

The Kentucky Press

PUBLISHED IN THE INTEREST OF COMMUNITY JOURNALISM - - OF, BY, AND FOR KENTUCKY NEWSPAPERS

VOLUME EIGHTEEN

November, 1946

NUMBER ONE

Seventy-eighth Annual KPA Mid-winter Meeting Will Be Held January 16-18

The Seventy-eighth annual mid-winter meeting of the Kentucky Press Association will be held January 16-18 at the Brown hotel, Louisville, with an interesting program being arranged.

The meeting will start with the regular open house for the "early birds" Thursday, January 16, in the KPA headquarters. The business session will open Friday morning at ten o'clock, with President Harold Browning presiding. Following the invocation, an address of welcome will be given by E. Leland Taylor, mayor of Louisville. James Willis, *Brandenburg Messenger*, chairman of the executive committee, will give the response.

T. A. Corcoran, business agent for the *Courier Journal and Times*, will then review the print paper situation and forecast the newsprint picture for our American newspapers. President Fred Hill, National Editorial Association, publisher of the *Hamburg, Iowa, Reporter*, will discuss national problems, including the NEA legislative program, and report on the 1947 program of the NEA. Both these gentlemen are forceful speakers and their messages will be of vital interest to every state publisher.

Luncheon is scheduled for 12:30 o'clock for the entire group. Speakers at the luncheon will be Governor Simeon Willis who will introduce the Honorable Arthur Welsh, Minister of the Department of Travel and Publicity, Province of Ontario, Canada, who will discuss tourist promotion. His subject should be of interest to Kentuckians, especially all interested in building tourist travel in our own state.

Following the luncheon the group will split for the weekly and daily programs. Joe LaGore, *Paducah Sun-Democrat*, committeeman from the first district, will preside at the daily roundtable and is arranging the program which will be announced later. Chairman James Willis will preside at the weekly group roundtable at which O. S. Wespe, *Louisville Courier Journal and Times*, will discuss "Building Classified Advertising." Manager Portmann will discuss "National Advertising" and Virgil Sanders, NEA committeeman, will discuss the Audit Bureau of Circulation's program. President Fred Hill will present an illustrated talk on "Community Service" and the work of the newly functioning Weekly Newspaper (Research) Bureau.

At five o'clock the Association will be guests at a cocktail hour on the roof garden with the *Courier Journal and Times* and the *Lexington Herald-Leader* as joint hosts. The annual banquet, floor show, and dance will start at seven o'clock with the Brown Hotel, Louisville Board of Trade, the *Courier Journal* and WHAS as hosts. Everyone looks forward to this social occasion.

The Saturday morning get-together breakfast will start at nine o'clock followed by the business program with President Browning presiding. M. R. Foster, district representative of the Graflex company will give an address on "Newspaper Illustrations" and photographic processes. He will be followed by James P. Sullivan, chief information division, War Assets Administration, who will outline the program for disposal of surplus material in the Kentucky area.

Co-Publisher Wynne Dies At Adairville

Robert Hanaway, McKinney, 50 years old, co-owner and associate publisher of the *Adairville Enterprise*, died November 15 at the Veterans Hospital, Murfreesboro, Tennessee, following a sudden heart attack. A navy veteran of World War I, he was buried with full military honors.

Returning from war, he became associated with his elder brother, Wynne McKinney, in resuming publication of the *Enterprise* which had been suspended for two years when the two brothers were both in service. He is survived by one sister, Gertrude, and two brothers, Ewing and Wynne, all of Adairville.

The Press joins the members of the Kentucky Press Association in extending sympathy to the surviving relatives.

Larry Gerald has been added to the force of the *Scottsville News*, edited by H. A. Ward. Gerald recently was separated from the navy, in which he served in the Pacific.

President Browning will give the annual official address and Manager Portmann will give his report. Reports will be heard from committees followed by the election of officers and adjournment.

The entire program is based on newspaper business trends and objectives and should prove to be of the highest interest. A convention fee of \$4.00 per person will be charged which will include the cost of the luncheon and breakfast. Room reservations should be made immediately with the hotel of your choice.

The annual Kentucky Associated Press meeting will be held Saturday afternoon after the regular adjournment.

