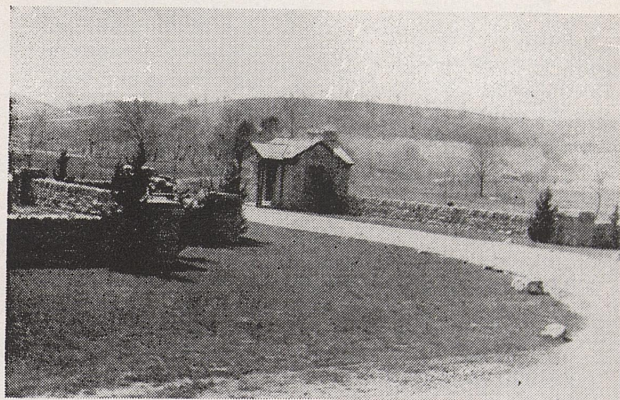


The Kentucky Press

February, 1948

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



Road To Skyline Lookout

●
VOLUME NINETEEN
NUMBER FOUR
●

Publication Office:
Room 64, McVey Hall
University of Kentucky
Lexington

Official Publication Kentucky Press Association

The Kentucky Press Association

is an organization representing 160 weekly and semi-weekly community newspapers, 22 small dailies, and 7 major dailies, whose publishers desire to provide for advertisers the greatest possible coverage and render

the placing of advertising in their papers more easy and satisfactory. The Association maintains a Central Office in McVey Hall, University of Kentucky, Lexington, which provides for the all-inclusive plan of

One Order - One Billing - One Check

without additional cost to agency or advertiser. This office through a complete file of its newspapers attends to proof of publication through tear sheets and cares for the many details of placing advertising. Given a list of newspapers to be covered with mats or plates necessary, the office will place the orders, check the publication, provide tear sheets, and render one bill for the entire account. This eliminates a considerable expense to the agency or advertiser.

You can place space in any number of Kentucky weeklies, semi-weeklies, or dailies with a single order. Send us only a blanket insertion order, together with mats, stereotypes, or copy sufficient to cover. Individual

insertion orders will be issued the same day from the association office. No charge is made to the advertiser or agency for this service.

This office will service advertising accounts covering all or any part of this entire list. The cost of covering the community newspaper field, exclusive of the small and major dailies, is approximately \$64.00 a column inch for a circulation of 385,000 readers, almost all on a cash-in-advance basis. Seventeen weeklies are members of the Audit Bureau of Circulation; twelve dailies are members. More than 40 applications for membership are now on file.

National Advertising Affiliating Service

This Association is a state affiliate with the National Editorial Association, and is an affiliating and co-operating member of and with Newspaper Advertising Service, Inc., Chicago. National orders, placed thru NAS, are distributed from this office to our state newspapers under the one order, one billing, one check plan.

While our state average is higher, in the nation 52% of the nation's population, 70,200,000 persons, live in towns of less than 10,000 population—only seven larger cities in Kentucky. This "Mr. 52" had \$44,000,000,000 to spend last year, 43% of the Nation's buying power.

"Mr. 52" represents 6,000,000 farm families—2,000,000 electrified farms—60% of all automobiles, trucks and tractors—50% of all furniture—46% of clothing—and the Nation's highest percentage of Home ownership—IN FACT, the greatest potential market for far-seeing manufacturers.

"Mr. 52" in the past has been difficult to reach, living in 15,000 different small towns and on 6,000,000

farms—no national publications, no national radio hook-ups can reach him as Economically, as Thoroughly, as Easily, as HIS HOMETOWN NEWSPAPER with maximum readership—because "Mr. 52" knows the local editor—knows all the merchants—knows all the other subscribers—knows his Senator and Representative—knows that his Hometown newspaper is a Warm, Living, Influential part of his life—and directly influences it.

"Mr. 52" Hometown newspaper offers MORE local coverage than all other media combined—he can be reached by One Package and One Check through Newspaper Advertising Service, Inc., 188 West Randolph, Chicago, and through the Kentucky Press Association.

Remember "Mr. 52" and make him a customer by selling him today through his own HOMETOWN NEWSPAPER.

For information, call or Write Victor R. Portmann, Secretary-Manager, McVey Hall, University of Kentucky, Lexington 29, Kentucky.

Tested Methods In Advertising Production

Some of these ideas are old; some are new. Combined, they offer a handy review of tested methods whereby successful newspapers have developed **more** local advertising on Main Street. Check this check-list and try out one of these tested business getters:

1. Sell Merchandise Ideas

a. Invest in Good Advertising Mat Service. For a few dollars a month, you can have access to attractive layouts, illustrations and timely promotions. But don't buy that service just to park it away on a shelf to collect dust. **Put the service to work**—tear it apart and show merchants how you can help prepare attractive and result-pulling copy. One extra ad will pay for the service.

b. Study Exchanges. A lot of publishers are too busy to open their exchanges, but a good live exchange list is worth more than \$100 per month for suggestions, copy and to show you the opportunities you are passing up.

c. Check old files. They show what your merchants have done in the past and what they might do in the present or future.

d. Watch store stocks. An alert ad man keeps his eyes and ears open when he visits his customer's store. A check of window displays and stock of merchandise provides tips for ad copy—just the ammunition you need for a frontal assault on a deeply entrenched non-advertiser.

e. Watch trade publications. Every business classification has its own trade publication. They are full of latest merchandising ideas along with those specialized lines and are always good for advertising copy suggestions and layouts. Borrow copies from your merchants—it never hurts to show an interest in their business.

