

The Kentucky Press

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

VOLUME EIGHTEEN

December, 1946

NUMBER TWO

Murray Committee Will Open Hearings

What promises to be a sweeping investigation into current newspaper operations has been tentatively scheduled for the week beginning January 7 when the Senate Small Business Committee will explore various phases ranging from one-newspaper towns, chain ownership to newsprint problems. The original hearing date set by the Committee staff for December 16 was changed to the later date at the insistence of Senator Wherry (Neb.) ranging minority member and probably next chairman of the Senate Committee who believes the inquiry is so broad that the utmost care must be exercised to insure fair and impartial sessions.

Apparently the Committee is willing to give time to the leading critics of the small-town newspapers to ventilate their theories but at the same time afford publishers' organizations like the N.E.A. full opportunity to rebut charges against newspaper management and explain the actual story of newspaper policies relating to ownership and operation of member papers. N.E.A. Legislative Committee is arranging for a number of practical publishers to testify at any public hearings called by the Senate Committee.

It is reported that about 2,000 publishers, mostly in smaller cities and towns, replied to the Committee's letter dispatched early in November asking seven questions relating to economic problems based primarily on what the Committee described as "obstacles to free competition." That staff employees of the Committee already reached conclusions without the benefit of questionnaires is disclosed in Senate Document No. 206 entitled "Economic Concentration and World War Two" submitted to the Senate June

14, 1946, by Senator Murray, chairman of the Senate Small Business Committee.

The segment relating to printing and publishing placed emphasis almost exclusively on the one-newspaper town angle. This report stated: . . . "While small business is strong in printing and in some branches of the publishing industry, actually a high degree of concentration prevails in the publishing of newspapers, periodicals, and books—a fact of obvious social importance. . . . Very few communities now have more than one version of the news."

Any action taken by this Committee would affect at least 70 per cent of publishers in the small daily and weekly field who operate in one-newspaper towns. Senator Murray's press release of December 17 stated, "We intend to give the fullest possible consideration in the hearings to each phase of the problem, particularly newsprint, monopoly, and survival. We will also consider small newspaper advertising, taxes, postal rates, production costs, labor problems. We will consider specific proposals for legislation remedies where appropriate."

The Committee's official statement reads: "Noted experts, as well as independent publishers have already been invited to appear before the committee. The calendar now being drawn includes: Morris L. Ernst, nationally prominent legal expert in the newspaper field, newly appointed to the President's Commission on Civil Rights Legislation, who will make the opening statement at the hearings."

Others will be: "Clinton P. Anderson, Secretary of Agriculture; Averill Harriman, Secretary of Commerce; Julius A. Krug, Sec-

retary of the Interior; James Lawrence Fly, former chairman of the Federal Communications Commission; Thurman Arnold, foe of business and labor monopoly, and former Associate Justice, United States Court of Appeals; Woodruff Randolph, president, International Typographical Union."

The fact that Mr. Ernst has been selected to make the opening statement indicates that the hearings will be pegged on the thesis of his latest book, "The First Freedom" and subsequently propagandized in his radio speeches. Noteworthy is the similarity between points of newspaper operations questionnaire of the Senate Committee and Ernst program of reforms by Congressional action.

Another witness listed by Senator Murray is Thurman Arnold, foe of business and labor monopoly, and former Associate Justice, United States Court of Appeals." Arnold is now in private law practice. As Assistant Attorney-General for many years, he was considered a crusader against advertising. His mantle was taken over by Wendell Berge now Assistant General who a year or two ago expressed the interest of the Department of Justice in the trend toward one-newspaper towns. Arnold's position on advertising was stated in announcing decrees against automobile finance promotion when he declared: "The purpose of the anti-trust laws will be furthered if advertising is limited to its proper function of building up consumption, and if restrictions are placed against its use for the purpose of giving a monopoly advantage to the competitor with the largest pocket-book."

