

The Kentucky Press

AUGUST, 1949

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



1949 Newspaper Week Slogan

VOLUME TWENTY
NUMBER TEN

Publication Office:
University of Kentucky
Lexington

ANNOUNCING

Squaring Away For Your
Fall Subscription Campaign
New PL&R Rules Analyzed
New Wage-Hour Rules

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.

New W-H Amendment Forbids 'Overtime-on-Overtime' Payments

In its press release No. 191, dated July 21, the Wage and Hour Division outlines the provisions of Wage-Hour Law amendment (H.R. 858, As Amended) which bans "overtime-on-overtime" payments, explaining when certain premium payments may be treated as overtime pay. The amendment was signed by President Truman on July 20, 1949 and became effective on that date.

The release explains that under the amendment certain premiums paid by employers for work on Saturdays, Sundays, holidays, nights, or on the sixth or seventh day of the workweek, need not be added to an employee's straight-time pay in determining his "regular rate" for overtime pay purposes, and may be credited toward overtime compensation which may be due under the Wage and Hour Law for work in excess of 40 hours in a workweek. The amendment, which is retroactive in effect, makes it lawful to treat as overtime premiums, for purposes of the Act, certain payments which the Supreme Court in the Bay Ridge Operating Co. vs. Aaron case held were not "true overtime" pay under the Act.

According to the Wage and Hour Division the types of premium payments which now may be treated as overtime premiums under provisions of the amendment are:

(1) Extra compensation provided by a premium rate paid to the employee for work on Saturdays, Sundays, or holidays, or on the sixth or seventh day of the workweek, provided such premium rate is not less than one and one-half times the rate established in good faith for like work performed in nonovertime hours on other days;

(2) Extra compensation provided by a premium rate paid to the employee under an applicable employment contract or collective bargaining agreement, for work outside of the hours established in good faith by the contract or agreement as the basic, normal, or regular work-day of not more than 8 hours, or regular workweek of not more than 40 hours, provided such premium rate is not less than one and one-half times the rate established in good faith by the contract or agreement for like work performed during such workday or workweek.

It was announced that the effect of the new amendment on the interpretations and enforcement policies followed by the Wage and Hour Division prior to its enactment is being studied and that a revised statement of the Division's position on the Act's overtime compensation requirements, as

changed by the amendment, will be issued soon.

The text of the Wage-Hour Law amendment reads:

"An act to clarify the overtime compensation provisions of the Fair Labor Standards Act of 1938, as amended.

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that Section 7 of the Fair Labor Standards Act of 1938, as amended, is amended by adding at the end thereof a new sub-section (e) to read as follows:

(e) For the purpose of computing overtime compensation payable under this section to an employee—

(1) who is paid for work on Saturdays, Sundays, or holidays, or on the sixth or seventh day of the workweek, at a premium rate not less than one and one-half times the rate established in good faith for like work in nonovertime hours on other days, or

(2) who, in pursuance of an applicable employment contract or collective bargaining agreement, is paid for work outside of the hours established in good faith by the contract or agreement as the basic, normal, or regular workday (not exceeding eight hours) or workweek (not exceeding forty hours), at a premium rate not less than one and one-half times the rate established in good faith by the contract or agreement for like work performed during such workday or workweek, the extra compensation provided by such premium rate shall not be deemed part of the regular rate at which the employe is employed and may be credited toward any premium compensation due him under this section for overtime work."

"Sec. 2. No employer shall be subject to any liability or punishment under the Fair Labor Standards Act of 1938, as amended (in any action or proceeding commenced prior to or on or after the date of the enactment of this Act), on account of the failure of said employer to pay an employe compensation for any period of overtime work performed prior to the date of enactment of this Act, if the compensation paid prior to such date for such work was at least equal to the compensation which would have been payable for such work had the amendment made by Section 1 of this Act been in effect at the time of such payment."

(Editor's Note: The above law, H.R. 858, As Amended," differs from the original House Bill H.R. 858 in that coverage is extended to all industries instead of being

153 Community Papers Listed In New Directory

Kentucky now has 153 community weeklies and semi-weeklies, according to the "Newspaper List and Rate Analysis" just compiled in the KPA office. This analysis, made in mimeographed form to keep down cost of periodic changes, is being sent to advertising agencies and executives to tell the story of Kentucky newspaper coverage.

There are 15 newspapers with circulation up to 750; 53 newspapers in the circulation group of 751 to 1500; 59 in the group from 1,501 to 2,500; 19 in the group from 2,501 to 3,500; six in the group 3,501 to 4,500; and two that boast of a circulation over 4,500.

One four-column newspaper is published; six print five columns, 35 print six columns, 79 print seven columns, and 32 print eight columns. Forty-two still use the 13-pica column width; 111 have adopted the more convenient 12 pica width.