2. Constant Solicitation

a. Use a prospect list. See that no advertising prospect is overlooked. Make it a point to see a certain percentage of the non-advertisers every week. Start them with small ads at first and **get results** for them.

b. Set an advertising goal or quota. Daily, weekly or monthly it gives you an incentive to beat your own record or that of your competitor. Newspaper work can be the most fascinating game in the world.

c. Keep a simple advertising chart. It is so easy to get into a rut and blame your merchants for your lack of business. A simple chart will tell a story that may jar you or your ad staff out of a dangerous lethargy or smug complacency.

d. Sell ads in series or packages. It takes

no longer to sell a series than it does one ad, and consistent advertising brings greater results.

e. Spread optimism. Advertising is based on faith and the bird who kills that by his pessimistic outlook on life has no business in the advertising game. The fate of our American way of life depends upon good salesmanship of our national manufacturers, our local dealers and **our publishers..**

3. Improved Mechanical Aids

a. Be prepared to help prepare copy. If you want ad volume you must be willing to draft 75 per cent of the copy because the average merchant can't or won't.

b. More care in set-up. Many advertisers have been lost because of sloppy work in the back shop. Care in composition, backed by good rollers and tympan and clean ink founts will pay dividends.

c. Proofs to advertisers. Give protection to advertisers and the newspaper; makes and keeps friends.

d. Cheerful alterations. Remember the customer has the right to have his ad set up as he desires—he is paying for it.

e. Give extra service. It will be doubly appreciated after the long siege of war-time lack of service in all lines.

4. Follow-up Equally Important.

a. Give extra copies of the ad for posting in the store. The greater the results, the larger will be your advertising linage.

b. Encourage window and counter displays to tie-up with ads. Furnish a display card or stickers, "As Advertised in Your Newspaper. Help make it easy for the advertising to produce.

c. Show an interest in results. That is what you are selling and when you get that your linage will take care of itself.

d. Encourage "Reader Reaction." Encourage your readers to tell the merchants, "I saw your ad in the hometown paper." That sounds simple but few shoppers ever give credit to the newspapers as their source of information. And above all, know what the advertiser has advertised. Nothing is more exasperating to the merchant than to discover you didn't even read his ad.

5. Use your own medicine

"Printers Ink Makes Thousands Think!" If advertising will get results for your merchants, it will get results for your newspaper—and if you have no faith in your own advertising space, how can you expect others to use it? Every issue of your newspaper should contain one or more ads show-

ing:

a. Increasing reader-interest and importance of being a subscriber.

b. Value of advertising and how the newspaper stimulates trade.

c. Community service—how the newspaper contributes to improvements of community life.

d. Commercial printing and office supply service.

e. Prestige and justification for community pride and staff loyalty.

By Frank Hatt

Advertising Manager, The Childress Index, Montana

It's not the regular duties of an advertising manager's job that gets him down but all the "extras" that get thrown in every day for him to do.

It's the extra "little courtesies" that make him greyheaded, nervous, irritable and become a good prospect for stomach trouble.

For example, he opens his mail and finds a request from a prospective advertiser through an agency for a list of all the grocers in town. Of course he always obliges, and seldom, if ever, sees his efforts rewarded with a schedule.

Then, too, there is that all too familiar request, "if you will get a local druggist to buy a dozen cases of Snuffy's foot powder, you will receive a schedule of 14-line ads for 13 weeks."

At first we would call on the druggist and extol the merits of Snuffy's Foot Powder (the outfit that was too stingy to hire a salesman). We soon found out that the druggist couldn't get rid of Snuffy's Foot Powder unless he gave it away. Then we started throwing these letters in the waste basket.

Then we get a request from an agency wanting to know the names and addresses of the officers of all the women's clubs in the city. We manage to pawn this one off on the society editor.

In the same mail is a request for a survey. Simply call on every grocer in town, it asks, and have him answer this questionnaire on insect sprays. The questionnaire, I might add, is three pages long. Of course, no schedule is forthcoming.

Now comes an honest-to-goodness insertion order. Yes, sir, an inch ad to run twice a week for 13 weeks. All the agency wants is two publicity stories, a letter announcing the campaign to every retail store in the trade area (please send us a copy of the

Donald McWain, C-J Financial Editor, Dies

Donald M. McWain, 49, financial editor of The Courier-Journal, died unexpectedly of a heart attack at his home February 3, McWain, a member of the newspaper's staff since 1924, slumped to the floor in the bathroom as he was preparing to leave for work. His wife, Mrs. Juliet Loeffler McWain, found him unconscious and called a physician. When the physician arrived he was dead. He had complained of feeling slightly ill yesterday morning, members of his family said. He had had no previous heart ailment.

McWain had worked for newspapers 26 years. He became financial editor of The Courier-Journal in 1938 and started his daily column, "Odd Lots."

The veteran newspaperman was a native of Stark, N. H. After graduation from Brown University, he served in the Navy during World War I. He went to Louisville in 1922 as a reporter for the old Louisville Herald. He joined The Courier-Journal staff in 1924 and was sent to Frankfort to report news at the State capital. Several years later he was brought back to Louisville and placed in charge of the promotion department.