Broadcaster Pays Tribute To Community Editors

We have always had great respect for the country weekly editors and even more so since we have been dabbling in radio broadcasting. There is something wholesome and substantial and splendid about the men who live their lives in the very presence of their readers and yet manage to provide an effectual, intellectual leadership: It's easy enough to carry on the day's writings and to broadcast over a microphone when it is possible for one to pass unnoticed in the crowd after these chores are done.

With the country editor, however, it is much more difficult. He spends his life after the manner of a goldfish; having no privacy whatsoever. School children who pass his printshop daily and observe him at work at his type cases (sometimes envying him his ink-stained hands and forearms), know he will leave his work to supply them a ten-cent writing tablet, if they request it. Fanatics of any breed feel perfectly justified in intruding upon the editor's time and in taking him to task for views expressed which run contrary to those of the crank.

Any social reformer, perhaps a failure in his or her personal adjustments to life and thus eager to solve the ills of the world, has no hesitancy in building a fire under the long-suffering editor and thereby forcing his cooperation. Anyone with anything on his mind, takes it for granted that the editor will respond with his valuable space if asked, and goes about taking him for granted and acting as though he had him and his views tightly closed in his vest pocket, and had only to whisper to make him jump.

And then on Thursday or Friday (the usual press day), the editor is presumed to bring forth a well-printed and newsy paper, complete with book reviews, hints on health, advice to the lovelorn and the downcast, the latest tricks of agronomy, entomology and horticulture and finally, an editorial.

This editorial is something of itself. It must be timely; it must present all points of view, and must finally arrive at a conclusion agreeable to a majority of his readers. Herein lies the genius of the country editor. He does the thinking for the community. Perhaps "interpreting" is the better word.

He must be able to read the same papers and magazines the others read, but unlike the others, he must interpret these facts, figures and fancies into a workable document of plain, common sense. Moreover, he must not get so far ahead of his readers as to lose them. Once the shepherd loses his sheep, he is done for. How the editor manages to set type, wait on the trade, deal with the cranks, soothe the stricken, inspire the

ambitious, inform the ignorant, and to do all these things and more, year after year, is something that only a country editor can possibly know. Yet they do it and love it. Too, they are satisfied with their lot. They are content to live out their lives in the communities of their choice and to be of service to their fellow men.

Soon or late, the radio stations with their tremendous opportunities for service will develop a viewpoint akin to that of the country editor. They will have to. Listeners will grow to know whether their talk represents a personal view and is well thought out, or is a mere collection of words spread out for them by hacks far removed and without the slightest knowledge of, or interest in, the community receiving the broadcast. The sooner we radio people catch the vision which motivates the weekly editor, the sooner we will win our way into the hearts of our listeners, and become instruments of genuine service.—Channing Pope in the Atlanta Constitution.

It Pays To Wait!

How often, when it is too late, we wish we had kept our opinions to ourselves instead of saying something which hurts another. It seems to be human nature to add something to whatever is said in criticism of another, but it is the mark of a wise and just man to keep silent unless some good is to be wrought by criticism. In the language of the character of the comic strip, Kayo Mullins, "why don't I ever learn to keep my big mouth shut!"

Instinct seems to prompt us, whenever we receive a blow of whatever kind, to retaliate instantly. A young boxer was given this advice by his trainer:

"Don't be in a hurry to return a punch. You give yourself away every time you get into the ring. Every bay who boxes you knows that the moment he stings you, he may expect you to rush him. He is all set for you, and knows exactly what to do. Don't do that. Take a punch when you have to, but don't rush right in. Feint and box and wait for an opening."

That is good advice in every walk of life as well as in the ring. It is a wise man who, when he meets with bitter criticism, says, "no comment," and waits until the proper time to make a reply.—The Lion Magazine.

The Bedford Democrat subscription rate was increased to \$2 in the county and \$2.50 elsewhere, effective November 1. The Democrat is published by Messrs. Charles W., L. W., and Frank C. Bell.

Too Many Single Wraps Do Not Pay Own Way

Four times 52 is 208; 208 at \$1.00 an hour is \$208.00; circulation at \$3.00 it would take 69 subscriptions to pay for taking care of single wraps without counting wrapping paper and postage.