Two newspapers have Tuesday as their publication date, and 14 are published on Wednesday. Thursday is the most popular day with 102 issuing thereon, while 32 publish on Friday. One semi-weekly publishes on Monday-Thursday, two on Tuesday-Friday, and one on Tuesday-Thursday.

The national open advertising rate of our newspapers is consistent with the uniform basic recommended rate for each circulation class; our average open rate is slightly above the national average. Twelve newspapers yet have not established their rates on the recommended line basis (divisible by 14 or 7). The breakdown of rates includes 17 charge 35 cents; 55—42 cents; 3—45 cents; 35—49 cents; 6—50 cents; 25—56 cents; 4—60 cents; 7—63 cents; 1—77 cents; 3—84 cents; and 1—98 cents.

Comparison of Kentucky newspapers, in all of the above categories, with those of other states, establish that Kentucky is slightly above the general average and ahead of a number of states. This indicates a healthy growth and attention to the business of producing a newspaper on sound economic principles.

Today's best labor-saving device is tomorrow.

The man who is afraid to do too much for people he does business with need not be afraid of having too much business to do.

limited to the longshore, stevedoring, building, and construction industries. The new law is also retroactive in effect. This final enactment is officially designated as: "Public Law 177, 81st Congress, 1st Session, 1949".)

Fall Months Are Always Best To Go After News Subscribers

Sampling of non-subscribers is a regular practice of many Michigan daily newspapers, states Manager Gene Alleman. "The returns pay off gratifyingly. If your newspaper has neglected to sample non-subscribers for some time, may we suggest that you consider doing so right away. Let the non-subscriber get into the reading habit. If you pack a lot of interesting news into your newspaper—especially news of his community—the orders come easily, either by mail or by carrier newspaperboy." This applies to both dailies and community weeklies.

"Fall months are the best time to go after new subscribers. One of the most successful devices for getting new mail subscribers is a series of three direct mail letters, in which, for a limited time, a 14-month subscription is offered at the regular price. These letters should be addressed by actual name to as large a list of non-subscribers as you can build up. Be sure that in addition to the sales letter in each of the three mailings, you include a large order blank and a business reply envelope, which should also be of colored stock. The letters go out about two weeks apast. They can be sent third class mail. Many weekly publishers have had returns as high as 33 per cent on such 3-shot mail promotions. If you start such a promotion in September, you could be working up the mailing list right now and be all set. Direct mail experts will tell you that if you don't include the business reply envelope and the order blank in each letter, if you don't use color in the mailings, and if you don't send out at least three letters, you might better save the money and do nothing about it at all.

"With careful promotion, a good weekly can add from 300 to 600 new circulation within a few months from newsstand sales. This opinion was expressed at a recent roundtable discussion at a meeting of the Louisiana Press Association.

"Publishers felt that even a fairly small weekly newspaper can effectively use as many as 15 to 20 newsstand dealers—with two or three in the town of publication, at least one each in other villages of the area, and two in the larger ones. The remainder of the stands should be spotted in rural areas at crossroads stores, it was pointed out.

"The single-copy price should be at least 6 cents and preferably 7 cents, according to the group discussion. Publishers with newsstand experience states that a 10-cent price might be successful, however. The

dealer commission should not exceed 2 cents, the group felt.

The advantage of newsstand sales was stressed. It was pointed out that new readers obtained from newsstands do not cut down the mail subscription list. In addition, the Audit Bureau of Circulations gives full credit for newsstand sales, he added. After a little experience, newsstand dealers like to handle the papers, as they find that it brings customers into their places of business each week to get the paper and the customers usually end up buying something else. However, the dealers sometimes have to be coaxed along at first, the discussion pointed out.

It was suggested that a new dealer be given only five or 10 papers per week at the beginning. When folks learn that a particular store handles papers, the number can be increased. Some of the publishers reported having dealers handling 150 to 200 copies a week. Some publishers said they handle the transaction with the dealers on a weekly basis but most of them clear the business once a month. The dealer is given credit for unsold copies. The publisher should provide each dealer with a neatly printed sign announcing that the newspaper is on sale at his place of business each week, it was recommended.

Alleman emphasized, "An enterprising newspaper business manager in the East made the arresting announcement that every paid-up subscriber on a newspaper list is worth \$3,000 to the merchants in the town. This business manager reasons that the average income per subscriber is \$3,000 per year, most of which is spent in the town for food, clothing, housing, other necessities, and luxuries. What is your list worth to your merchants?"

"This question was asked recently: "In an effort to boost our circulation, we have recently taken on some local housewives to act as subscription solicitors. One of these drove to a nearby town the other day to do some house-to-house canvassing, and on her way back had a collision with another automobile. She carried no insurance. The owner of the wrecked car is trying to hold us liable for damages. Can he do this?"