Besides his wife, he is survived by a year-old son, Donald Andrew McWain, and his mother, Mrs. Mabel McWain, who made her home with her son.

The other fellow's sins, like the other fellow's lights, always appear more glaring than his own.

letter, they say) and a request to build three displays in prominent places in the largest stores, plus a display in the newspaper office window.

The mailman comes again. This time we are asked to satisfy a prospective soap advertiser, to find the grains of hardness in the city's water supply, along with a complete chemical analysis of the water. So we contact the water superintendent, and after several calls, find him in his office, get the information and mail it to the agency. What next, we ask! And soon find out. The manufacturer of a well known dog food wants to advertise in our paper and would like to know how many dogs reside in our county . . . how many are licensed, how many are vaccinated, and do they like the climate. So we call the veterinarians (and we're supposed to be selling advertising).

I don't know why we do it. I guess we're a bunch of suckers. Maybe we have a vain hope we may some day get an ad. Anyway, we still call ourselves advertising men. I wonder!

Professional Status Needs Definition

Ever since the Administrator of the Wage and Hour Division of the U. S. Department of Labor decreed several years ago that editorial and news employees of newspapers are not professionals because they are not required to take an examination to obtain a state license for practicing their calling, these workers had cause to wonder just where they fit into the newspaper organization picture. Nor did the discussion on the subject at the recent annual convention of Sigma Delta Chi clarify the question. If anything, it added to the confusion already existing.

There never was any question as to why the Administrator held that a reporter is not a professional worker. The amount of income received by an individual became the standard to determine whether or not he is engaged in professional work. It is the same standard advocated by a labor union in holding that no person should qualify as a professional, executive or administrative worker unless the monthly income exceeds \$500. The Administrator very tediously explained that his ruling was justified because newspaper editorial and news employees may not be considered in the category of physicians and lawyers. But if income is the chief factor to be considered, it is a dead certainty that many physicians and lawyers would soon have no claims to professional status.

What is decidedly surprising and perhaps disappointing to thousands of newspaper and editorial workers was the expression of Tom Wallace of the Louisville Times, editor, who stated at the Sigma Delta Chi convention that: The newspaper is a business enterprise engaged in manufacture and distribution of a physical product which is of a nature that makes it a service. The newspaper owner is a manufacturer and a merchant. The term "journalism" is applied usually to a calling in which an overwhelming majority of persons engaged are employees. It would not be desirable for the practice of journalism to be regulated as medicine and law are regulated." He further declared that professional status would not produce a marked improvement in journalism.

There are many publishers as well as newspaper workers who will differ with that observation. Essentially, a newspaper is a service-giving agency and not a business enterprise. The business aspects of publishing a newspaper are no greater or less in degree than the business propensities associated with medicine or law. Physicians and lawyers charge fees for their services but

never have they been held as unprofessional or charged with operating a business enterprise because they charge. They are professionals because of the nature of the services they perform.

If "journalism" is a calling as Tom Wallace admitted, then those engaged in that phase of newspaper production which requires the practice of that calling are entitled to a designation of status that befits the nature of the services they perform. Nor can there be general agreement with the statement that extending professional status to those who deserve it will improve journalism. Printers are proud that they are the tradesmen necessary in newspaper production. It would seem that editorial and news workers would experience a comparable lift in the knowledge that their efforts are more than just ordinary.

Regulation of these efforts is not constitutionally possible which all the more emphasizes the professional status of their efforts. The personal code of ethics which every editorial and news worker accepts carries with it professional responsibility that is unexcelled in any profession. Those who violate it are not liable to any law or any man-made rules or regulations, other than their own consciences of what is right and what is wrong. In the final analysis, that and the character of the work performed are the real tests of professionalism.—Indiana Publisher.

The will contest instituted in the Grant County Circuit Court by the relatives of Grant County News, to have his last will and R. L. Westover, deceased publisher of the testament declared null and void was tried on February 10-13. The jury found in favor of Miss Harrell.

By his will Mr. Westover devised to Edythe G. Harrell, who had been his assistant and editor for sixteen years. The Grant County News, paper, plant and building, and all his cash on deposits in banks. The evidence tended to show that Mr. Westover felt deep gratitude to the people of Grant County who had loyally supported him and his paper and that it was his desire to make his paper more modern, install new improvements, and have it continued without interruption of policy as he had operated it for forty-one years . . . a true Grant County paper for Grant Countians at home and abroad.

The Press congratulates Miss Harrell on her signal victory and we know that she will continue to carry out Mr. Westover's policies in giving her readers a worthwhile newspaper of highest community service.

Nobody Has Worked Harder Than Your Grocer To Keep Prices Down



Your grocer is the most efficient merchant with whom you deal.

No other retail merchant has done such a thorough, consistent job of bringing expenses and prices down.

Fifteen years ago, when you spent \$1.00 in a food store, 25c to 30c went to cover your grocer's cost of doing business.

Today these functions, in many cases, are performed for as little as 15 per cent.

If these efficiencies had not been achieved, you would be paying 10c or 15c more than you are today for all the food you buy.

Your grocer has been able to make these savings despite the fact that during this entire period he has had to pay progressively higher prices for the services he buys — has paid constantly higher wages.

For instance, less than 15c of every dollar spent in A & P stores goes to pay for our trucking, rent, light, wages, taxes, advertising and all the other costs of stocking and operating a modern food store, including our very small profit of 1½ cents.