If a publisher does not have enough single wraps to take 4 hours each week, then deduct; if the publisher is not paying \$1.00 an hour, then deduct; if a publisher has more single wraps than can be wrapped in 4 hours then add; if he is paying more than \$1.00 an hour then add some more. Or if a publisher does not have a \$3.00 subscription price then use what he is getting per subscriber—that will get answers for all.

Take from the total number of paid subscribers 69; spread all other circulation costs over the balance, then determine how much is being made off circulation; but do not forget to include in that balance all newspapers printed for which the publisher receives no pay—such as exchanges, checking copies, give-aways, and all other newspapers not being paid for in actual cash; but before stopping include bad debts on circulation as that might have some effect on the answer.

When thinking about circulation price, the first thought should be, is circulation paying its own way; or is the publisher saddling a loss to himself or loading it onto his advertiser? Should it be too great a matter to think in terms that the subscriber should at least pay costs of circulation, if the publisher is of a mind to feel he should not make any money from circulation?

There could be publishers who treat circulation in line with local advertising when not recognizing there is a cost in selling, servicing, providing mats and the like—so it could be about circulation, and if so then there is no need for all this prattle!

Microfilming Newspapers Not Expensive Operation

It's the coming thing—microfilming your newspaper!

The same idea as V-mail is employed. There are concerns in most of the larger cities who do this work. If your newspaper files are microfilmed, you save a vast amount of storage space and have a lasting record that can be stored in a fireproof place.

While we do not know just what the cost would be in this section, back East the price was given: Eight standard sized newspapers can be filmed on one foot of micro-film; the cost is 11½ cents per foot. Fifty-two issues of an average eight-page newspaper can be microfilmed for a cost of approximately \$5.98 per year.

VETERAN PUBLIC SERVANTS



The effectiveness and growth of any organization, whether it be newspaper or chain store, result from the ability, experience and loyalty of its employees.

That is why A&P, its customers, and the communities in which we operate all benefit from the fact that 16,217 of our full-time employees, or more than 20 per cent, have been with the company for over ten years.

Of these, more than 3,700 have been employees for over two decades and more than 1,000 have passed the 25-year mark.

Since 1859, when A&P was founded on the principle of low-cost distribution, personnel promotions have been made from the ranks. Practically every director and officer of the company today started at the bottom.

These men and their associates are trained public servants who have helped build the communities they serve by bringing better living to the families who live there.

Their credo is simple and fundamental:

It is better public service to sell 200 pounds of food at 1c a pound profit than 100 pounds at 2c a pound profit.

It is faithful adherence to this policy during the past 87 years that has led to public acceptance of A&P and the company's growth; and that today enables A&P's veteran employees and their co-workers to do 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

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.

Volume Eighteen, Number One

Kentucky Press Association Officers

Harold A. Browning, *President*
Whitley Republican, Williamsburg

Fred B. Wachs, *First Vice President*
Herald-Leader, Lexington

Tyler Munford, *Second Vice President*
Union County Advocate, Morganfield

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

District Executive Committeemen

Chairman, James M. Willis, Messenger, Brandenburg, (Fourth); First, Joe La Gore, Sun-Democrat, Paducah; Second, John B. Gaines, Park City News, Bowling Green; Third, J. M. Wynn, Courier-Journal, Louisville; Fifth, Virgil P. Sanders, Sun-Democrat, Carrollton; Sixth, Enos Swain, Advocate-Messenger, Danville; Seventh, Norman Allen, Floyd County Times, Prestonsburg; Eighth, J. W. Heddon, Advocate, Mt. Sterling; Ninth, Kyle Whitehead, Enterprise, Harlan; State-at-Large, Seymour B. Goodman, Enterprise, Elizabethtown; Immediate Past President, Chauncey Forgey, Independent, Ashland.