"Answer from Wray Fleming, counsel, Hoosier State Press Association, Indianapolis: It depends entirely on whether your solicitor was a true independent contractor or an actual employee of the paper. The mere fact that she worked on a commission basis does not make her an independent contractor. Important point is: Was any

control whatsoever about how she conducted her soliciting —no matter if you did pay her a commission—a court would probably find you liable for damages in the accident.

"Example of control"—You say to the solicitor, "Mrs. Smith, I believe you should work in the Deer Creek area today." Mrs. Smith would then have the status of an employee, in the eyes of a court. Be careful to observe the spirit of all independent contractor relationships—with carrier boys, rural correspondents, solicitors, etc. In this way, you will save time, trouble and expenses should a similar case arise in your own plant.

Mrs. Roy M. Munford Dies At Morganfield

Mrs. Madge Sandidge Munford, wife of R. M. Munford, publisher of the Union County Advocate, died at her home, August 16.

She had been ill since December, 1945, when she suffered a stroke and entered Our Lady of Mercy Hospital. She remained in the hospital until a month ago, when she was taken home. She was a native of Elizabethtown, Ky.

Only survivors are her husband and a son, F. Tyler Munford, Morganfield.

The Press joins the members of the Kentucky Press Association in extending sympathy to the father and son.

"Building A High Readership' is the title of a pertinent editorial in the Canadian Weekly Editor. An excerpt: If one were commissioned to study the weekly press with a view to submitting two general constructive criticisms, more than likely the result would show:

1. That too many stories in weeklies are written in the style of a secretary's minutes of a meeting—events reported in chronological order—rather than in the more readable style of having the highlights of a meeting presented in order of interest and significance.

2. That too many weeklies tend to overlook the human interest incidents which happen every day.

Alcohol will preserve most anything but health, happiness and secrets.

* * *

"Here's to the chigger
That gets no bigger
Than the point of a very small pin.
But the lump that he raises
Just itches like blazes,
And that's where the rub comes in."

TRANSATLANTIC SHOPPERS



**Would you travel 3,000 miles to shop at an A & P super market?
Many people do.**

Whenever a great ocean liner docks in New York, an A & P super market on Ninth Avenue down near the waterfront is likely to be the first place hundreds of crew members visit when they come ashore.

Coming from countries where food is scarce and rationed, these men are armed with shopping list prepared by their wives 3,000 miles away. Each trip, they take advantage of the opportunity offered by A & P to choose freely the foods they want from the thousands of quality products offered at money-saving prices.

To these transatlantic shoppers, as to the millions of Americans who live just around the corner from a super market, A & P is a symbol of the high living standards achieved only in this country, and of the freedom of choice enjoyed by all our citizens.

And like all A & P customers, these European families eat better because of the ability of the men and women of A & P to do the world'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

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Kentucky Press Association

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Promotion plans for observance of the tenth anniversary of National Newspaper Week—to be observed October 1 to 8—are complete, through support of national, regional and state press associations, as well as schools of journalism, it was announced by Howard W. Palmer, New York Press Association manager, and chairman of the 1949 committee.

"Rediscover Your Home Town" has been adopted as the theme of the week; the slogan: "Freedom Goes Where the Newspaper Goes" having been announced early this year.

"There has never been a time when it was more important to remind the citizens of one state or the country that the press constitutes the first line of defense in the battle for maintenance of democracy," Chairman Palmer said.

Interesting material has already been prepared and the first release is enclosed for Kentucky daily and weekly newspapers. High Schools and college newspaper staffs will participate in the celebration of National Newspaper Week this year more

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.

than ever before, as student editors are being invited on a nationwide basis to undertake one or more projects in the week's program.

The Metro Newspaper Service has made the official emblem available again, for the tenth consecutive year, to all newspapers in the United States. Stamps-Conhaim-Whitehead, Inc., of New York and California, has likewise offered to all newspapers mats carrying a special letter from President Truman, and is making available additional promotion material.

For the first time, so far as known, mats of cartoons prepared especially for National Newspaper Week by the Editorial Cartooning class of the State University of Iowa, School of Journalism, are being made available to all newspapers at a nominal cost.

National Newspaper Week was officially established by resolution at the annual meeting of the Newspaper Association Managers, Inc. at Chicago in 1939.

National Newspaper Week 1949 is again dedicated to the traditional week of October 1-8, and your KPA official family urges your participation in this nation-wide re-dedication of newspapers to public service and community welfare.

The Newspaper Association Managers established and have since sponsored this important dedication week which has met a growing response from dailies and community newspapers every progressing year. A strong committee, headed by Howard W. Palmer, New York Press Association, is preparing material for each publisher's use and guidance. This material will be distributed from the Central Office today.

The official slogan for 1949 is "Freedom Goes Where The Newspaper Goes," and the theme is "Rediscover Your Home Town."