Grocers can't control the price they must pay for food. But through efficient operation and elimination of waste and spoilage they can and do cut down the distribution costs that are part of the price you pay for your food.

Every time your grocer finds a new way of reducing costs it means savings for you. It means more buying power in your food dollar and more food on your table.



A & P FOOD STORES

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Press Association

Victor R. Portmann, Editor-Publisher

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NATIONAL EDITORIAL
ASSOCIATION
1948  *Active Member*

Anyone Can Sue

Publishers have frequently presented certain facts to the State Office and then asked: "Can we be sued?" The answer is that the courts are open for anybody to file suit, even though there are no grounds for the suit.

An example of this is a complaint just filed against a Texas newspaper as co-defendant for damages resulting from an automobile accident and allegedly caused by an individual, who, as an independent contractor, bought the newspapers and distributed them through carriers he hired. The newspaper is named as co-defendant because the complaint alleges it "permitted a contract with a reckless driver, knowing he was reckless," and also because after the accident occurred sales were continued to the independent contractor. Obviously, the contract for distribution of the papers was not concerned with the character, reputation, or habits of the contractor. But the newspaper

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.

has been sued anyway.—Indiana Press Association Bulletin.

Newspapers are apt to be less careful in considering the libel laws if a publication refers to an individual who is not a resident of the town or community where the newspaper is published. Many times a newspaper will publish remarks about a non-local resident which it would not publish about a person living in the county of publication. The theory may be that the person allegedly libeled may not see it and anyway would not go to the expense of filing a suit in the county where the newspaper is published. A recent case in Louisiana may change this. The sheriff in one Louisiana parish (county) sued a newspaper and published in another parish (county) charging libel. The newspaper defended on the ground that the suit should have been filed in the parish where it is published. The Louisiana Supreme Court held against the newspaper and that the suit was correctly filed. The newspaper appealed to the U. S. Supreme Court which denied review, and rightfully, because no Federal question was involved. Therefore, the leading case on the question is supplied by the Louisiana decision, which becomes leading law in any other state where this issue arises.

Pix Newspaper's Own

You might be interested in an attorney's opinion rendered for an Indiana weekly recently. A staffer took pictures of an accident in which a train had struck a car, killing the driver. In the ensuing civil damage hearing, the attorney for the victim's family demanded that the newspaper produce the pictures in court and threatened a mandamus action. State Police investigating the accident also requested the pictures. The publisher asked his attorney if he could be forced to sell or give the pictures to the litigants and/or the State Police. His attorney's opinion was:

"Since an accident is in the nature of a public event, the newspaper was exercising journalistic privilege under freedom of the press when it took the pictures. Next, the pictures were the property of the newspaper and no court or governmental agency, even the State Police, has the power to require a newspaper to relinquish its property rights in news matter."

A merchant in an Indiana town recently decided to drop newspaper advertising in favor of direct mail. The paper's advertising director kept tab on the results. The first mailing to 500 persons represented an investment of \$40 or a cost of 8c to reach each of the 500. The newspaper's circulation is 4,000 and its local advertising rate is 50c an inch. A 16 inch ad would have cost the merchant \$8. In other words, it cost the merchant 8c to contact each of 500 persons as against a cost of 2 mills to contact each of 4,000 homes in his trading area. Obviously, the merchant is convinced that newspaper advertising is the least expensive there is, and the newspaper helped to convince him. Good public relations on the part of the newspaper.

The Post Office Department has issued a warning to all periodical publishers shipping copies of their publications overseas that many copies arrive overseas in undeliverable condition because of poor wrapping and labeling, the Post Office Department says in part: "It should be recommended that a strong and substantial quality of paper be used for wrappers, and that any measured designed to prevent the wrappers from slipping off or being torn off, such as the use of cord, or the insertion of an edge of the wrapper in the magazine itself when it is being wrapped, be employed where practicable.

Keep your ear to the ground long enough and you will get the dirt.

Apprenticeship Program Needs Modification

By E. T. Leech, Editor
The Pittsburg Gazette

Thousands of young men can't enter the better-paid, skilled trades. They are denied this chance even though there is a great demand for their services.

A striking example is in the printing trades—although it is by no means confined to them. Virtually every newspaper and commercial printing plant needs skilled workmen. In some departments and cities the shortage is acute.

Yet thousands of young men, including veterans, would like to learn good trades. Their opportunity to do so may depend to a considerable degree on a newspaper strike now going on in Chicago.

On the surface it looks like an ordinary row between employers and a union—in this case, the printers of the Typographical Union. But it is actually a fight over a Federal law. And its outcome will personally affect many young men who would like good jobs.

Since the strike began the Chicago papers have been publishing without printers. Their stories are typed on a novel kind of electric typewriter, pasted on sheet forms and then engraved.

But novelty of appearance is only one of the novelties in this strike. It is highly unusual because its object is to force the employers to ignore a Federal law—the Taft-Hartley Act. Because of that law the high command of the Typographical Union adopted a policy of not signing contracts, but of imposing "conditions of employment" on the newspapers. It's an ultimatum procedure which would do away with collective bargaining.

The Chicago papers, when their printers' contract expired, insisted on new contracts as a condition of granting wage increases. They had had such contracts for many years. In fact, only a few months ago the union presenter a scroll to The Chicago Tribune—one of the six struck papers—to mark 95 years of contractual relations in which there had never been a printers' strike.

