

# The Kentucky Press

## January, 1947

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



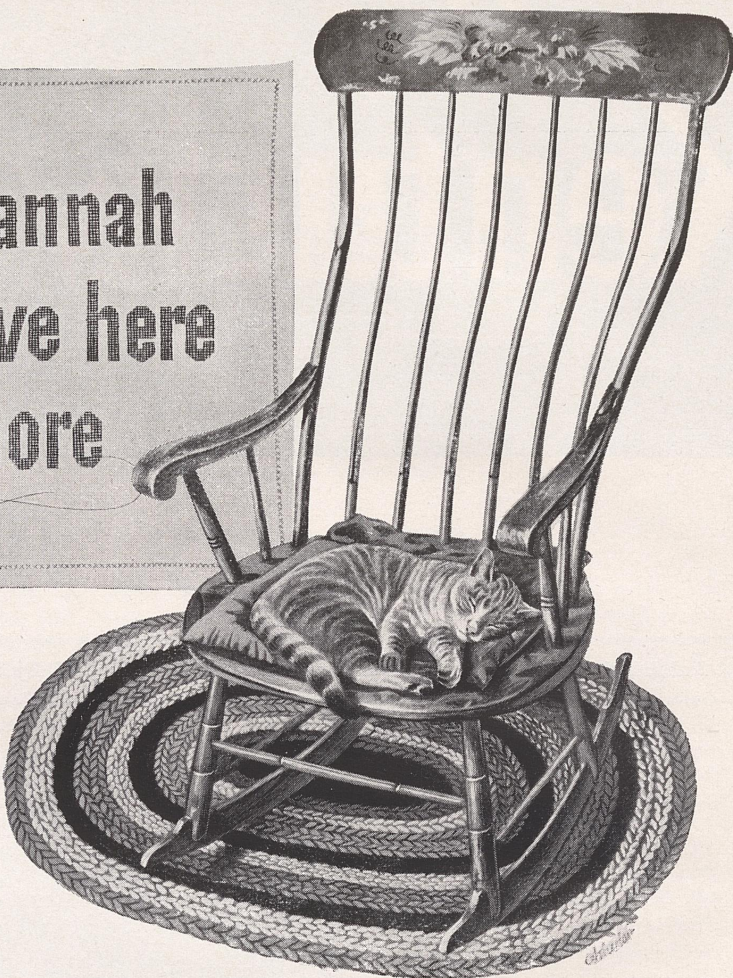
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Aunt Hannah  
doesn't live here  
any more



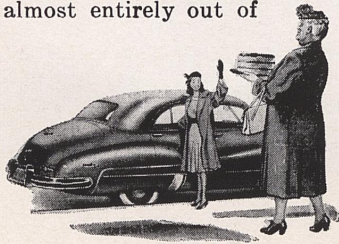
You used to feel sorry for people like Aunt Hannah.

A maiden lady, and no longer young, her kind once knew a world no bigger than the view from her front-porch rocker.

Not any more. Aunt Hannah gets around. She has a car of her own and the cat can have the rocker.

It may be that Aunt Hannah is one of more than 200,000 women who are stockholders in General Motors. If so, she helped lift herself out of the rocking chair and out into the world.

For the fine, smooth, easy-handling GM car that makes life richer for any woman today, grew almost entirely out of



General Motors' past earnings.

Progress was no gift—it was bought by plowing back profits in steady effort to produce more and better things for more people.

This has continued year after year. But the stockholders' share has averaged only about 7½¢ on each sales dollar during the past 29

years. During the war years it was 3½¢.

Is freedom from the front porch worth that much to American women?

Are all the other benefits that have come from automotive progress—pleasant suburban living, good roads, fine factories, hundreds of thousands of jobs, fatter pay envelopes?

We'll let you say. But it seems clear that *all the people* profit greatly when a business prospers.

On the Air: HENRY J. TAYLOR,  
Monday and Friday evenings, over  
more than 300 Mutual stations  
coast to coast. Hear him!

**GENERAL MOTORS**

"MORE AND BETTER THINGS FOR MORE PEOPLE"

*The People profit  
when a Business prospers*

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • FRIGIDAIRE • GMC TRUCK & COACH • GM DIESEL • DELCO

# Minutes Of 78th. Mid-Winter Meeting

Tyler Munford, Union County Advocate, Morganfield, was elected president of the Kentucky Press Association at the close of the 78th annual mid-winter meeting at Louisville, January 18. Fred B. Wachs, general-manager of the Lexington Herald-Leader, was re-elected first vice-president; James M. Willis, Brandenburg Messenger, was elected second vice-president; Joe LaGore, Paducah Sun-Democrat, was elected chairman of the Executive Committee; and Victor R. Portmann, University of Kentucky, Lexington, was re-elected secretary-manager.

More than 175 members were registered for the meeting which opened Thursday evening with the traditional "early bird" reception. A feature of the first evening was a broadcast over radio WLW, Cincinnati, from station WAVE, Louisville, in which President Harold Browning, President Fred Hill of the National Editorial Association, and Secretary Portmann participated. This feature was arranged by James Cassidy, Director of Public Relations, WLW, assisted by Announcer Larry Neville.

At the opening of the Friday morning business session by President Harold A. Browning, Williamsburg Republican, the invocation was given by Rev. Felix N. Pitt, Secretary Louisville Catholic School Board, followed by an interesting address of welcome by the Hon. Leland Taylor, Mayor of Louisville, who presented the traditional key to the delegates. James M. Willis, Chairman of the Executive Committee, made the response.