**NATIONAL EDITORIAL
ASSOCIATION**
1946 *Active Member*

Three Papers Increase Rates On Cost-Plus Basis

Three more state newspapers increased their subscription rates the last part of the month to \$2.50 a year, the Wolfe County News, Compton, The Jackson Times, and the Greensburg Record-Herald. The new rates are \$2.50 a year, \$1.50 for six months, and \$1 for four months. With print paper advancing over 100% since 1941, and all other costs, material and labor advancing in proportion, any weekly newspaper, adequately serving its territory and readers, cannot begin to reach even the cost of pro-

duction at \$1.50 a year—many publishers state that \$2.50 barely covers the cost of production.

Even as early as 1940, publishers, who kept accurate cost systems on weekly newspaper production based on an average of many years, declared that the actual cost of producing an eight page newspaper ran between \$7.50 and \$10.00 a year. This cost has to be met by two sources of revenue, advertising and circulation. If the circulation rate and advertising rate is based on cost-plus, this annual cost can be met. At that period, advertising was estimated as bringing between 65% and 75% of the revenue, circulation the balance.

In many newspaper offices, with too-low local advertising rates, circulation was carrying a heavier burden than 25%-30%. It was sad, but true, perhaps true in many offices yet today, the job printing department was depended upon to make up the difference in the loss in producing the newspaper. Many publishers are learning that this economic system cannot prevail much longer—the newspaper must carry its own production costs.

With readers surely "conditioned" to rising costs in every commodity today, the weekly publisher should not have difficulty in justifying the increase in his own commodity—the newspaper, both in advertising and circulation.

Without fear of contradiction, the Press points out that the day of the \$1 or \$1.50 newspaper, the day of the 20c or 25c local advertising, disappeared on Pearl Harbor Day. And the community editor, who doesn't realize this, or refuses to face conditions today, will soon pass out of the publishing business.

It could be that because of recognized surroundings the weekly newspaper pub-

lisher does not know what it costs to produce an inch of advertising or news. Walt Wilbur, Davenport Times-Tribune, could be getting warm when contending that every publisher should know how much it costs to produce an inch and the total of his newspaper; that it is not enough to know that after bills have been paid there is so much money left.

If there ever was a time when production costs were needed this is that time. Never has there been so many changes in the cost of doing business. To guess is a dangerous procedure.

Finding costs may be looked upon as difficult; or as being not too hard. If a publisher wanted to do a split-hairing job that could be difficult. But it should not be necessary to break down every item and segregate them from other items to get at an accurate cost.

An increasing number of publishers are using the Franklin Printing Catalog as an aid in determining cost of commercial printing. This book of information includes hour rates on all lines of printing production; that does not solve the matter nor can it until the publisher keeps track of time spent on each operation entering newspaper production. Such procedure would not take much time of the production staff and no more time to convert these time elements into hourly costs.

Cost finding in the larger plants should be among the must things to be done.

Once these costs have been found the publisher would have actual, factual basis for his charges; he would not have to rely on what others charge; what he inherited as a rate structure; or the last resort what the traffic will bear—for once that position is taken then the undergrounding becomes a dangerous place upon which to be standing.

Newsstand Distribution Pays Weekly Newspapers

It is just as important for weekly newspapers to have newsstand distribution as for dailies.

Newcomers to the community and non-subscribers often purchase a copy of a newspaper at the newsstand and after reading an issue or two they become sufficiently interested to become regular subscribers.

The newsstand price should be high enough to permit subscribers to enjoy some saving by subscribing by the year. If the yearly rate for a weekly newspaper, for instance, is over \$2.50, a single copy price of 10 cents would encourage annual subscriptions.

Write your Central Office for ABC applications, or 165 West Wacker Drive, Chicago.

Office Supplies Bring Steady Increasing Revenue

By M. E. BRAGG

President Tennessee Press Association

I have been thinking that some newspapers are still hesitating to handle office supplies as a sideline, or perhaps I had better say a part, of their business.

A few days ago the foreman in my plant called my attention to the time I thought he was just a "little off" when he wanted us to handle a few odds and ends for the convenience of our customers some 12 years ago. I will have to admit that the odds and ends that I reluctantly accepted as offering slight possibility have come to mean that out of this department we get the bulk of our net profit and almost one-third of our gross revenue. This is something I absolutely know about and am passing it on to you with the hope that you will consider its possibilities in your plant.