This theme gives each publisher a splendid opportunity to survey and evaluate his towns resources and progressiveness—both from material and human standpoint—to re-dedicate your newspaper to continued emphatic service to your community.

As a part of your program, Metro Mat Service is offering free mats of the official

1949 emblem to every newspaper. Read the announcement on another page and fill out the coupon at once. Every newspaper in Kentucky should carry this emblem; if nothing else, during National Newspaper Week. Watch for complete material and suggestions.

A three-column cartoon, drawn for Newspaper Week by John Hunsaker, Western Newspaper Union art director, is offered without charge as a public service to all newspapers. Simply write the Publishers Auxiliary, Thorn Hill, Frankfort, for your free cartoon.

Check Your Circulation

It's nearing the time when circulation records must be checked, and perhaps a little work done. Only about four weeks until time to publish Statement of Ownership, which includes circulation figures. If any of you have been working to add new circulation and have had fairly good success, advise your Central Office of methods used and we will pass on the information.

Keep Advertising Forms

For your protection, your Central Office suggests that you keep a permanent file of all insertion orders for advertising and our monthly check invoice. If these are filed by months, you will be able to check definitely as to what advertising was ordered by KPA and payments received. This office frequently receives letters concerning insertion orders of some months previously, and, while we keep a few extra orders on hand, sometimes it is difficult to comply with requests for back orders. Protect yourself by keeping all insertion orders and remittance invoices on file for complete checking.

There's one consolation about matrimony. When you look around you can always see somebody who did worse.—Anonymous.

Newspaper Promotion Is Ruled As Advertising In New PL&R

The new book on Postal Laws and Regulations is just out. The requirement remains the same that publishers of second-class matter to submit a copy, marked to show the portions devoted to "advertisement" and the portions devoted to "other than advertisements", with the FIRST MAILING of each issue. The portions devoted to advertisements to be plainly marked "ADV" and the portions devoted to other than advertising marked "NOT ADV.", and the percentages of both indorsed on the page.

When an entire page of the publication contains advertising only it is sufficient to mark the page once as "ADV" but where advertising and reading matter appear on the same page, each advertisement and each reading article must be marked to indicate its character. When a sheet bears advertising on one side and is blank on the other side, both pages must be counted as advertising.

The term "advertisement" to embrace all display, classified, and all other forms of advertisements as well as all editorial or other reading matter for the publication of which money or other valuable consideration is paid, accepted, or promised. In all cases where the publisher has been or is to be compensated in any form whatever the advertising rate of postage will be charged. Articles, items and notices in the form of reading matter inserted in accordance with a custom or understanding, explicit or tacit, that a "reader" is to be given the advertiser or his product in the publication in which the display advertisement appears are advertising within the meaning of the law.

When a newspaper or periodical advertises its own services or issues, or any other business of the publisher, in the form of either display advertisements, editorial or reading matter, this is advertising within the meaning of the law and shall be charged the advertising rate therefor. Headings printed in connection with classified or other advertisements, items boosting advertising columns, and items relative to obtaining subscriptions, announcements setting forth the term of a prize contest, the prizes to be given, matter promoting the contest, and general instructions relative thereto, shall be considered as advertising.

In determining the percentages of space in a publication devoted to advertisements and to matter other than advertisements, if the method of measuring the columns is followed, the margins should be ignored entirely and only the actual space covered

by the printed columns, including the blank space between the advertisements, taken into consideration. For example, if the printed columns are 22 inches long, excluding the title and date line, with eight columns to a page, making 176 column inches to a page, and four columns were devoted to advertisements, 88 inches should be counted as advertisements and 88 inches to non-advertisements.

The total number of column inches of advertisements in the entire publication should be divided by the total number of column inches (advertising and non-advertising) in the entire publication to determine the percentage of advertising. The percentages should be given to at least four figures, for example, 21.24 per cent instead of 21 per cent.

Stretching Imagination

If you were a Federal government official, you would have to do just that —stretch your imagination—to declare that weekly newspapers are engaged in interstate commerce. But the government's Wage and Hour Administrator has an elastic imagination, so he has brought action against a group of California weeklies on the basis that they are engaged in interstate commerce, and hence are subject to the provisions of the Wage and Hour law. How are they engaged in interstate commerce? The Administrator points out:

1. They mail a few papers (less than 1% of the entire circulation) out of the state.
2. They publish national advertising accounts.
3. They use syndicated matter —columns, cartoons, crossword puzzles, etc. —which originate outside of the state.

Attorneys for the California Newspaper Publishers' Association have entered the case on behalf of the weekly newspapers.

The Denver (Colo.) Post, Sunday edition of July 17, carried a full page of photographs of the aerial paper route to ranchers in the Colorado-Wyoming border country. The aerial route was started last April, using an independent aviation company, which delivers the Sunday edition only of the Post to the rural areas at a price of .25 cents per copy. To assure dropping of the papers at proper points, each subscriber hangs a flag to the tallest building on the ranch to attract the pilot's attention.