T. A. Corcoran, business agent of the Louisville Courier-Journal & Times gave an interesting and exhaustive report on the newsprint situation. He reviewed the historical background of the developments, trial, and tribulations, of the past war years and their impact on the newspapers, large and small, to-day. He emphasized that the newsprint situation should improve steadily and that all concerned should develop optimism because it will enable all to remain calm.

He stated "if we become panicky, as publishers did in 1920, and rush into the spot market buying all the paper that we can find at any price asked, we can bring on another like situation that then existed when a fictitious shortage was developed that was just as damaging as any real shortage could be."

Mr. Corcoran recommended that newspapers should continue war time economies until the situation improves; act slowly in building inventories to pre-war levels; stay

out of the spot markets to keep the prices down; and "if you are threatened with suspension because of lack of newsprint, cry out to high heaven about it."

NEA President Fred W. Hill, Hamburg, Iowa, in his inimitable manner, reviewed the work of the National Association in the past and outlined the work to be done in the future. He emphasized that the work of the NEA has increased steadily in the past few years, but this has been made possible in that more than 9,000 newspapers over the nation now are members. He reviewed the plans and goals of NEA, and the two important affiliates, Newspaper Advertising Service and the Newspaper Research Bureau. He urged that every newspaper in Kentucky and the nation should get strongly behind these three organizations so that their effectiveness and results should grow day by day.

Following the luncheon, the convention was divided into two group roundtables. The weekly group discussed the topics of "Building Classified Advertising", following an able presentation by O. S. Wespe, classified manager of the Louisville papers; "National Advertising", Secretary Portmann leading the discussion; "Audit Bureau of Circulation", Virgil P. Sanders, state chairman presiding, assisted by Frank S. Newell, Frankfort State Journal, newly elected to the ABC Board of Directors; and the most instructive and interesting discussion on building "Community Service" by President Hill. His illustrated discussion was gratefully received.

The daily roundtable, Joe LaGore, presiding, held earnest discussion on the topics of "Circulation Problems", Frank S. Newell, leader; "Classified Advertising", O. S. Wespe, leader; and "News Pictures In Promotion", Joe LaGore.

The Friday noon luncheon was featured by an address by Governor Simeon S. Willis who observed that the remedy for present world problems is an informed public opinion. Only through the services of the newspaper can there be complete public awareness, he said, and then added that the debt of the government today to the press is greater than ever before.

The luncheon-party was to have heard Hon. Arthur Welsh, Minister of the Department of Travel and Publicity, Providence of Ontario, Canada in an address on "Tourist Promotion", but officers were informed, just a day before, that Mr. Welsh was ill in a hospital with recurrent effects of a World War I injury.

James Cassidy, noted NBC war correspondent, recently decorated by President Truman, now director of public relations, station WLW, Cincinnati, was introduced and gave an inspiring, informative address on "coverage of the European invasion and the Battle of the Bulge". His address kept his listeners on the edge of their seats. He stated it was the duty of the newspaper to keep alive the spirit and perspective which won the war, and warned against "friendship with Germany simply because she is a buffer between us and Russia."

The Friday afternoon program was concluded with a cocktail party on the roof garden, hosts the Louisville and Lexington newspapers, and the annual banquet, floor show, and dance as guests of the Louisville Board of Trade, the Louisville newspapers, WHAS, and the Brown Hotel.

M. R. Foster, district representative, Graflex Company, opened the Saturday morning program with an instructive discussion of the place and value of newspaper illustrations in modern newspaper making. He explained that, while the actual taking of pix was not difficult to learn, the newspaper photographer must study composition of situations in order to produce the best pix. He also demonstrated the use of the Graflex and Graphic. He placed on exhibit 50 prize winning news-pix that have won in last years competitions. The pix attracted much attention.

James P. Sullivan, Chief Information Division, War Assets Corporation, Louisville, under the topic of "Disposal Program", reviewed the work of the corporation and explained its advertising policy, especially in relation to non-advertising in small dailies and the community press.

The annual report of President Harold Browning was given, followed by the annual report and financial statement of the Secretary-manager. Reports of the Memorial, Auditing, and Resolutions committees were accepted.

New members elected were the Elizabethtown News, W. M. Merriott, publisher, as an active member; associate members—Western Newspaper Union, Cincinnati; Central Press Clipping Bureau, Indianapolis; Farson & Huff Advertising Agency, Louisville; Intertype Corporation, Thurl J. Kisner, Frankfort; James M. Cassidy, Radio Station WLW, Cincinnati; and the Kentucky Jaycee, Paul Abell, Paducah. Sustaining member—Kentucky Committee, U. S. Brewers Foundation.

President Munford later announced the

reappointment of all executive committeemen in all the districts except the fourth, made vacant by the advancement of James M. Willis. Alfred S. Wathen Sr., Kentucky Standard, Bardstown, was appointed by President Munford to the fourth district position.

One humorous sidelight of the convention was the presentation of commissions to four Kentucky newspaper men and Governor Simeon S. Willis as Honorary "Kernels of the Iowa Tall Corn" by NEA president Hill for the Press Columnists of Iowa. Perhaps this was a case of "Man Biting Dog", when the Kentucky Governor, who traditionally appoints Kentucky Colonels, was himself made a "Kernel". Newspaper men honored were President Harold A. Browning, Vice-President Fred B. Wachs, Secretary-Manager Victor R. Portmann, and Virgil P. Sanders, Executive Committeeman.