Christmas is just a few weeks away. Christmas cards alone with a little of your own advertising space devoted to telling your readers that you have them could easily bring you a net profit of several hundred dollars the first season.

I know that the editor of the average newspaper may think that I should be talking about improving the newspaper from his angle, but I know that any improvement we make in our newspapers come through having a little extra money that we can use to make it better.

Office supplies will bring you more job printing and more advertising because you become more and more essential to the businesses in your community. The newspaper is simply the most logical place for business people to go for office supplies and the more business people you get into your house the more advertising, job printing and kindred business you will have. I suggest that if you are still questioning adding this to your business that you bring your specific problems to the attention of the writer and I will make every effort to be of some help in getting a most profitable department started.

Yours for a greater income and a better newspaper.

The Paducah Sun-Democrat's new 1,000-watt radio station went on the air for the first time on November 27. Edwin J. Paxton Jr. is station manager.

The Campbellsville News-Journal has been removed to new and larger quarters. Pictured in a recent issue was the action of moving the 10-ton newspaper press which had been in the old building for 35 years. Jodie Gozder is editor of the paper.

Flaws Are Found In Wage-Hour Law

After almost eight years of supposedly complete exemption from the tedious and technical administration of the Wage and Hour Act, publishers of the nation's 10,000 weekly newspapers are discovering that total immunity is not possible when a government agency resorts to technicalities that destroy the intent and purpose of the law.

It is a well-known fact that the Federal Fair Labor Standards Act was enacted in a period when unemployment was rampant, that its purpose was to create more jobs through shortening of the work week and to increase buying power through establishing a fair minimum wage with extra or penalty compensation for hours worked beyond those set up as a normal work week. With the exception of the first few years of its administration, the purposes behind the law have been ignored and it has been used primarily to create friction and bad feeling between management and labor. Unreasonable and often ridiculous regulations have served to cause distrust and discontent. Management is never free from fear that a new, conflicting court decision will involve a violation and bring penalties impossible to bear.

Publishers of weekly newspapers were justified in their belief that all their business transactions, including commercial printing, were exempt from the provisions of the Wage-Hour Law. This was the impression from an official opinion issued by the first head of the division. His successor did not agree and a new rule was established that wiped out the statutory exemption when an employee works more than 50 per cent of time on job printing. This in spite of the fact that Congress undoubtedly knew that job printing is an essential part of almost every weekly newspaper. Then in recent months, inspectors in Indiana and other states have sought to form a new rule that if the income from commercial printing in a weekly newspaper plant exceeds 50 per cent of all income the entire establishment is covered by the law, although there is not a single word in the entire law which would even infer that income is a factor in determining coverage.

The exemption of employees on weeklies and semi-weeklies is not without its limitations. First, the circulation must be under 3,000. Next, the major part of this circulation must be within the county where the newspaper is printed and published. These limitations are now causing weekly publishers no small amount of concern. Inspectors for the Wage-Hour Division are tightening up on their interpretation of

what constitutes circulation to bring it within the exemption. Normally, circulation is considered as being those copies for which a subscription price is paid. This would exclude copies to advertisers, exchanges and a few complimentary copies that are usually distributed. But the division has held that a free circulation newspaper which distributes more than 3,000 copies is covered by the law so it must be assumed that even a few free or complimentary copies distributed by a legitimate newspaper must be considered as circulation.

Even though common sense alone would indicate that the major part of the circulation of every local newspaper is within the county where it is published, inspectors are now requiring proof of this, and under the law and decisions of the United States Supreme Court they are entitled to have it. Although there are not many instances in which a weekly newspaper is printed in one county and published in another, it is almost certain that such a newspaper would not qualify for the exemption even with less than 3,000 circulation since the law specifies that the circulation of an exempt newspaper must be within the county where the newspaper is "printed and published."

Publishers of weekly newspapers have not given much thought to the effect of the Wage-Hour Law on their operations, chiefly because of the exemption which supposedly granted complete immunity to the weekly press. As inspections progress, they are discovering that special privileges are not as special as they might appear.—Indiana Publisher.