Mr. Ernst claimed in his book he had "discussed this material and my proposed solutions with more than a score of United States Senators. All but two agreed that here is an issue of major importance." His book was written "in the hope of stimulating further Congressional discussion" and that "many separate pieces of legislation would be put on the statute books in our necessary crusade to preserve diversity of opinion—in fact at well as in theory." Ernst contends competition in the newspaper field has practically vanished; and that government aid is necessary to "bring a reversal of the trend toward one-publisher communities"; that a government bounty in the form of tax exemptions up to a certain figure would encourage folks to enter the publishing business and restore the competition which has disappeared over the years; that more new papers would enter the field to compete with going concerns if measures were adopted "to encourage small publishing by carrying papers free up to a certain minimum circulation."

Furthermore, Ernst holds the view that "Today there is no way of judging how many papers could be supported by a local economy." These and other theories must be examined by Congress as part of a policy to reverse the long established trend toward one-newspaper towns. No doubt he will elaborate his program when he takes the stand January 7.

Meanwhile a Committee employee has analyzed the publishers' letters. The newsprint shortage will be highlighted as an immediate problem but other issues of newspaper management will figure prominently in the hearings.

The N.E.A. Legislative Committee has requested all publishers to send their views to the Chicago or Washington offices so the material may be used in the N.E.A. presentation at the Senate hearings.

Commenting on the Ernst "tax incentive" theory mentioned above, one Inlander has written his Congressman as follows:

"The extent to which newspapers if inspired by government subsidy could go in political finagling, or otherwise be prostituted, gives one something to think about. I thought you should be informed about this matter, because it is something vicious and a most unusual attack on the freedom of the press.

"Newspapers that are subsidized or inadequately financed are newspapers subject to pressures and other dangerous influences which take them out of the field of public service and make them become organs. . . .

"The fact is, and history proves it in most instances—the one-newspaper in a town is there because the public has willed it."

Program, Seventy-eighth Annual KPA Mid-winter Meeting, January 16-18

"Early Bird" Open House, KPA Headquarters, Thursday Evening

Friday, January 17

- 8:00 a.m. Registration, South Room, Mezzanine Floor
- 10:00 a.m. Meeting called to order by President Harold A. Browning, South Room
- Invocation by the Rev. Felix N. Pitt, Secretary Catholic School Board
Address of Welcome, Hon. Leland Taylor, Mayor of Louisville
Response, James M. Willis, Chairman, Executive Committee
Appointment of convention committees
Address, "Newsprint," T. A. Corcoran, Louisville Courier-Journal and Times
Address, "National Newspaper Problems," Fred W. Hill, President, National Editorial Association, Hamburg, Iowa
- 12:30 p.m. Luncheon, South Room
Address, Governor Simeon S. Willis
Address, "Tourist Promotion," Hon. Arthur Welsh, Minister of the Department of Travel and Publicity, Province of Ontario, Canada
Weekly Group Roundtable, South Room, James M. Willis, presiding
Topics: 1. "Building Classified Advertising," O. S. Wespe
2. "National Advertising," Victor R. Portmann
3. "Audit Bureau of Circulation," Virgil P. Sanders
4. "Community Service," Fred W. Hill
- Daily Group Roundtable, Louis XVI Room, Joe La Gore, presiding
Topics: 1. "Circulation Problems," Frank S. Newell
2. "Classified Advertising," O. S. Wespe
3. "News Pictures In Promotion," Joe La Gore
- 5:00 p.m. Cocktail Hour, Courtesy Lexington Herald-Leader and Louisville Courier-Journal and Times, Roof Garden
- 7:00 p.m. Banquet-Floor Show-Dance, courtesy Louisville Board of Trade, Brown Hotel, and Courier-Journal-Times-WHAS

Saturday, January 18

- 8:30 a.m. Breakfast meeting, South Room, President Browning, presiding
Address, "Newspaper Illustrations," M. R. Foster, Graflex Company
Address, "Disposal Programs," James P. Sullivan, Chief Information Division, War Assets Corporation
Annual Report, President Harold A. Browning
Annual Report, Secretary-Manager Victor R. Portmann
Unfinished Business
New Business
Report of Committees: Memorial
Special
Resolutions
Nominations
- Election of Officers
"Auld Lang Syne"
- 2:30 p.m. Kentucky Associated Press Meeting, Louis XVI Room

The Cat's Out Of The Cracker Barrel



Do you remember when America was strictly a meat - and - potatoes nation . . . when an orange was a Christmas tree decoration and a grapefruit was virtually unheard of . . . when poultry was for the luxurious Sunday dinner only, and turkey was exclusively holiday fare?