James Washington Willis, retired, was elected a Life Member of the Association by unanimous vote. He began his printing trade on the Leitchfield Gazette in 1884, leaving that paper to pursue his avocation as a printer in Louisville from 1900 to 1913.

He founded the Record-Press, Hardinsburg, in 1913 and managed the newspaper until 1917, when he established the Irvington Herald. Until his retirement last year, for 29 years, he was editor-publisher of this sprightly county-seat newspaper. In his newspaper management, he was ably assisted by Mrs. Willis, who he said, with a chuckle, "Is as good a printer as I am."

\* \* \* \*

#### Resolutions—

Resolved, that the Kentucky Press Association, assembled in convention in Louisville, Kentucky, January 17-18, 1947, favors the calling of a constitutional convention for the purpose of revising and modernizing Kentucky's constitution, and that we pledge our efforts to acquaint the people of the state with the issue and with the necessity of an affirmative vote upon it at the election next November.

Resolved, that the Executive Committee, through the president and secretary-manager, shall be empowered to retain a lawyer who shall give such services as required in the name of the Kentucky Press Association in enforcement of the statutes pertaining to legal publication.

Resolved, that this Association express its appreciation to Hon. Leland Taylor, mayor of Louisville, for his cordial welcome; to Hon. Simeon Willis, governor of Kentucky, for his inspiring message; to radio war correspondent James Cassidy for his enthralling talk; T. A. Corcoran, M. R. Foster,

James P. Sullivan for their fine contribution to the program.

This Association considers itself particularly fortunate to have had as its honor guest at this mid-winter meeting, Fred W. Hill of Hamburg, Iowa, who is making such an outstanding record as president of the National Editorial Association. His interesting review of the NEA program and his talk on "Community Service" were enjoyed by all. We are indebted to Mr. Hill for including the Kentucky Press Association meeting in his itinerary and we desire to again go on record as heartily endorsing the constructive program of NEA and urge all members of this Association to avail themselves of its helpful services.

Resolved, that the 78th Annual mid-winter meeting of the Kentucky Press Association was probably the most successful in the history of the organization due largely to the careful planning and untiring efforts of J. M. Wynn, Promotion Manager of the Courier Journal & Times, and we wish to express our gratitude to him; to Barry Bingham, president of the Courier Journal & Times, the Louisville Board of Trade, the two Louisville newspapers and radio stations WHAS & WAVE, the Lexington Herald-Leader, and the management of the Brown Hotel for their many courtesies and entertainment.

Further Be It Resolved, we wish to commend Retiring President Harold Browning and Secretary-Manager Victor Portmann for their devotion, loyalty and earnest intelligence, and efficient effort during the past year—a year that will long be remembered as one of the most fruitful and constructive in the history of the Association.

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#### In Memoriam—

The Kentucky Press during 1946 recording the passing of five active state newspaper men and women, and one former Kentucky publisher, during the year. They were: C. M. Gaines, 65, publisher of Park City Daily News, Bowling Green, for twenty-five years, Mr. William H. Ward, publisher of the Greenup News, Greenup, Kentucky, for nine years and formerly associated with the Courier-Journal.

Mr. William Charles Jones, 72, Danville, once publisher of the Paintsville Times and Louisa Picket.

Mrs. Louise Babbage Polk, editor of the Woman's Page of the Breckenridge News, published by her sister, Miss Mildred Babbage.

Mrs. Ada Wear, for 25 years publisher of the Weekly Advance, La Center, Kentucky, which had been established by her husband Mr. James V. Wear.

Robert Hanaway McKinney, 50, copublisher with his brother, Wynne McKinney of the Adairville Enterprise, November 1946.

In the passing of these friends and associates in the fourth Estate, the Kentucky Press Association has a deep sense of loss and bereavement which they share with the communities in which they lived and worked and were leading citizens and the families who have lost such devoted and loving members.

The Kentucky Press Association extends sympathy to Mr. Fred Wachs, of the Lexington Herald-Leader and vice president of this Association and Mrs. Wachs, heart felt sympathy for the loss of Mr. Wachs' mother, Mrs. Emma Wachs, of Covington, and to the family of the Mrs. Nannie B. Cozine of Shelbyville, widow of Mr. John P. Cozine, publisher of that paper for many years and once president of this Association.

Announcement of the death of Walter Crim in Salem, Ind., August 30, was a distinct shock to his many friends of the Kentucky Press Association. Mr. Crim and Mrs. Crim had on several occasions attended meetings of this Association and had a large place in our affections. We extend condolence to the bereaved mate.

We move that a copy of this report be mailed to the families of these deceased members and friends, and as further expression of our affections we stand for a moment in reflection and meditation.

#### Frank Bell Resumes Editorialship at Bedford

Frank C. Bell, of Bedford, Kentucky, whose family has been associated with the Trimble Democrat since the turn of the century, announced today that he has purchased controlling interest in the newspaper, January 8.

Bell has been with the Democrat since 1930, aside from five months spent in the army and three years working in defense plants.

His brother, Charles, who had been editor-publisher of the Democrat during the war years, was forced to sever his connection with the paper and go South into warmer climes for his health. We are glad to welcome Frank back into KPA editorial circles.

#### Electric Appliance Ads

Electricity will be installed in 3,500 rural homes in the next five years, according to Department of Agriculture estimates. Don't let this installation get ahead of you. Local appliance dealers. Sell them on advertising to match the market's growth.