Under those contracts, the printers had a closed shop. Over the years the Typographical Union gained a virtual monopoly on the supply of newspaper printers.

In recent years this monopoly has tightened. The number of apprenticeships was severely limited by contract. The newcomer had to serve a six-year apprenticeship, although a bright boy can learn the trade in much less time, and the union has now recognized this fact by permitting upgrading of apprentices.

The supply of new printers hasn't been nearly enough to meet increased printing demands and offset deaths and retirements. The average age in newspaper composing rooms has risen sharply because of the shortage of young men.

The printers in some cities to a certain extent, and some other unions to a much greater extent, have been doing what is known in labor circles as "work hogging." Much of the work had to be done at overtime rates because there weren't enough men to do it at regular pay.

Along came the Taft-Hartley Act—which eliminates the "closed shop" but substitutes the "union shop" whenever a majority of the workers vote for it.

From the standpoint of protecting the union there isn't much difference between the two.

But under the "closed shop" the union supplies all printers to fill vacancies. They have to belong to the union to get work. By controlling the number of apprentices, the union can thus limit the supply of available journeymen.

Under the "union shop" the employer can hire any available man to fill a vacancy. The man need not belong to the union. But the Taft-Hartley Act provides that, if a majority of the workers vote for a "union shop," then the new employe must join the union within 30 days after starting work. He must remain a member and pay dues to hold his job.

This gives the union security. But it also gives the employer a chance to hire men to overcome a shortage of workers.

That's the basic issue in the Chicago strike.

If newspapers can hire new men for skilled trades—men who must later join the union—they can fill their depleted ranks. And many thousands of younger men can get steady work at high pay in skilled trade in printing and other "closed shop" industries.

Wages are not the real bone of contention in Chicago—as is the case in labor disputes. The papers said they were willing to pay higher rates provided they could do so under legal contracts—as they have been doing for nearly a century.

But the Typographical Union, under the aggressive leadership of its international president, Woodruff Randolph, is following a policy of signing no contracts. It is demanding the right to lay down rules and rates of employment, without collective bargaining. The object is to retain the closed shop instead of substituting the union shop.

Printers are among the better paid crafts. Under the contract which expired recently in Chicago, the day rate was \$85.00 and the

night rate \$91.00 for a five-day 36½-hour week. In larger cities the annual wage of printers runs from about \$3,500.00 to \$5,000.00 and the hours usually are not over 37½ a week.

Overtime Provisions Work Many Hardships

Federal law sets the working week at 40 hours and any additional time over that must be paid for at penalty rates.

There can be but two results of that:

Either men and machines in many places must be idle when they could be producing or the costs of production are raised by the higher wage rates that must be paid for any time over the legal maximum. In the first case production is cut below its potential. In the second case the result is higher costs and higher prices.

It would be naive to believe that either political party in an election year is likely to repeal the law.

But it does seem to us that in face of the great need for more production, it might be politically feasible to allow agreements between employers and their organized employees to extend the work week beyond forty hours with the additional hours to be paid at no more than the regular rate.

With high cost of living many more wage earners want and need more money. They have a pretty good idea that they can get it and to think that any labor leader can resist the pressure is not very realistic. But at the same time both the workers and the leaders know that higher wages which do not also increase production merely send costs higher and inevitably raise prices.

If labor leaders in the next few months demand another round of wage increases and if they call strikes in support of those demands, they will be in public censure, even though they are only the creatures of circumstances over which they have little control. But if they could persuade their following to lengthen the working week by a few hours, they would increase the earnings of individual wage earners without increasing costs.

When people want more goods and when the men who make goods want more money, it seems ridiculous that an inflexible law should keep them apart.—Wall Street Journal.

A California District Court of Appeals has held that newspaper circulation is an important factor in awarding legal advertising. Award of a contract to a higher bidder because of greater circulation, brought a suit in which the Court upheld the action of the municipal authorities.

ANCA Managers Adopt Ethics Code

A lengthy code of ethics has been adopted by the Association of Newspaper Classified Advertising Managers.

Nine points in code:

1. Causing the loss of money to readers directly or indirectly.
2. Causing injury to health or morals of readers.
3. Evading or fostering the evasion of law.
4. Attacking or criticising race, creed, religion, organization, institution, business or profession.
5. Destroying confidence of either or both readers and advertisers. The following types have been found by experience to be detrimental and therefore objectionable. Advertisements that (1) Are or may be construed to be indecent, immoral, obscene, vulgar, suggestive, or offensive. (2) Induce or tend to induce bankruptcy or divorce. (3) Offer correspondence courses, unless from competent and established schools. (4) Offer pay while learning. (5) Make matrimonial or offers of similar nature.
6. Offer for sale intoxicating beverages, drugs, narcotics, or other stimulants, or formulas for making the same.
7. Claim to cure or offer medicine, appliances, or treatment making.
8. Offering work or employment on a wage or salary basis when remuneration actually is on a commission basis.
9. Call for an expenditure of money with or without promise of future remuneration (except normal deposit or sample outfit or demonstrator).

A clinic on classified in an eastern state reported in Editor and Publisher brought forth these promotional ideas—

Sell birth notices as well as death notices, giving rise to the question as to how hometown readers would react to a charge for either; Sell trespass notices during hunting and fishing seasons; Charge extra for box numbers and key letters; Encourage ads offering bonus for tip-offs or leads; Push display classified; Pay more attention to legal advertising — it's hardly Want Ad copy, but we endorse the idea wholeheartedly; Make refunds, if any, promptly; Encourage confidence in legitimate copy by sifting out the rackets.