Can you recollect when seafood couldn't be had by the middle western consumers and Great Lakes fish was beyond the reach of coastal markets . . . when butter tasted differently every time you ate it . . . and eggs were for baking only . . . when all store-cake was "pound" cake, and most commercial baking was done in cellars?

Do you recall the time when evaporated milk was unthinkable as baby food . . . when tea was the importer's bonanza and the flavor of coffee was half-dissipated before it reached your cup?

Do you remember when growers of fruits and vegetables had no market but roadside stands and stores near their farms and orchards . . . when a farmer's share of the consumer's dollar was less than 32 cents?

Do you remember when the cat slept in your grocer's cracker barrel . . . when a food-store clerk worked 72 hours a week . . . and when the average wage-earner had to spend more than 50 per cent of his income on food?

It's a far cry from those days to today when consumers everywhere can select food from the far-flung producing areas of the nation . . . when farmers in any state can sell to a national market and get more than 50 per cent of the consumer dollar . . . when the food-store clerk can work a 5-day, 40-hour week at the highest wages that have ever prevailed in food retailing.

If anybody is nostalgic about the "good old days," we fear the blame is ours.

Blame the change on mass distribution. Blame mass distribution for sounder production and a square deal for the farmer. Blame mass distribution for a better national diet and better living at lower cost for the consumer. Blame mass distribution for the improved lot of the food worker. Blame efficient mass distribution on the A & P. We accept the responsibility.

Pioneering each step of the way to a higher standard of living for producers and consumers alike has enabled the men and women of A&P for 87 years to do the nation's most effective job of food distribution.



A & P FOOD STORES

The Kentucky Press

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

Volume Eighteen, Number Two

Kentucky Press Association Officers

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

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

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

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

District Executive Committeemen

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

NATIONAL EDITORIAL
1947 ASSOCIATION
Active Member

Happy New Year To You!

Growing Up!

When we grow older, birthdays do not always seem important, and, unless reminded, are sometimes forgotten. Perhaps that is why the Kentucky Press failed to note last month that it was celebrating its saucy, inquiring eighteenth birthday. "We Are Seventeen" and proud of it after finishing seventeen years of service to Kentucky newspapers.

This service we pledged in the first issue and have reiterated the pledge each new

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

volume number. We sincerely hope that we have kept that pledge inviolate during these seventeen busy, eventful years—years that have seen our Kentucky newspapers rise to their rightful position with the nation's best newspapers in management, content, appearance, and community service.

Starting the new year, held back by circumstances during the past two years, the Press will appear in a new format. We hope that you will like it. The change is made to take care of mounting advertising lineage, because supply houses want the patronage of Kentucky newspapers and the Press furnishes the best medium to give their messages. We will make the Press larger and better and request your cooperation in that endeavor. Will you cover your assignments?

Sworn Circulation Law Will Be Enforced

Postmasters who have been negligent in the enforcement of the public law relating to sworn statements of newspaper circulation have been sharply reminded by the Post Office Department of their duties. Many complaints have been received by the department that some weekly publishers flouted the new law and some local postmasters overlooked Departmental Order No. 32278 dated July 31, 1946, requiring them to notify "publishers of all weekly, semi-weekly, and triweekly publications admitted to the second class mail matter at their post offices of the new requirements regarding circulation data." (NEAB September 9.)

Most publishers printed this statement but in many cases errors were made in that the five paragraph statement was summarized in one printed paragraph. In others the first four paragraphs were printed and the fifth omitted and still others the fifth para-

graph was printed with the circulation figures erroneously omitted, and in some others evidence appeared that the figures might have suffered some mechanical blurring. If an error has occurred possibly the way would be to print revised statements in the early issue.

The Post Office Department's directive in the Postal Bulletin of December 10 makes it mandatory for local postmasters to check all publishers in their area. The order states: "Postmasters are requested promptly to look over the retained copies of the statements at their post offices, and if the required information is not given, the publishers should be requested to file a published amended statement in duplicate on Form 3526, giving the full information."