# AIR CARGO

## "TEST PILOT"



An outstanding attraction at the recent National Aircraft Show in Cleveland was a brilliant display of airborne food, jointly sponsored by A & P and the major airlines.

More than 200,000 visitors saw delicate berries, tree-ripened fruits, fully-matured vegetables and ocean-fresh fish—62 items ordinarily available only near their native fields and waters—which had been flown overnight from the four corners of the United States.

They saw an inland market offering giant Dungeness crabs and Columbia River salmon from the Pacific Northwest, jumbo shrimp from the Gulf of Mexico, red snapper and pompano from Florida, Chincoteague oysters from Chesapeake Bay and lobsters from Boston—all at the same time!

Of course, there is no longer anything new about flying foods experimentally. But the Cleveland exhibit highlighted the progress that has been made since Wayne University, A & P and United Air Lines initiated a study several years ago of the practicability of moving a wide range of perishables by air.

Its air-freight research is only one small example of A & P's constant effort to pioneer better living at lower cost for millions of American families.

As "test pilots" in air cargo experimentation, the men and women of A & P are once more showing the kind of ingenuity which has enabled them for more than 87 years 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

Volume Eighteen, Number Three

## Kentucky Press Association Officers

Tyler Munford, *President*  
*Union County Advocate*, Morganfield  
Fred B. Wachs, *First Vice President*  
*Herald-Leader*, Lexington  
James M. Willis, *Second Vice President*  
*Messenger*, Brandenburg  
Victor R. Portmann, *Secretary-Manager*  
*University of Kentucky*, Lexington

## District Executive Committeemen

*Chairman*, Joe La Gore, *Sun-Democrat*, Paducah, (First); *Second*, John B. Gaines, *Park City News*, Bowling Green; *Third*, J. M. Wynn, *Courier-Journal*, Louisville; *Fourth*, Albert S. Wathen Sr., *Kentucky Standard*, Bardstown; *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*, H. R. Chandler, *Mountain Advocate*, Barbourville; *State-at-Large*, Seymour B. Goodman, *Enterprise*, Elizabethtown; *Immediate Past President*, Harold A. Browning, *Whitley Republican*, Williamsburg.

NATIONAL EDITORIAL  
ASSOCIATION  
1947 *Active Member*

## OUR NEW FORMAT

With this January issue, the Press appears in new format. We hope that you will like it. It is our plan to make the Press of greater service to our readers. To this end, we solicit articles from our newspapers on business opportunities, new "tricks of the trade," short cuts in mechanical production, opinions of current newspaper problems—articles that will interest your fellow-publishers. Won't you send them in?

## Attention Is Called To Postal Ruling

The Third Assistant Postmaster recently cited some information and suggestions to assist in handling of second class mail. These include: All publications should be properly prepared for mailing, distribution and de-

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.

livery, as prescribed by Sections 560 and 541, Postal Laws and Regulations; addressed with plain type not smaller than 10-point with clear and distinctive impressions; addresses should be at the top of the exposed portion of the copies and to the left of the last fold (that is, in the upper left corner of the publication when grasped with the right hand along the folded edge); if address is placed on a label or wrapper these should be plain white or a paper of very light tint (not old newspapers).

## Madisonville Editor Chosen Best Citizen

Edgar Arnold, editor and publisher of the Madisonville Messenger, was presented a plaque on January 24 for being chosen that city's outstanding citizen of 1946.

Mrs. William Shanks was presented an award for having been named the outstanding woman last year.

Arnold and Mrs. Shanks were selected for the awards by votes of 10 civic, educational, and service organizations here.

The presentations were made at a dinner by Dr. A. G. Steinfield, past president of the Madisonville Lions Club, sponsor of the annual selections.

Dr. Guy Dyer of Vanderbilt University, Nashville, Tenn., was principal speaker at the dinner. He substituted for Governor Simeon Willis, who was unable to attend.

## Court Decision Very Dangerous To Profession

Unless the U. S. Supreme Court reconsiders, the law of the land will permit the legislature of any state to enact statutes that will require newspapers and radio stations to charge no more than their established commercial rate for political advertising. The court on January 6 declined in a 6-3 vote to accept an appeal from a finding of the New Hampshire Supreme court

holding the legislature of that state has the power to regulate political advertising rates. No reason was given for the refusal to review, but it is presumed that it was on the theory that no federal question is involved. However, the fact remains that the legislature of any state may enact laws regulating the rates of political advertising, and logically follows that it may legislate regarding all advertising rates.

## Nine Pointers for Better Subscription Letters

A subscription letter should contain nine characteristics if it is to be most effective in getting results, according to Floyd Hochmull, publisher of Circulation Management. They are

1. Write the letter from the reader's point of view. Avoid "we" and "I". A successful letter bears down heavily on "you."
2. Present the publication's merits as benefits to the subscriber.
3. Support your reasoning with facts. Comments of pleased subscribers, etc.
4. Make your letter easy to read. Simple, plain English is best.
5. Be natural. Smart clever letters seldom are effective.
6. Make your prospect feel like subscribing. Arouse a feeling of friendship and trust.
7. Ask for the subscription. A good rule is to ask at least twice.
8. Make it easy to subscribe. Tell the prospect exactly what to do. A business reply envelope, for example, makes it easy to act.
9. Give a reason to the reader for subscribing today.

John Pearce, editor of the Somerset Journal, has resigned to accept a position on the editorial staff of the Louisville Courier-Journal. Jerry P. Leidman, who has been connected with the Danville Independent will succeed Pearce on the Journal.