Forty Years Old

The Grant County News, Williamstown, celebrated its fortieth birthday, November 15, with Editor R. L. Westover, who founded the paper, still at its head. Congratulations to both the newspaper and its editor for forty years of progressive service to the citizens of Grant County.

Merchants of Salyersville, seeking to draw the county trade to that town, are engaging in an intensive advertising campaign in the Salyersville Independent, edited by Albert K. Moore. The campaign began with two full pages in a recent issue, with emphasis on the benefits to the community as a whole if local people buy the wares on sale in their home town stores.

The Campton News, published by M. H. Holliday Jr., of the Jackson Times, has been increased to eight pages a week. Mrs. Roy M. Cecil is the editor of the News with headquarters in Campton.

Committee For Committee Praises State Newspapers

Manager Portmann:

Thank you very much for sending me a copy of your letter of November 7, together with the resolution passed by the Executive Committee of the Kentucky Press Association with reference to their support of the Committee for Kentucky.

May I say to you at the outset and through you to the members of our great Kentucky Press Association, that we of the Committee for Kentucky accept wholeheartedly and enthusiastically the spirit of the resolution. We feel, indeed, that the support given to our work by the KPA can not possibly be measured in terms of dollars and cents, but that it can be measured in its tremendous effectiveness, which is to be seen by the way Kentuckians throughout the state are responding to our objectives.

After all, we have before us a great moral objective—the objective of making Kentucky a greater state. Therefore, the all-important thing is the moral support we receive from citizens and from organizations. That we have the moral support of the members of the KPA is evident from your resolution, and we are indeed grateful for it, but in addition to that, to have the actual support through the columns of your papers lends force and direction to that moral support.

I hope you will convey this message to all the members of the KPA and tell them how deeply grateful we are for the help that they have given up and how wholeheartedly we accept their decision.

Sincerely yours,

Harry W. Schacter
Committee For Kentucky

NAEA Adopts Code For Advertising Practices

An "official" Code of Practice for newspaper advertising departments, presented in rough draft at the Newspaper Advertising Executives Association June convention, has been announced by the NAEA. Text of the code:

Believing that it will be beneficial to publishers, advertisers, and the public, we, the members of the Newspaper Advertising Executives Association, recommend observance of the following Code of Practice:

1. No advertising will be published if it is fraudulent, misleading, or otherwise harmful.
2. Rates and conditions published in the rate card will apply to all advertisers.
3. Definitions of retail and general ad-

vertising, as endorsed by the Newspaper Advertising Executives Association will determine whether retail or general rates apply.

4. Any possible action in connection with publicity which may be sent to the advertising department will be limited to submittal to the news department for use or for rejection.

5. Newspaper advertising salesmen will be thoroughly instructed in the fundamentals of good advertising and the usefulness of newspapers as a medium to the end that competent service may be provided to every advertiser.

6. Salesmen will be instructed to advise advertisers in the manner that will produce maximum returns and to avoid over-selling or other unsound methods.

7. Any mention of competing newspapers or other media will be truthful. Derogatory references to the personnel, policies or advertising value of other newspapers will be avoided to the end that fair competition may be promoted.

8. In order to assure maximum returns to advertisers every effort will be made to induce them to improve the quality of their copy and art work and to assure good typography and printing.

9. Adequate and accurate information regarding the market and the newspaper will be provided.

10. The objective in all respects will be the advancement and improvement of the newspaper as an advertising medium.

"(This Code supplements the ones adopted by the Newspaper Advertising Executives Association in 1914 and 1924.)"

Appraising Effectiveness Of Advertising Copy

A system to appraise the effectiveness of advertisements, prior to publication, was sold to advertisers some years ago. Deep mystery surrounded the plan and a very high price was paid for the service. In time, the checking points for evaluation became known publicly and it was found that they were, for the most part, simple fundamentals. The plan was to write copy to meet specifications such as the following and to check each advertisement before insertion to see that the maximum number of those checking points was included:

1. Develop copy from the "you" or personal angle of the reader.
2. Put some "allure" in the copy.
3. Insert name of store near the top and at bottom of advertisement.
4. Address, telephone number and store hours should be in signature.
5. Use descriptive adjectives.