Publishers desiring the 1948 proof books of mats available for the Clean Up, Paint Up campaign, may get a copy by writing to National Clean Up, Paint Up Bureau, 1500 Rhode Island Avenue, N. W., Washington 5, D. C.

Same Type Permissible On Two Newspapers

An opinion just issued by the Post Office Department is of considerable importance to publishers who produce a paid circulation paper under a second class permit and also a free circulation paper. It appears that any similarity between the two jeopardizes the mailing permit. The text of the opinion follows:

"If a newspaper is published for advertising purposes and for free circulation, it must be prepared as an independent print without connection of any kind with the mentioned second-class publication. To this end, the reading or textual matter appearing in the second-class publication should not appear in the free circulation paper, similar titles should not be used and the free advertising publication should not contain any notice or statement as to its publisher, or

that it is entered as second-class matter, or connected in any way with the second-class publication."

C-J Copy Editor Dies

Clifford M. Hull, 49 years old, veteran newspaper man and copy editor in the Courier Journal news department, was found dead in bed February 4 in the apartment of a friend in Chicago. Death was attributed to a heart attack.

He had gone to Chicago for a rest. He formerly served as news editor of the Chicago Times, promotion manager of the Pittsburgh Sun-Telegraph, and telegraph editor on the Chicago Daily News. He also worked for many other large newspapers including the New York Daily News, The Chicago Tribune, and the Indianapolis Times. He was a veteran of World War I.



THE LINOTYPE

*gives your hands
greater earning power.*



*That means
something to you!*



Linotype Bodoni Family and Abstract Florets



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Machine Engraves Plastic Newspaper Cuts

A new electronic photo-engraving machine turned out plastic newspaper cuts automatically recently, without conventional cameras, chemicals or other equipment.

The engraver was demonstrated by the Fairchild Camera and Instrument Corp., New York, which developed it. It is one of three experimental models in use in newspaper plants.

Twenty-three other experimental machines are being installed at test points.

The plastic cuts, as completed by the machine, were ready for scrubbing in clear water, trimming on a paper cutter and mounting. They can be printed directly or matted.

Newspaper publishers who saw the demonstration at the plant of the Bergen Evening Record estimated that with the new engraver (which Fairchild will rent for \$160 a month, they could use more pictures at smaller cost than with standard photo-chemical engraving.

The Fairchild engraver can produce half-tones, but not line cuts.

Electronic impulses operate a heated stylus which burns out the conventional half-tone dot pattern on the plastic sheet. A 65-line screen is being used in test machines. The company has laboratory models to produce engraving finer than 100-screen.

The engraving machine resembles Wire-photo transmitting and receiving equipment and actually transmits a picture to itself.

Fairchild engineers are seeking ways to adapt the machine so that the electric impulses from the picture being engraved can be transmitted by wire over long distances. This can be done now, but only by sacrificing fidelity.

The machine can produce only an engraving the same size as the picture copy. Pictures of other sizes must be enlarged or reduced to the size of the desired cut. The machine's picture limit is 8x10 inches. It takes 18 minutes to complete an engraving of this size.

The machine operates this way:

The picture is mounted on a revolving cylinder. As it moves, a photo-electric cell scans it, taking 350 "looks" every second.

Each "look" records how light or dark the picture is at that tiny spot—measuring 1/100 by 1/160 inches—and transmits a comparative signal.

The signal causes a hot stylus to burn out the printing surface of a sheet of plastic mounted on a second cylinder.

The stylus is shaped like the point of a pyramid, so the deeper it penetrates, the

Newspapers Need Relations Programs

Gene Alleman, manager, Michigan Press Association, recently issued a special bulletin to his member-newspapers which we wish to pass along to every KPA members. Your comments are invited. Gene said:

"Every now and then we hear somebody say, 'I like to drop in at the office of The (a Michigan newspaper). They act like they're glad to see you.'"

"While a newspaper's public relations do not depend on how its employees handle the customers, much of it does. Employees can make or break public opinion of any newspaper.

"A few newspapers naively assume that public relations can be bought like a commodity. They hire a promotion manager, set up a budget for him to spend, and then take for granted that money alone can establish good will for the newspaper. What about the other employees who meet the public, answer telephone calls and represent the newspaper in its many activities? Are they immune from fostering good public relations which every enterprising newspaper publisher now recognizes is essential to obtaining public respect and esteem?

"Case histories disclose that it is amazing what a sour-pussed reporter, a crabby book-keeper, a high pressure advertising man, a snooty telephone operator or a cocky circulation man can do to the opinion of the public for the newspaper they represent. Even newspaper mechanical workers have been known to cause bad taste for the newspaper's personality. After all, these people are employees of the newspaper, they are the newspaper and without them there would be no newspaper.

"It must be assumed then, that every employee of the newspaper is charged with promoting the best interests of the institution, whether or not it has a definite public relations program. Granted there is a labor shortage, employers often must take what they can get. Effort should be made to develop among employees an understanding of what the public expects from a newspaper, which is more than it expects or gets from any other institution. It is not necessary that every employee of a newspaper be constantly bubbling over with wit and

more the surface is removed.