### Newsprint Situation Reviewed At Convention

By T. A. Corcoran  
Purchasing Agent  
Louisville Courier-Journal-Times

Your program chairman has asked me to speak on the subject of newsprint, which is a rather broad subject. But I suppose if a poll could be taken of this group, we would find that everyone, including this speaker, is really interested in only one phase of the subject, and that is "How can I get more?" Well! to relieve the tension and permit you to relax, which, after all, is the chief reason for attending K.P.A. meetings or any other convention, I want to tell you at the outset I don't know.

There is something that I can tell you, however, and that is a lot of places where you can't get any newsprint. And that may be of some help to you. I once met an oil man who had served as receiver for a bankrupt oil prospecting company in Oklahoma. He was able to pay off all claims and place the company on a profitable basis because there were so many holes drilled where there wasn't any oil, that he had only a comparatively few places on the properties to drill to find oil. So if anybody wants this list of where you can't get any newsprint, see me after this session and I will give it to him.

Since the economic law of supply and demand has come into vogue again, with the ending of government controls, we might give some consideration to them now. One thing that is confusing about the supply situation is the fact that we see figures on North American production only, as a rule, and not on world production. We hear, for example, that Canadian production has increased 44% since 1939, and we wonder why we can't get 44% more tonnage. We overlook the fact that U.S. production has decreased 17% in the same period, and that world production has decreased 12%. World production was at its peak in 1937 at 8,972,000 tons. The figure for 1946 is 6,803,000 tons, a decrease of 24%.

The United States' share of the 1946 production was 4,333,000 tons, which came from the following sources:

Canada .....	78%
Newfoundland .....	5%
U. S. mills .....	17%

Now what is the outlook for the supply in the current year? One U. S. manufacturer estimates that world production may increase 400,000 tons in 1947, approximately 6% over 1946. If United States users get their share of this, it would amount to approximately 260,000 tons. But it is doubtful whether

U. S. mill will get its full share because of the higher prices prevailing in foreign markets. If we get 200,000 tons of it, I would say we would be fortunate. Newsprint production capacity can not be increased rapidly. In the United States the Southland Paper Co. has a new machine on order, which is expected to increase its capacity by 60,000 tons per year. But this machine can not be placed into production until late in the year, at the best. It can have little effect on supply this year.

A new mill is projected for **Alabama**. The financing of this mill is reported as completed, but negotiations for the site—a former government plant at Childersburg—have not been closed. A capacity of 100,000 tons is planned for it. We could hardly expect this mill to be brought into production before the end of 1948.

In **Newfoundland**, the Bowater Paper Co. has placed an order for a new machine, which is expected to increase its capacity by 60,000 tons, but it can not be expected until sometime in 1948.

We referred earlier to the reopening of a mill at **Three Rivers, Quebec**. This mill is expected to produce 80,000 tons annually, but there is some question as to whether it will reach full production in 1947.

**Finland** made some small shipments in the last quarter of 1946, and has 75,000 tons scheduled for the United States this year.

Many mills in the United States and Canada will probably make small increases in output with their present equipment by doing things that would be considered uneconomic in normal times, but which are justified by the present price of newsprint.

The possibilities of increased production this year are not great, and if supply and demand are to be brought into balance this year, it will be more in a reduction of demand than in an increase in supply. This brings us to a consideration of demand.

We used in the United States in 1946 about 60,000 tons more newsprint than we received. Therefore, we reduced inventories by that amount. Our company ended up the year with the smallest inventory we have ever had, and I think this was rather general throughout the industry. It will not be possible to reduce inventories further this year, so if we increase consumption we will have to have increased supplies.

Most newspaper people I have been in contact with recently tell me that they could use 25% more newsprint if it were available. So with an almost unlimited demand and a very definite limit on supply, it would appear that the newsprint situation would remain in a serious state of unbalance for many years. And many people believe it will. Although there are others who believe

that the situation could change quickly from a seller's to a buyer's market. Some even see a possibility of a softening up this year.

We know that newsprint has never remained in an extremely tight position for very long in the past, and surely history will repeat itself this time. It is hard to believe that an industry that operated at 62% of capacity in 1938 will find it necessary to operate long at 101% of capacity before supply catches up with demand.

The quickest way to bring about a balance would be with a business recession. That is the hard way and not the manner in which we would like to see it done. But if we are to believe the great majority of our economists, one is in the cards for us this year. One of the latest reports I have seen is one in the magazine Business Week titled "A Memo on 1947 Business." It says "Business is in for at least a stiff bump in 1947—say a cut of 12% to 20% in industrial production. If the chips should fall the wrong way, the decline could run from 25 to 33 1/2%."

An item in one of the recent paper magazines said a drop in business as small as 5% could shift newsprint from a seller's to a buyer's market. If this is true, and the economists' analyses of 1947 business are correct, it would appear that the idea that the newsprint situation may ease considerably this year is not too far fetched.

In this connection it is interesting to note the relation between U. S. National income and consumption of newsprint during the last business recession. You will recall that business volume rose rapidly in 1936 and continued at about the same pace in 1937. About that time the New Deal economists became alarmed at the rapidity of the rise and decided to retard it with the controls available to the government. They succeeded too well and we wound up with a rather sharp recession in 1938. And here is what happened to national income and newsprint consumption in that period.

In 1937 national income amounted to 71.5 billion dollars; in 1938 national income amounted to 64.2 billion dollars. A decrease of 10%.