Beware The Supplement!

From the Oregon Newspaper Publishers Association comes this warning: "Once again comes up the question of supplements containing write-ups of business and professional firms. A California Agency circularized a number of Oregon weekly newspapers seeking their co-operation in the printing of a special business supplement." The newspaper agrees to let the outfit act as their newspaper's representative to solicit and print said ads and to make collection therefor, to insert and distribute the supplement, and to cooperate in the collection of funds. For this the agency agrees to pay the newspaper a stated sum (in at least two instances the amount is \$150).

It seems needless to point out again that such supplements are a violation of the second class postal privileges; that some such firms have abused the right of representing the newspaper; that solicitations are usually made by telephone which leaves opportunity for misunderstandings with advertisers; and that some firms have immediately turned accounts over to a collection agency which has created further hard feelings between the advertiser and the newspaper. Some publishers who have permitted the use of their newspaper's name in such manner say "Never Again."

AP Appoints New Lexington Manager

The Associated Press announced the appointment of John M. Gibson as correspondent in charge of its Lexington bureau effective Aug. 21.

Gibson, a native of Danville, Ill., where he did newspaper work before joining the AP staff at Louisville in 1943, has edited the day news wire serving afternoon newspapers in Kentucky for several years.

At Lexington, Gibson will succeed Kyle Vance who has been correspondent there since late in 1944. Vance, a native of Cranberry, N. C., joined the AP staff in 1942 and worked in Louisville and Frankfort before going to Lexington.

Vance, who has covered all the principal sports events in the Blue Grass area for several years, will go into the Louisville AP bureau where he will handle sports and other duties.

Did you know that the old age and survivor's benefit tax under the Social Security act will go up automatically from 1% to 1½% each for employer and employee next Jan. 1 (1950)? Congress has taken no action to date, as it has done in previous sessions recently, to postpone the effective date of this tax increase.

The Department of Journalism, University of Kentucky, has issued an encouraging and interesting report on the placement of its 1948-49 graduates. It is encouraging in that every graduate has been able to procure interesting employment.

Twelve of the thirty-three graduates are employed in the editorial or advertising departments of Kentucky newspapers; four are teachers, three in high schools and one in a journalism school; four on other state newspapers; nine in research or advertising in allied trades; two are pursuing graduate work in other institutions; and two have not as yet accepted pro-offered similar positions. The graduates, their position, and firms are:

Jack R. Barrowman, Advertising, Lexington firms; Millard F. Bowen, Assistant Promotion Manager, Western Auto Supply Company; Kansas City; Paul R. Brookshire, Reporter, Lincoln (Ill.) Evening Courier; Frank D. Cassidy, Advertising, Kroger, Cincinnati; Charles Chapman, News Editor, Hazard (Ky.) Daily Messenger; Donald D. Clark, Reporter-Editor, Paintsville (Ky.) Herald; Eula M. Curtis, Teacher, Bryan Station High School (Ky.); Clarence J. Daniels, Reporter, Whitesburg Mountain Eagle; Clyde E. Denton, Managing Editor; Somerset Journal; Frank R. Dornheim, Farm News Writer; Courier-Journal.

Wallace J. Fox, Bibliogonist, Rich's Inc., Atlanta, Georgia; Raymond Fulton, Reporter, Lexington Herald; Mary Powell Geiger, Teacher, Lewis County High School (Vanceburg); Rubye Earle Graham, Student in Macy's, New York City; Jackson W. Heimer, Unreported; Boyd R. Keenan, Telegraph Editor, Parkersburg (W. Va.) News; George E. Kelly, Unreported; Simpson F. Lawson, Reporter, Logan (W. Va.) Banner; Emery F. Lewis, Advertising Copywriter; Courier Journal; Joseph S. Lyle, Investigator, Interstate Finance Corp., Hazard.

Eugene Mace, Reporter, Herald-Dispatch, Huntington, W. Va.; Virginia Lee Mins-hall, Teacher, Falls-Overfield School (State College, Pa.); Charles A. Oberst, Advertising-Mail Promotion, Publicity Associates, Inc., Ind.; Anne Pardue, Reporter, Frankfort Journal; Benjamin F. Reeves, Journalism Instructor, Richmond (Va.) Professional Institute; William E. Schupp, News Editor, Murray Ledger & Times; Fred N. Sievers, Reporter; Daily Press (Va.)

George B. Tuggle, Graduate Student, University of Missouri School of Journalism; Monte R. Tussey, Editor, Pikeville Daily News; Barbara Sue Warren, Reporter; Lloyd Hollister, Inc., Printers & Publishers, Winnetka, Ill.; Charles E. Whaley, Assistant Research Director, American City Magazine Corp. (N.Y.); Mary V. Wild, Life Insurance;

Burlyn Pike Purchases Marion Falcon, Lebanon

H. McElroy and Leon Keeling, publishers of The Marion Falcon, Lebanon weekly newspaper, announced August 10 that they had sold the paper to a new company headed by Burlyn Pike, Taylorsville.