The lighter the tone on the picture, the deeper the stylus penetrates, producing more white area.

A photo-mechanical engraver was first envisioned a century ago, and the present machine is an outgrowth of an idea by Walter Howey, a Hearst editor.

wear a smile that appears to have been manufactured for working hours only. But every employee should be trained to be courteous and understanding in dealing with people. The power of the press can be resented because of bad public relations, or it can be respected through the good public relations practiced by those who are the press—the men and women who produce newspapers.

"One of the old, old principles of public relations is that before you can attempt to win over people to your way of doing and thinking, you must first examine your own product and make any changes, if necessary, to make it what the public would like to have it be.

"Newspaper public relations begins with the newspaper's own employees.

"Are they salesmen for the newspaper? Do they 'act like they're glad' to see a customer or a neighbor when he drops in?

"A little practice of the Golden Rule would do wonders for newspapers, large and small."

Newspapers Need The Best Exchanges

A newspaper cannot adequately cover its own field unless the editor has some idea of what is going on in other parts of the state. Easiest way to do that is through a good exchange list of representative newspapers, from over the state. However, getting them is not enough; you've got to check them. That's where most of us fall down.

Few, if any, of us have time to read exchanges carefully, but we can glance through them. It isn't hard to develop a "keen" eye for any mention of our town or the territory which our newspaper serves. Here's where you get clues to many local-angle stories. If a former resident of our city breaks into print elsewhere, nine times out of ten it's good for a local story of some size.

Exchanges offer many tips on feature stories. Features of interest to the readers of other newspapers in Oklahoma will be of interest to your readers if presented from the local angle. "Steal" the pattern, but revise it to conform to the local facts and conditions.

In casually checking our exchanges for local angle news, we frequently find tips for salable advertising copy. You can't substitute scissors for brains, but with a good exchange list you can clip a lot of good ideas.—Oklahoma Publisher.

Garden tools, seeds, and clothing should be well and widely advertised in promotion of the 20,000,000 "Freedom Gardens" Government wants to help win the food battle.

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

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NAS Offers Profitable Investment To Editors

Newspaper Advertising Service (NAS) is only four years old and has done very well in that brief span. It is now handling well over a million dollars annually in national ad writing business for weeklies. Its future is even brighter. But it has a problem. It is short of working capital. When organized as an affiliate of the National Editorial Association, it was handicapped by not being given sufficient working capital. It has improved that situation some since, but is still stork. NAS would like to have enough working capital funds to enable it to pay its advertising bills at the end of each month, even though they might not yet have collected for that order from the agency. That is what we call "pre-payment." NEA, of which weekly and small daily publishers are members, does not have any money to loan its affiliate. Therefore, an opportunity is being given all publishers to invest in NAS at 2 per cent interest. If you would like a sample copy of the loan contract to study, write Don Eck, Newspaper Advertising Service, 222 North Michigan Avenue, Chicago 1. Study the loan agreement which has passed legal scrutiny already and if you are willing to loan a few dollars at 2 per cent interest, you will be helping a good cause. It will make NAS even more strong and enable it to hold its head a bit higher. In the loan contract NAS agrees "to use said funds so loaned to it for a working capital fund for interim financing of its advertising program for weekly newspapers, and for no other purpose." The notes are made payable on demand so you can get your money back quick if you should need it.

Better Business Bureaus are calling attention to an increase in the number of misleading ads. Unreasonable price "reductions," erroneous implications of "comparable prices," failure to tell the whole story about contract purchases, and so on.

Portable fire extinguishers should be placed where they are readily available and access to them is not likely to be cut off.

When used to provide general protection for an area containing normal fire hazards, extinguishers should be so placed that at least one large or two small ones can be reached by traveling no more than 50 feet from any point in the area. Fewer extinguishers are required where the fire hazards are light, and more where they are severe. When the extinguishers are used for safeguarding a specific fire hazard, they should be mounted near it, but not on or so close to the hazard that they will be involved if it catches fire. If the hazard is located in a relatively small room, it is good practice to mount the extinguishers either just inside or outside doorways leading into the room. Operators can easily get at extinguishers so placed and have a safe line of retreat in case of necessity.

Nothing that might interfere with the accessibility of an extinguisher should be placed under or near it. All extinguisher locations should be checked at least once a day, and any obstructions found should be removed immediately.—Paper Mill News.

City council of Chester, Pa., abandoned a plan to put a 2% tax on newspaper and radio advertising receipts.

THESE NEW "PACKAGED ADS" NOW READY!