Newsprint consumption in 1937 was 3,824,000 tons; newsprint consumption in 1938 was 3,422,000 tons. A decrease of 10.5%.

This is a marked similarity and seems to indicate that we can expect newsprint demand to move pretty much in line with business.

No discussion on newsprint would be complete without consideration of prices. Newsprint prices reached a low of \$40.00-per ton, delivered at New York, in 1934. The price remained the same in 1935. Increased to \$41.00 in 1936 and to \$42.50 in 1937. In

April of that year the International Paper Co. announced that their price would be increased \$7.50 on January 1, 1938 to \$50.00. Most other major manufacturers followed promptly with similar announcements. The price stabilized at this figure and remained at \$50.00 for five years—from January 1, 1938 through 1942. In 1943, the price averaged \$54.66. In 1944 \$58.00 and in 1945—\$60.25. In 1946 several increases were granted by O.P.A. until it reached the present level of \$84.00 ton, delivered at New York.

The last increase was \$10.00 per ton, and was reported to be about double the increase manufacturers had expected, and about twice the amount they were entitled to according to O.P.A. standards. The increase had been proposed by a group of influential publishers on the theory that it was high enough to bring into the U.S. market additional production that was being scheduled by the Canadian mills.

Fred Countiss, O.P.A.'s newsprint specialist, in a statement made shortly after the price increase, expressed the opinion that the price should stabilize at the \$84.00 figure and before too long decline slightly. There hasn't been much support for the "decline" part of this statement, but there has been some evidence of a desire on the part of manufacturers to hold the line at the present price. In fact, Sir Eric Bowater, head of a large Newfoundland mill, stated that the price should not be pushed beyond the present level, as considerable buyers' resistance would be developed.

In December, there were rumors of price increases. One was that there was to be an increase of \$5.00 per ton to offset the new freight rates. This last one disturbed us, and we contacted one of our major suppliers. He advised us that there had been no discussion of a price increase in his organization, and that his observation was that the feeling was pretty general in the industry that the price should be stabilized at the present level.

There may be some additional adjustments in certain districts, similar to those made by some companies in the South and Southwest, to compensate the mills for high transportation costs, and give them the same net return as they get in other sections. There have been some cases recently where paper merchants have added brokerage fees, which were permitted by O.P.A. regulations, in addition to the commission allowed them by the mills. There may be more of this during the year.

Our own best guess is that, except in the instances just mentioned, the present price will prevail during 1947. At least, we have used that figure in our cost projections for

the year.

To summarize, it appears that 1947 will be the critical year of this newsprint cycle. There seem to be some possibilities of an easing in the situation before the year is out due partially to increased production that has been definitely announced and more that may be attracted by the present satisfactory price. But the real reduction will have to come from a decline in demand. And this may be brought about by a recession in business, which many economists see in the picture for this year.

Undoubtedly there will be more cases, like we had early last year in Oregon, later in Wisconsin, and only recently in Florida, where a number of small newspapers were threatened with suspension, because a mill had cancelled the contract of the jobber supplying them. All of these cases, I believe, were taken care of. Our company and other members of the S.N.P.A. were committed last year to make available up to 3% of our tonnage to relieve real cases of distress in the territory of that organization. Fortunately, we were not called on for any tonnage. But we are ready to cooperate in any group plan that is sound and fair.

Several months ago a plan was proposed to have 125 of the largest users of newsprint set aside enough tonnage to take care of any distress cases that may develop this year. We agreed to participate provided a majority of the other big users came in on the plan. This proposal was dropped because

many of the larger publishers contended formal plan was not needed. Cranston Williams, General Manager of the A.N.P.A. has been acting informally to aid in the solution of these cases. And I believe he has an active part in the solution of the Florida situation, referred to a few minutes ago.

My personal feeling is that we should try to develop a certain amount of optimism about the newsprint situation. Because it will enable us to remain calm and weigh carefully the diverse information that comes to us. If we become panicky, as publishers did in 1920, and rush into the spot market and buy all the paper we can find at any price asked, we can bring on another situation like that existed in that year, when a fictitious shortage was developed that was just as damaging as any real shortage could possibly be.

A few specific recommendations that would like to leave are:

1. Continue to use newsprint just as economically as you know how. Don't drop any of those war time economies you have adopted until there is an easing in the newsprint situation.

2. Be slow to build your inventories in prewar levels. Keep this demand out of the market until the supply is better able to absorb it. In our case, we have decided to operate with approximately the same inventory we had in 1946, which, as stated before, was the smallest we have ever had.

3. Stay out of the spot market, if possible.

Advertisement



From where I sit ... by Joe Marsh

## A Grand American Tradition

The Cuppers had a grand old family reunion last week—for the first time since the war.

Big and little Cuppers came, by car and train, from as far west as Nebraska and as far east as Vermont. They crowded Dee and Jane's house, set up quarters in the barns, or stopped with neighbors—and a jollier gathering you couldn't have imagined!

I was asked to their final Saturday night supper, when they sang old songs, drank beer and cider, reminisced. Dark Cuppers and

blonde ones—Vermont accents and Alabama drawls—doctors and farmers . . . all with their differences of taste and politics, yet as close and harmonious in spirit as a group could be.

From where I sit, it's a great American tradition—not just family reunions, but the ability to get along as one harmonious family, regardless of differences of taste—whether it's taste for politics or farming, beer or cider.

*Joe Marsh*

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sible to do so and keep in operation. If sufficient tonnage is bought in the spot market at prices \$100 to \$200 per ton higher than the regular price, it can force all newsprint prices to a substantially higher level.