The new concern, to be known as the Central Press, filed incorporation papers at Frankfort with Mr. Pike, his wife, Mrs. Edith Nell Pike, and Paul Owens, Mount Vernon, listed as stockholders.

Pike, who will be publisher of The Falcon, said that Owens will serve as editor. Owens has worked on The Princeton Leader and The Tompkinsville News. He also is editor of The Renfro Valley Bugle, which now will be printed in the plant of the

Ky. Central Life & Accident Insurance Co., Lexington; Louise A Wilson; At Home.

Falcon.

Pike is editor and publisher of The Spencer Magnet at Taylorsville and The Salt River Valley News at Shepherdsville.

The Falcon was established in 1894. McElroy and Keeling bought the paper in 1947 from D. B. Spragens.

Most publishers and circulation managers are familiar with the laws of their own states affecting the employment of children in the sale and distribution of newspapers. Many, however, are not familiar with the laws in other states, particularly the states adjoining their own. The State and National Regulations Committee of International Circulation Managers Association has completed the compilation of the state laws. These have been printed in a booklet for distribution to members of the Association. The book is not on sale.

LINOTYPE RESEARCH ANNOUNCES

Linolizing*

REVOLUTIONARY NEW PROCESS PREVENTS METAL ADHESION TO MOLDS AND SPACEBANDS

The Linolizing process for molds and spaceband slides is the greatest development yet introduced for eliminating the adhesion of type metal to mold and spaceband casting surfaces.

No more crushed matrix side walls due to metal deposits on spacebands. No metal adhesion to molds causing hard ejection—strain on ejector parts—battered slugs. No more metal fusion to molds requiring special cleaning—extra maintenance time. Composing rooms using Linolized molds and spacebands have reported maintenance reductions up to 50%. Cut your maintenance costs, order Linolized molds and spacebands today. Send coupon for illustrated brochure containing complete information.

MERGENTHALER LINOTYPE COMPANY, 29 Ryerson Street, Brooklyn 5, N. Y.

LEADERSHIP THROUGH RESEARCH



MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn 5, New York

Gentlemen:

Please rush my copy of the new 12-page brochure on Linolizing.

NAME _____
COMPANY _____
POSITION _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Set in Linotype Spartan, Erbar and Electra *TRADE MARK—Surface Treatment

National Advertising

"What is the difference between national (general) and local (retail) advertising and when should designated rates apply to each?" In its book, "The Newspaper As An Advertising Medium," the ANPA Bureau of Advertising quotes the Media Records definition of retail and general advertisers:

"The retail advertiser is the merchant whose customers are the consumers. The general advertiser is the manufacturer who distributes to these merchants. Thus a distinction is made between the merchant who sells many products in one store or one store organization and the manufacturer who sells one product through many stores."

One of the clearest statements on the subject we have seen comes from the Los Angeles Examiner. Headed "Defining a Local and a National Advertiser" the statement says:

"An advertiser is entitled to the local retail store rate when he sells to the public through one or more retail stores owned and operated entirely by the advertiser. If an advertiser sells through dealers, or outlets that he does not own or control, as well as through his own retail store or stores—no mention may be made in copy accepted at the local retail store rate—of outlets or methods of distribution, other than the retail store or stores owned and operated by the advertiser.

"The Los Angeles Examiner will now accept from a retail merchant at the local retail store rate, as part or all of an advertisement submitted, advertising copy which bears as a signature the name of a manufacturer. Advertising on a product of national or local distribution, when proffered for insertion to appear over the name of the manufacturer, jobber, distributor or more than one retail merchant will be acceptable to the Los Angeles Examiner only as national advertising."

C-J Publishes Survey

The Louisville Courier-Journal and Times Company recently issued a 28-page printed survey on economic conditions, which was presented to the members of the executive committees, scale committees, foremen, and officers of the various unions in the Courier-Journal and Times plant at a meeting held July 18th.

In addition to comments on the general economic trend and its effect on Louisville newspaper operations, the survey contains tables and graphs on industrial production, department store sales, wholesale prices, unemployment, cost of living, advertising lineage, newsprint prices, circulation volume, rates, and revenue, and other related factors.

Muck Wynn Joins Atlanta Journal

J. M. Wynn, sales director of radio station WHAS, has been appointed advertising director of The Atlanta Journal, leaving Louisville for his new position August 22.

Wynn joined the advertising department of The Courier-Journal and The Louisville Times in 1929. He was appointed national advertising manager of the newspapers in 1937.

In 1943, he became promotion and public-relations director of the newspapers and WHAS, and in 1947 he was appointed sales director of the radio station.