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Beattyville, Enterprise
Beaver Dam, Ohio County Messenger
Bedford, Trimble Democrat
Benton, The Marshall Courier
Benton, Tribune-Democrat
Berea, The Citizen
Brandenburg, Meade County Messenger
Brooksville, Bracken County News
Brownsville, Edmonson County News
Burkesville, Cumberland County News
Burlington, Boone County Recorder
Cadiz, The Cadiz Record
Calhoun, MeLean County News
Campbellsville, The News-Journal
Campton, Wolfe County News
Carlisle, Carlisle Mercury
Carlisle, Nicholas Co. Star
Carrollton, The News-Democrat
Cave City, Cave City Progress
Central City, The Messenger
Central City, Times-Argus
Clay, Tribune
Clay City, Clay City Times
Clinton, The Hickman County Gazette
Cloverport, The Breckinridge News
Columbia, Adair County News
Corbin, Tri-County News
Cumberland, Tri-City News
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Cynthiana, The Log Cabin
Danville, Boyle Independent
Dawson Springs, Progress
Earlington, News
Eddyville, Lyon County Herald
Edmonton, Edmonton Herald-News
Elizabethtown, Hardin County Enterprise
Elizabethtown, News
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Fulton, Fulton County News
Georgetown, Georgetown News
Georgetown, Georgetown Times
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Glasgow, Glasgow Times
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La Grange, La Grange Times
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Paintsville, Paintsville Herald
Paris, Kentuckian Citizen
Pikeville, Pike County News
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Princeton, Princeton Leader
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Richmond, Madison County Post
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Tompkinsville, Tompkinsville News
Vanceburg, Lewis County Herald
Versailles, Woodford Sun
Walton, Walton Advertiser
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West Liberty, Licking Valley Courier

Whitesburg, Mountain Eagle
Wickliffe, Advance-Yeoman
Williamsburg, Whitley Republican
Williamstown, Grant County News

Dailies

Covington, Kentucky Post
Covington, Enquirer
Covington, Times Star
Lexington, Herald-Leader
Louisville, Courier Journal & Times
Ashland, Independent
Bowling Green, Park City News
Bowling Green, Times Journal
Corbin, Tribune
Danville, Advocate-Messenger
Frankfort, State Journal
Fulton, Leader
Harlan, Enterprise
Hazard, Herald
Hazard, Times
Henderson, Journal-Gleaner
Hopkinsville, Kentucky New Era
Madisonville, Messenger
Mayfield, Messenger
Maysville, Independent
Maysville, Public Ledger
Middlesboro, News
Murray, Ledger & Times
Owensboro, Messenger-Inquirer
Paducah, Sun-Democrat
Paris, Enterprise
Richmond, Register
Winchester, Sun

Collegiate Section

Kentucky Kernel, University of Kentucky, Lexington
College Heights Herald, Western Teachers College, Bowling Green
College News, Murray State College, Murray.
Trail Blazer, Morehead State Teachers College, Morehead
Alumni News, University of Kentucky, Lexington
The Progress, Eastern State Teachers College, Richmond
The Stub, Nazareth College, Louisville
Orange And Black, Union College, Barbourville

Farm Papers

Kentucky Farmers Home Journal, Louisville
Farm Bureau News, St. Matthews

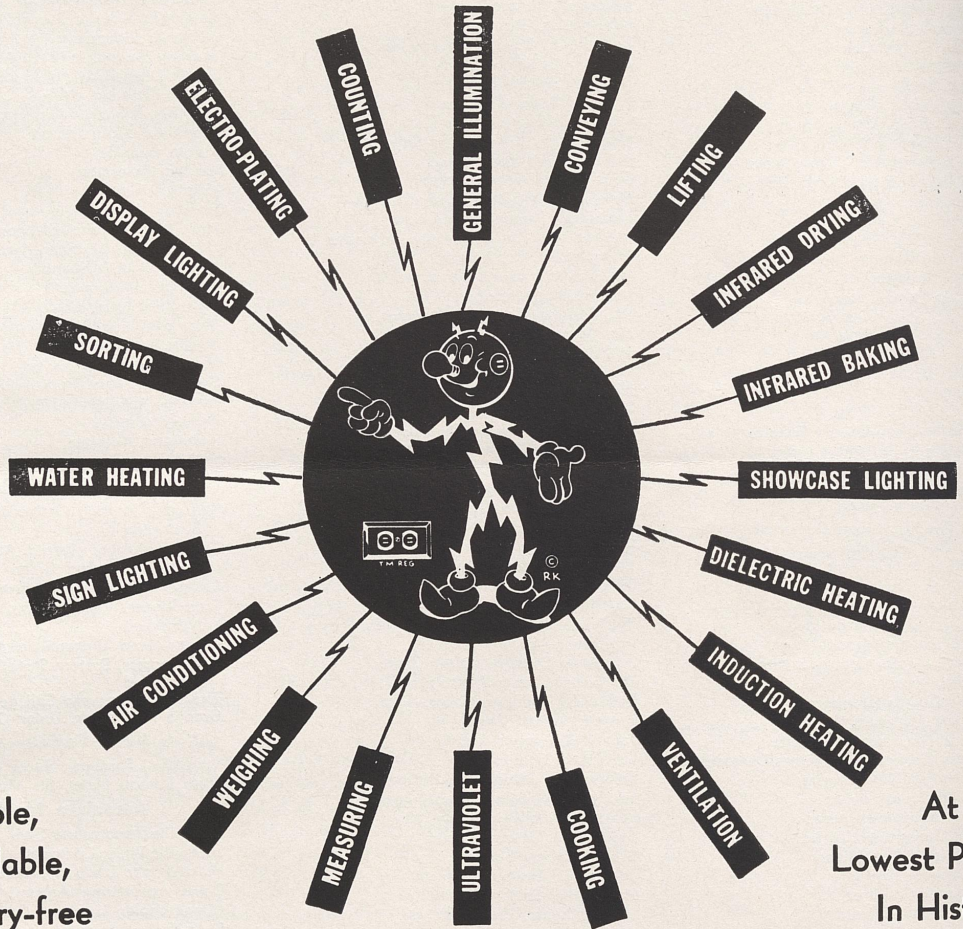
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