4. If you are threatened with suspension because of lack of newsprint, cry out to high heaven about it. Tell the Governor here about it, tell your Congressman about it, tell Vic Portmann about it, and any other Press Association to which you belong. If you are a Democrat, wire the President. If a Republican, wire Senator Taft. And if none of them can help you phone Mac Wynn, who seems to have the uncanny ability to do the impossible.

### Clarence M. Gaines Dies at Bowling Green

Clarence McElroy Gaines, 65, editor and publisher of the Park City Daily News, Bowling Green, died January 5 en route to City hospital after suffering a heart attack a short time earlier at his home. Mr. Gaines suffered a heart attack Oct. 5 but had recovered sufficiently to be out, and his death was unexpected.

Born in Paducah Aug. 17, 1881, a son of John Brooken and Winifred McCutchen Gaines, Mr. Gaines moved to Bowling Green with his parents when a small child. The family resided for a short time at Jackson, Tenn., where the elder Mr. Gaines owned a newspaper. Mr. Gaines was educated in local public schools, Ogden college and Vanderbilt Training school at Elkton.

The Gaines family has been identified with the newspaper business in Bowling Green almost continuously since 1875 when the elder Mr. Gaines established the Warren County Courier. In 1900 the younger Mr. Gaines was associated with his father in the publication of the Weekly News which the senior Mr. Gaines purchased from the late Euclid Cooksey. In 1902 the Gaines family purchased the Park City Daily News. The elder Mr. Gaines had previously published the Morning Advocate in 1895 and 1896 which he established after selling the Park City Daily Times and later the Evening Journal.

In 1904 Mr. Gaines went to New York where he was employed for six years on the New York American and with the Associated Press. After leaving New York, he worked on the Cincinnati Commercial Tribune, Washington Post, Pittsburgh Post and Pittsburgh Gazette Times.

He joined the staff of the St. Louis Post Dispatch and later worked on the St. Louis Globe Democrat. From 1915 to 1917 Mr. Gaines was associated with the C. H. Bailey,

Jackson, Miss., formerly of this city, as a distributing agent at Indianapolis for Cooper Medicine Company, Dayton, O. In 1918 and 1919 Mr. Gaines was an owner and operator of the Trutona Medicine Company in Louisville. He returned in 1919 to Bowling Green to become associated with his father in the newspaper business.

Since the death of John B. Gaines, Mr. Gaines had been editor and publisher of the Park City Daily News and head of the News Publishing Company.

During the early 1920's Mr. Gaines published "A History of the Oil Fields of the Western Kentucky District." He was a member of the State Street Methodist church and had been a member of Bowling Green Rotary club since June 18, 1924.

Mr. Gaines was married to Miss Elizabeth Brown of this city at Evansville Jan. 3, 1914. Surviving are his wife, two sons, John B. Gaines and J. Ray Gaines, both associated

with the Park City News, a sister, Mis Anne Norton Gaines, this city, and a brother Morton B. Gaines, Atlanta.

### Fred Burkhardt Buys Casey Co. News, Liberty

Mr. Fred Burkhardt, son of Mr. and Mrs. Julius Burkhardt, Clementsville, who recently purchased the Casey County News, Liberty, from Col. Otis Thomas, who has made it one of the best newspapers in the State, has taken over the paper and his first issue appeared week of January 13. Mr. Burkhardt is a graduate of Berea College, and has had 15 years' experience in the printing business. The Kentucky Press joins his fellow editors in wishing him success in his new undertaking and extend to him the fellowship of the Fourth Estate.

ABC insures circulation futures.

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**Prizes Are Offered For Editorial Series**

Special prizes for a series of ten editorials will be awarded at the 1947 mid-summer KPA convention. The awards, made possible by Harry Schacter, president of the Committee for Kentucky, were approved by the Executive Committee and first announced at the mid-winter meeting.

The series of ten, or more, editorials, embracing the general theme of "Kentucky On The March" must be completed by May 15th in order to qualify for the four awards of \$40, \$30, \$20, and \$10. Rules and conditions are:

1. The editorials must follow the theme of "Kentucky On The March."
2. The theme of the editorials may be state-wide in scope or cover only community or local conditions, or both.
3. Twelve topic themes are suggested: New industries for Kentucky; Increased per-capita income; Better markets for farm products; Improvement of farm-to-market roads; Still greater programs in soil improvement; Greater extension of rural power and telephone lines; Greater improvement for youth and adult training in our schools; More extensive health programs; Good housing; More and better recreational facilities; Scientific development of Kentucky's resources; and Development of Kentucky as a tourist attraction.
4. Prizes will be awarded for first, second, third, and fourth places.
5. Background material may be used from the bulletins already published by the Committee for Kentucky, but sole use of the published material is not required. Local community data is encouraged.

**The McClure Agency**  
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**Kentucky Newspaper Sales**  
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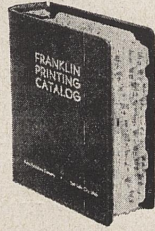
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Editors who do not have the Bulletins on file can obtain same by writing to 1106 Republic Building, Louisville 2.

6. Competing editors are required to submit three sets of each series, for the judges. Each editorial must be pasted on a separate sheet of paper, or cardboard, and the entire series securely fastened, or bound together.