He previously had been employed by the advertising departments of The Louisville Herald Post and The Indianapolis News.

A native of Webster County, he was graduated from Louisville Male High School in 1924 and attended the University of Kentucky.

Back To School

About 31 million boys and girls between the ages of 5 and 17 are getting ready to go back to school. These youngsters represent a great retail market potential. Here are some of the market factors that indicate plenty of "back-to-school" sales this fall: 1. The birth rate turned upward in 1941, and continued to gain. Births dropped slightly in 1945, but showed a .1 million gain in 1946. 2. The 6-to-12 age group is one of the biggest buying brackets now. 3. Manufacturers have improved styling, materials, color varieties. Measurements have been standardized for clothing. In-between sizes are now available. 4. Many specialty shops have opened, catering to the youngsters' needs. 5. There are more price ranges to select from now. 6. Seasonal promotions and fashion shows are back. 7. With a buyer's market, leading stores plan to meet competitive selling and maintain a profitable volume by offering better buying service and making more productive use of advertising.

Patronize Press Advertisers.

Loss leaders in newspaper advertisements are now "forbidden" by a new Oklahoma law. Legal opinion is that the advertiser assumes liability for violation; newspaper, radio stations, and advertising agencies are exempted from damage suits and injunctions. The Oklahoma law requires a minimum of 6 per cent markup for retail prices over wholesale cost. A similar bill has been before the Michigan legislature for several sessions. Michigan retailers have opposed it as impractical and undesirable.

Postage Due Copies

Publishers are not required to pay more than 2 cents postage due on copies returned, and it has been suggested in case copies are received charged with more than 2 cents postage due, they be returned to the Postmaster for adjustment.

Recently inquiries have been received from publishers asking "How come" repeated requests are made for postage due on undeliverable mail?

A recent order of the Post Office Department was made to prevent the clogging of the service by undeliverable second class mail. This was occasioned by many papers failing to strike from their lists mail to former subscribers following the first notice to publishers from their postmasters.

Nelson B. Wentzel, deputy third assistant postmaster general, stated: "As you understand, the new procedure has been in effect a comparatively short time. Consequently there are still some features to be corrected or improved and this is being done as promptly as possible."—Ohio Press Bulletin.

The official emblem for National Newspaper Week 1949—to be observed again on October 1 to 8th—is made available to all newspapers in the United States by Metro Newspaper Service, as announced by Howard W. Palmer, chairman of the Newspaper Association Managers' committee.

The emblem, matted in two sizes for use in mastheads or as a "spot" in advertising and other promotional material, incorporates the slogan for the 1949 event, "Freedom Goes where the Newspaper Goes." The theme of the week for this year, as announced by the National Newspaper Week committee, is "Rediscover Your Home Town."

The emblem will be incorporated into the October 1949 issue of Metro Newspaper Service which will feature additional coverage for National Newspaper Week. Thus it will be carried to Metro subscribers automatically.

William Schak, Metro general manager, stated that the emblem will be matted free on request in both one column and two column size, to newspapers in the United States that are not subscribers. This is in conformance, he added, with Metro's client approved policy of assisting the newspaper industry in making its own annual public relations week a success.

Non subscribers need only address their requests to Metro on business stationery, signed either by the publisher, editor or advertising manager, or fill out the coupon, and the request will be honored.

ONE OF KENTUCKY'S TRADITIONS

Expert
Marksmanship

The world over, Kentuckians are famous for their skill with rifles. From Daniel Boone's time to the present day, Kentuckians have been noted for sharpshooting — whether the target be a bull's eye on the rifle range, a squirrel, a bear, or even an enemy soldier during war. Expert marksmanship is a Kentucky tradition.

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

Like expert marksmanship, BEER BELONGS in Kentucky. Almost since the days when the first long riflemen arrived at old Fort Harrod, Kentuckians have enjoyed beer, the beverage of moderation.

Copyright 1949, Kentucky Division, U. S. Brewers Foundation



State To Award
Printing Contract

Bids on the State's first-class printing contract, worth about \$150,000 a year, will be opened at Frankfort at noon September 6.

Col. Ben H. Lowry, State director of purchases, said the contract will be awarded about September 13, after he and Finance Commissioner John W. Manning have an opportunity to study the bidding.

The contract will extend from this Sep-tember through December, 1950, Lowry said. It usually covers a four-year period but the four-year contract held by the Perry Publishing Company, Frankfort, was voided several weeks ago by Franklin Circuit Court.

Perry asked for upward revisions in prices because of increased labor and materials costs since the start of that pact in January, 1947. The court said no. At the company's request the contract was canceled.

The man who makes every minute count often becomes the man of the hour.

Spring showers of oratory bring a flood of votes on election day.

A life without a purpose is like a ship without a rudder.