6. Headlines should be strongly descriptive of the offering.

7. Write complete copy even though it is long.

8. Include 8 or 10 items in a full rather than only 4 or 5.

9. Illustrations should show the product in use.

10. Sections of omnibus advertisements should be separated by rules or illustrations.

11. Illustrations should face to direct attention to copy.

12. Use caps and lower case for headings and store name.

13. Body copy usually should be in unit and not broken by illustrations.

14. Emphasize value or savings.

15. Close with definite suggestions for immediate action.

An independent weekly tabloid, the Jefferson County Post, began publication early this month.

CHRONOLOGY OF 1946



The tremendous story of 1946 in word and picture. A big, dramatic feature to climax the year's end.

CHRONOLOGY mirrors the ebb and flow in the tide of human affairs, foreshadows the shape of things to come. Important happenings on the domestic and international scene are listed in dated sequence. Concise, interesting, authentic. Order **CHRONOLOGY** of 1946 now.

ALMANAC Year Round Feature

Important improvements over all predecessors mark Series No. 14 of **The ALMANAC**, which is now available. A champion small space attention-getter. Can be used as an editorial feature or sold to advertisers at a good profit. Consists of 52 units of interesting historical matter, humorously presented. Complete annual release in 12 or 13-emp plates, \$6.00. Mats, \$4.50.

WNU Features
"FOR BETTER NEWSPAPERS"
Western Newspaper Union

Court Holds Truth As Valid Libel Defense

Truth continues to be an absolute defense for a newspaper sued for damages in libel whether it be in Indiana or in New Jersey where a court recently held that truth is not a complete defense in a civil claim for libel. The finding of the lower court in the case was reversed on appeal and the protection traditionally afforded newspapers has been restored.

While the decision of the lower court in the New Jersey case was not a serious threat that could have denoted a trend that would have seriously interfered with the functions of a newspaper. The action was brought by a candidate for public office and followed the publication of his record, which the newspaper proved to be true and which he charged had contributed to his defeat. In holding the newspaper liable for damages, the court ruled that even though the facts stated were true the newspaper was liable if the published statements were motivated by malice.

In reversing the decision, the appeal court declared: "the truthfulness of a libel is a complete defense in a civil action, but it must be pleaded fully and as to every particular, and be strictly proved, to be availed of." The higher court entered no opinion on that part of the lower court ruling regarding malicious intent in the publication of truthful statements, although the brief of the defense pointed out that "No one might dare publish about a candidate for public office facts showing the most disgraceful conduct on his part, even though true in every respect, if the purpose of the publication were to injure the plaintiff by defeating him for public office."

Ruling of the court on the question of malicious intent was not necessary in view of its finding that truth is an absolute defense. If the element of malice is involved, even though the truth published, every newspaper could be sued in publishing ordinary news reports and the public would be deprived of information to which it is entitled. This is doubly important when the information pertains to candidates for public office since the newspaper is the chief media to present their record and qualifications.

ABC is advertising insurance.

The McClure Agency
 Phone 4431 Eminence, Ky.
 Kentucky Newspaper Sales
 Appraisals Consultants

If In Doubt About Printing Quotations—use The Franklin Printing Catalog—

It offers you an accurate, easy to use method for valuing your printing orders. The range of paper grades in each table enables you to take care of paper price changes automatically. To cover the ever-increasing production costs, a constant revision service is maintained. This gives you the right value—fair to your customer and profitable to you.

Test This Catalog in Your Office Now!

PORTE PUBLISHING COMPANY

Salt Lake City 5, Utah



Write Today for FREE Trial Offer

Funeral services were held at Shelbyville recently for Mrs. Nannie B. Cozine, widow of John P. Cozine, founder of the Shelbyville News. She had resided in Los Angeles for the past 16 years. Mrs. Cozine's husband established the News in 1886 and published it until his death in 1897. His son,

the late Ben B. Cozine, continued the paper until his death in 1934.

Have you an inventory of your plant in a safe fireproof vault? Can you prove fire loss?

The NEA monthly mat service will please you, and give you service plus.