Investigation shows a number of weekly publishers who failed to file circulation statements fell back on the alibi that the old-style forms they received did not contain this section. The Department's instructions are clear. The postmaster is ordered: "Copies of the revised Form 3526 should be obtained for future use, but in the meantime the old Form 3526 is used. Postmasters should see that publishers of weekly, semiweekly, and triweekly publications include in item 5 the average of the number of copies of each issue of such publications sold or distributed to paid subscribers during the preceding 12 months."

Furthermore, the legal requirement of publication must be met even when it is late (October 1 is the regular date). The Department declares: "Publishers should carefully read the instructions relating to the particular features omitted before filling out and publishing the annual statement. The annual statements should be published in the first issue of the respective publications printed next after the filing of the statement. In cases where statements have not been filed and published, the publishers should, except where they have been specifically exempted from filing such statements, be requested promptly to file and publish the statements. (See par. 6, sec. 533, Postal Laws and Regulations.)"

The next step toward insuring compliance with the circulation statement law is to demand that such publications not filing the privilege of the mails and then more drastic penalties in event of fraudulent circulation claims under the U. S. Criminal Code.

Robert S. Taylor, 61 years old, secretary-treasurer of the Southeastern Paper Company, Louisville, died suddenly on December 16 on his way to the office.

Be sure to write it 1947.

Higher Minimum Wages On Congress Agenda

Evidence of a strong drive for higher minimum wages is noted in announcements by some legislators that they will introduce legislation at the next session of Congress. In addition, Senator O'Mahoney (D-Wyo.) has stated his intention to introduce a measure calling for a guaranteed annual wage in basic industries.

Proposals for increased wage rates have been sponsored by Wage and Hour Administrator Walling, labor unions, etc. A recent meeting of the National Labor Legislative Conference (representing State Labor Commissioners and some unions) here adopted resolutions recommending amendments to the Fair Labor Standards Act raising the present statutory minimum from 40 cents to 75 cents per hour for workers in interstate business. The group contended there still are many thousands of workers employed under substandard conditions and at low wages.

The National Labor Conference also urged extension of the Federal unemployment tax to cover employers of one or more workers.

It is expected that several bills will be presented to the incoming Congress for revision of the wage-hour back pay double-liability clause. Proponents point to large back pay claims outstanding, with no Federal time limit on double liabilities assessed. At present, limitation is left to State law and varies from one to six years.

No Exemptions Granted In Old Age Benefit Tax

This question came last week: "We have several boys, all minors, who work part-time such as after school and on Saturdays. Are we required to pay the Old Age Benefit tax on them?"

Every person who works for a wage, regardless of the amount of the wage, or the age of the workers, must have a Social Security number and is subject to the payment of the tax.

This office recently discovered three cases in which publishers were not paying OAB tax, two of them because they had less than eight employees and thought they were exempt and one because an employee was working only part-time. The two were confused over the exemption of firms with less than eight employees from payment of Unemployment compensation.

It should be remembered that every employee, even if there is only one, is subject to the OAB tax, says the Indiana Bulletin.

Newspapers Violating Lottery Laws Today

There are a number of community newspapers which are violating lottery laws by publishing information regarding local "drawings" or other contests involving chance. Penalty for violation of this law is drastic, and the law is so broad that any mention of a lottery, even though it is not so described in the news item, makes a newspaper liable for prosecution.

In answer to Indiana's request for an official opinion on the question, the solicitor for the Post Office department has replied that "all matter of every kind relating to a lottery, gift enterprise, or scheme of any kind for the distribution of prizes by lot or chance is regarded as non-mailable." The opinion also quotes Sec. 18, U. S. Code 336 as follows:

"No newspaper, circular, pamphlet, or publication of any kind containing any advertisement of any lottery, gift enterprise, or scheme of any kind offering prizes dependent in whole or in part upon lot or chance, or containing any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes, shall be deposited in or carried in the mails of the United States or be delivered by any postmaster or letter carrier."

The solicitor's opinion further made clear that publication of a list of winners after the event, as a news story, also is a violation.