7. The judges will be announced later as well as the mailing address for the entries.

8. Weeklies and dailies published in cities under 25,000 are eligible to enter the contest.

9. Winning editorials will be published.

10. Awards will be made at the KPA mid-summer meeting in June.

11. Contest will start February 1.

**William H. Wood Dies At Mt. Sterling**

William Hoffman Wood, 75, veteran Mt. Sterling newspaperman and strong editorial supporter of the Republican party, died suddenly of a heart attack at his home at Mt. Sterling, Tuesday afternoon, January 14.

He had been in poor health for several years, but had not been confined by illness.

He was a native of Mt. Sterling, son of the late A. T. and Matilda Pickrell Wood, and was a member of the Mt. Sterling Christian Church. For many years he was editor and publisher of the Mt. Sterling Gazette and Kentucky Courier, which later merged. In 1944 he sold the combined papers to John T. Perry, publisher of the Mt. Sterling Sentinel-Democrat.

Survivors include his wife, Mrs. Gay Whaley Wood, and several nieces and nephews.

**Eicher New Editor Of Elizabethtown Enterprise**

Ed E. Eicher of Fort Thomas has been named managing editor of the Elizabethtown Enterprise, it was announced recently by S. B. Goodman, publisher. Eicher has been connected with radio station WLW

Cincinnati, with the Clearwater (Fla.) Sun and with the International News Service in Atlanta. During the war he spent two years in Europe, serving on the staff of the American military authorities.

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None better—by actual test cut 10 to 15 per cent more paper. Mail your order to our nearest office with name and serial number of machine and actual length of knife blade.

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 44 Convenient Offices and Associated Companies in Principal Cities

## 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.

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## 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.

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

# 1847 - 1947 Centennial

## Thomas Alva Edison

*"One of the world's greatest benefactors."*

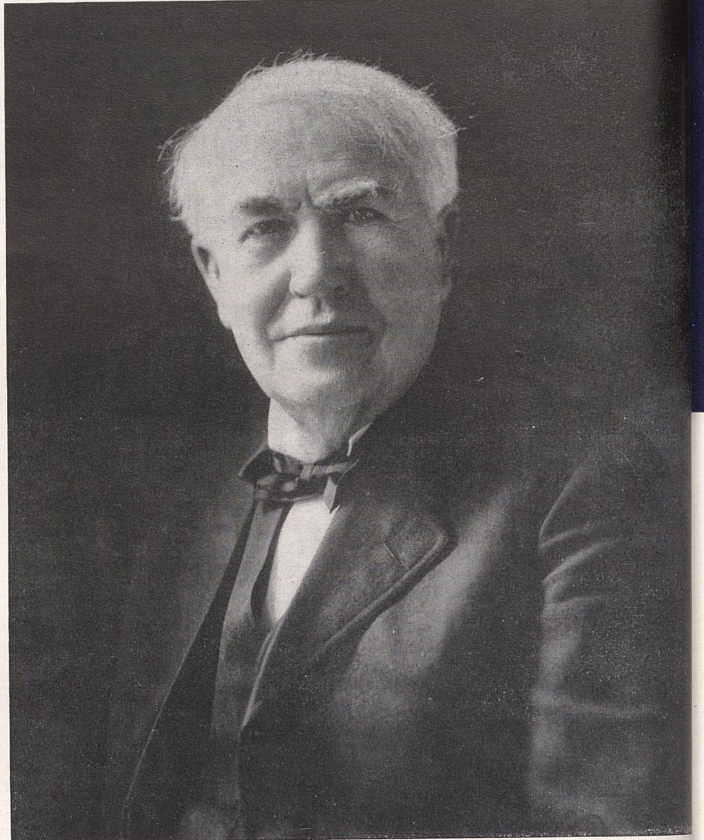
—Victor Marconi

*"Edison has changed the face of the world in his lifetime, and everything he has achieved has been beneficial to mankind."*

—Henry Ford

*"... the wondersmith of the world, the universal lamplighter who set men and women to new work, transformed the world in a generation, and who will live forever in sound, light and electric power."*

—The New York Times



*"My desire is to do everything within my power to further free the people from drudgery and create the largest possible measure of happiness and prosperity."*

Late afternoon of December 21, 1879 found the Managing Editor of the *New York Herald* a chagrined and furious man. He had taken a day off, and had purchased a copy of his paper from a newsboy. This headline hit him without warning:

EDISON'S LIGHT —  
IT MAKES A  
LIGHT WITHOUT  
GAS OR FLAME.  
CHEAPER THAN  
OIL

"I'll be fired for that fool story," raged the M.E., as he sensed the cries of "Hoax!" the public would put up.

But he wasn't fired, and 11 days later at Menlo Park, New Jersey, thousands came to see Edison's new "flameless light," and were convinced that it was real.\* The rest is history. Soon small companies were

bringing the benefits of Edison's newfangled lamp to the people. Engineers and business men poured in their time and energy . . . risked their own savings . . . overcame all kinds of obstacles . . . broadened and improved the service.

When Edison opened the first power plant in 1882, electricity cost 25 cents a kilowatt hour. In February, as we mark the 100th anniversary of the great inventor's birth, the average cost of household electricity in Kentucky is less than 4 cents a kilowatt hour. Our average home is getting twice as much electricity for its money as it got just 10 to 12 years ago . . . and in the face of constantly rising prices.

Thanks to Edison . . . and thanks to the courage and initiative of many men and women working under the American business system . . . this country enjoys the most and best electric service in the world. And our lives are richer, safer, more productive.

\* Permission to use all or any part of this story is granted.

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