Let's not be "Agin-ers"—

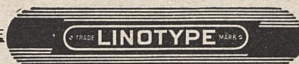
LET'S BE FOR SOMETHING

LET'S BE FOR a better world; let's be for a greater country in the best sense of the word; let's strive to make ours a better community in which to live; let's make our business one of leadership in everything that is worthy of our efforts; let's not be "agin-ers"—let's be for something.

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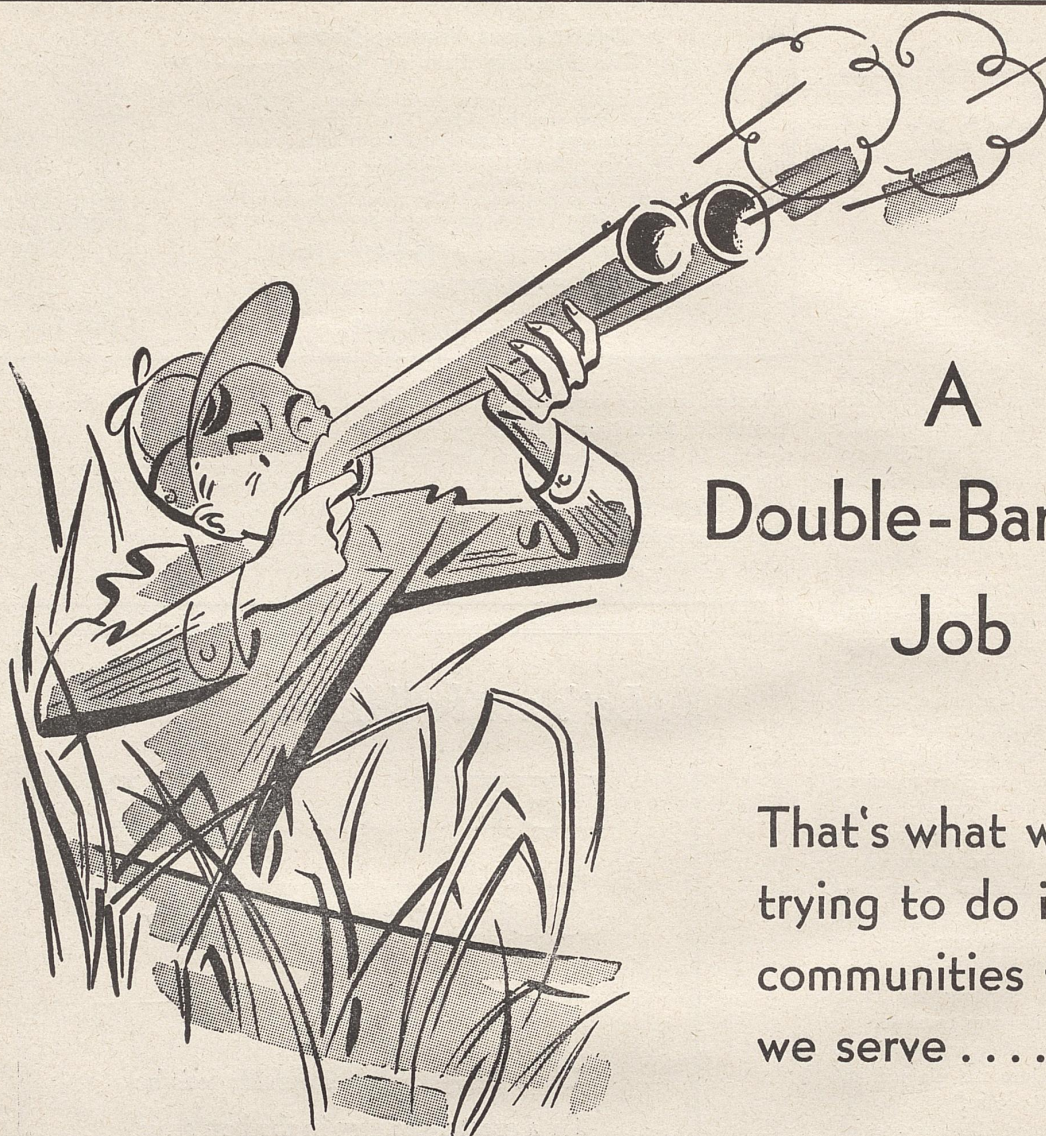
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