Overseas Mail

Mail restrictions have been lifted on overseas subscriptions to newspapers where the papers are being sent to a serviceman with a permanent APO number of four or less digits. Servicemen need no longer request the publication. It can be sent to him so long as he is not assigned to a staging area or is not en route from one station to another. The key to his status is his APO number. If there are four digits or less in his APO number, he has been assigned to a permanent station.

If they are properly worded to represent a routine reminder of future renewal, subscription bills can be mailed on postals for one cent, instead of having to go in 3-cent postage envelopes. Quite a number of publishers use this form of billing, re the postage expense, but they are so much porting that they not only save two-thirds of the postage expense, but they are so much faster to handle that it is no chore at all to bill the subscription list each month.

Libel Suits Dismissed Against State Papers

Two \$20,000 libel suits against the Lexington Sunday Herald-Leader were dismissed recently in the local circuit court—one for lack of prosecution, and the second, an outgrowth of the same newspaper story, by a directed verdict.

The suits were brought by a local woman and her uncle after the newspaper published a story in November, 1945, quoting police sources on arrest of the two following a disturbance on a bus. The woman testified that her husband has asked for a divorce as a result of the "disgrace", but the newspapers produced police as witnesses to the facts of the disturbance and police court records of the fines against the pair.

A Circuit Court Jury December 9 returned a verdict favoring the Enterprise Publishing Co., publisher of the Harlan Daily Enterprise in one of four suits brought by four Harlan county magistrates alleging libel.

The magistrates asked \$10,000 each on grounds the newspaper libeled them in reporting the removal of an auditor by fiscal court. Only one suit was tried. The court ordered the remaining suits continued indefinitely.

A few states report that some returning GI veterans are financing free circulation sheets. Some are printed in commercial shops, some are offset, and others mimeographed. These are not in position to make sworn post office statements.

Several Kentucky editors have been honored on the Board of Directors and on important committees for 1947 by the Southern Newspaper Publishers Association. B. F. Forgey, Ashland Independent, and Lisle Baker, Jr., Louisville Courier Journal and Times, were elected directors. Mr Baker is also consultant for the Business committee. Newspaper men serving on committees are Russell E. Scofield, Lexington Herald-Leader, Advertising; Frank S. Newell, Frankfort State Journal, Business; Thomas B. Adams, Lexington Herald-Leader; Circulation, Joseph LaGore, Paducah Sun-Democrat, Editorial; Mark Ethridge, Courier Journal, Freight Rates and Zoning; Fred B. Wachs, Lexington Herald-Leader, Labor; Thomas Wood, Hopkinsville New Era, Newsprint and Traffic, Leigh Harris, Henderson Gleaner-Journal, Postal and Legislative; T. B. Challinor, Richmond Register, Public Relations; and Thomas Underwood, Lexington Herald-Leader, Schools of Journalism.

Walsh New Editor Of Lancaster Record

The appointment of William A. Walsh of Fort Thomas, Ky., to succeed Sag Kash as managing editor of The Central Record was announced by Henry C. Cox, editor. Kash resigned the position, effective December 1, in order to accept a position with the sports department of the Lexington Leader.

Walsh was formerly editor of the Presque Isle, Me., Star-Herald and is a one-time member of the editorial staff of the Cincinnati Enquirer. A veteran of World War II, he served more than three years in public relations work for the Air Transport Command.

Rules Regarding Temporary Suspension

One daily publisher, with only a short supply of newsprint asked what effect missing an issue or several issues would have on the newspaper's second-class postal permit. A temporary suspension caused by an emergency will likely have no effect on second-class postal privileges. This would apply to failure to publish due to newsprint shortage, strikes, complete breakdown of machinery, or similar causes. However, when there is a suspension of one or more issues due to any emergency, written notice in duplicate must be filed with the local postmaster in order to avoid conflict over failure to publish as required by the terms of the permit. This also applies when newspapers take a "holiday vacation."

Appeals Court Upholds Some Puzzle Contests

Though the Postmaster General is expected to take the case to the U. S. Supreme Court, circulation promotion men will be interested in an opinion of the U. S. Court of Appeals for the District of Columbia upholding an injunction against the Post Office Department preventing the enforcement of a fraud order issued in connection with a puzzle contest conducted by the magazine Facts. The appellate court decision read:

"We think that the advertisements (of the contest) . . . fairly urged contestants to read the rules and that the rules stated fairly . . . what was proposed. That being so and there being no ambiguity in or departure from the proposal stated, a finding of false pretenses, representations or promises could not properly be made."