Extra Profits
FOR YOU, MR. PRINTER
Send Us Your Orders
for
ADMISSION TICKETS
COUPON BOOKS
LICENSE STICKERS
SCALE TICKETS
NUMBERED FORMS
WELDON, WILLIAMS & LICK
Specialists in Numbered Printing
FORT SMITH, ARK.

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

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

Binding News Files

Is Our Specialty
Write for Information
O. J. Forman Company
Monmouth, Illinois



LET THIS . . .

Guide you to greater Printing Profits

This thorough, easy-to-use system for valuing printing orders, saves time, provides a fair profit.

No amazing promises — see for yourself what it can do for you.

WRITE TODAY FOR 60-DAY FREE TRIAL

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

ADVERTISERS

LIKE A

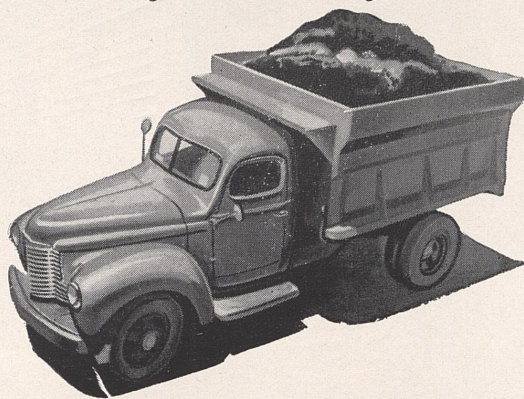
COMPLETE

PAPER



PRINTED SYNDICATE SERVICE

You buy coke by the ton



*but Coke**

by the bottle, the carton, or the case



The difference is in *meaning*. Thus, *coke* (lower-case "c") is a kind of fuel—and nothing else.

And *Coke* (upper-case "C") is Coca-Cola—and nothing else.

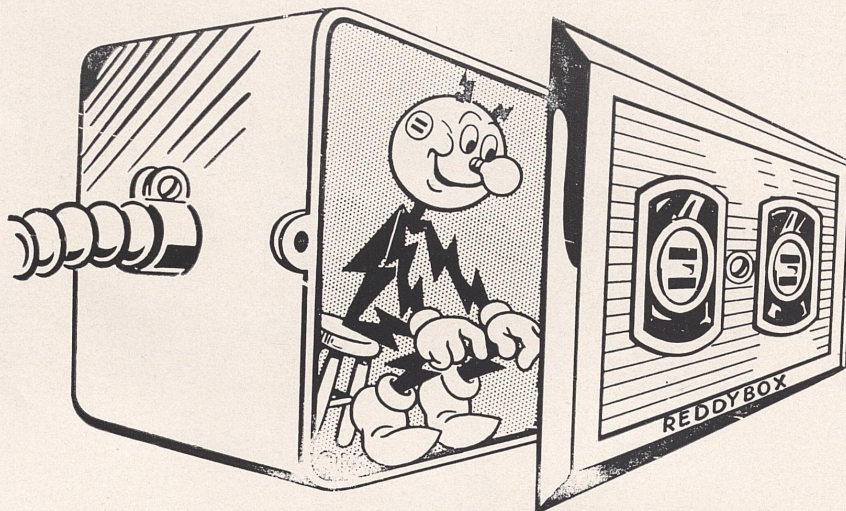
The distinction may seem unimportant to anyone not directly concerned. But your observance of it is a vital matter to us. For the law requires us to be diligent in the protection of our trade-marks. That's why we keep these reminders before you.

Your co-operation is respectfully requested, whenever you use *either* Coke or Coca-Cola in print.

***Coke = Coca-Cola**

Both are registered trade-marks that distinguish the same thing—the product of The Coca-Cola Company.

THE COCA-COLA COMPANY



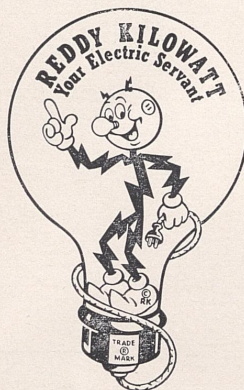
REDDYBOX
TRADE MARK ®

Hallmark of Service

The hallmark placed on sterling silver by 18th century craftsmen established its value. It marked the silver as a quality product, and assured the buyer that the firm which made it was proud to acknowledge its product.

Today hundreds of American manufactures bear trademarks that are as familiar to us as our signatures. We EXPECT quality merchandise to bear a particular trademark. We LOOK for it.

To 120,000,000 people in the United States who are served by America's BUSINESS-managed electric companies, the symbol of Reddy Kilowatt has come to mean dependable, low cost electric service.



Reddy lives in the lights and outlets in homes and offices, industries and farms. He is poised day and night, ready at the flick of a switch to do your bidding.

To millions of people everywhere he is a hallmark of dependable service.

KENTUCKY UTILITIES COMPANY

Incorporated

Striving For A Better Kentucky