Frank Newell Elected To ABC Directorate

Frank Newell, general manager and editor of the Frankfort State Journal, was elected to the Board of the Audit Bureau of Circulation without opposition at the recent convention in Chicago. Prior to becoming general manager of the Frankfort paper, he was circulation director of the Toledo Blade. His long experience in circulation work makes him well fitted for membership on the ABC board. Congratulations, Mr. Newell.

Weekly editors, taking a tip from the cross-fire publicity of the Time-Life-Fortune Magazine empire, can profit by using one of their features as a vehicle for advertising another department. A wisecrack in the funny column might very easily send many non-readers to the editorial column to see what it was all about; an ear on the front page would pertinently direct attention to a new department or feature being introduced by the paper; and a little front page table-of-contents under some such title as "The Inside Story" could list the several departments of that issue together with the page on which each is to be found. Publishers possess the best possible means of promoting their own product, but often fail to do much more about it than use quarter-page pluggers on light weeks with such banalities as "It Pays to Advertise," or "Subscribe to the Blatter—\$2.50 per year."

Hartford News Goes To Seven Column

The Ohio County News, Hartford community weekly, will join the ranks of 12 em column papers with its first issue of the new year, January 3, 1947. The paper will run seven columns instead of six. In order to bring about the change it was necessary for the paper to buy a larger press and another Linotype machine was recently installed. Promise of a larger paper was made last summer by Percy H. Landrum, editor and publisher, when the subscription rates were raised to \$2.00 and \$2.50. A new name plate and other improvements have also been made as the News starts its 73rd year, having completed volume 72 on December 27.

You may want to compare your cost of operations with those of others.

Frank Cronk of Denver has this to say: "I have given the figures several times in the past year for a breakdown of the dollar printing production costs. However, I repeat it if you would like to check up in your own plant:"

Payroll	\$.45
Materials41
Rent, insurance, depreciation, etc.04
Repairs, light and power, delivery.....	.06
Bad debts, advertising, office expense....	.04

Advertisem.



From where I sit ... by Joe Marsh

A Definition of Our Town

Somebody defined our town just the other day as "A place where the people talk about you behind your back, and come to wait on you when you're sick."

I've got to admit there's something to it. A lot of our folks are inclined to be pretty outspoken and quick to criticize . . . even about little things, like a woman's hat, or a man's preference for a glass of beer, or the color of Cy Hartman's new barn.

But when anyone's in trouble, those differences and points of

criticism are forgotten . . . and folks become neighborly and helpful, like they really are.

From where I sit, criticism never did much harm to anybody, so long as folks don't let it guide their actions . . . so long as they respect our individual preferences, whether they apply to hat or beer. That's the way it is in our town, anyway, and I hope that it the same in yours.

Joe Marsh

Printing Jobs Must Be Refigured For Costs

The time honored practice of looking up previous orders in the ledger, or among the old invoice copies, is now loaded with dynamite, warns a western publisher. Originally the practice started to save time in re-figuring and especially to keep charges consistent. The latter is no longer valid, with prices of stock and labor advancing almost daily.

If a certain piece of printing carried a fair margin of profit at \$10 six months ago, the same job today might be losing money. The only safe thing to do, if you want to stay in business, is to re-examine the price at every billing. Then it can be repeated or changed according to circumstances. Without such protection, the publisher is likely to discover that he handled a lot of money during the year, but none of it stuck with him.

Increase Sub. Rates

Several other Kentucky newspapers have announced increases in subscription rates, a step that all newspapers must take sooner or later. The Hickman Courier announced its rate to be \$2.50; the Franklin Favorite, \$2.50 in Kentucky and Tennessee, \$3.25 elsewhere; and the Shively Gazette, \$2.00 in the state and \$2.50 out of the state. The Gazette permitted its subscribers to renew at the old rate of \$1.50 up to January 1.

Recent Rulings On Wage-Hour Cases

Federal District Court has ruled that employee discharged because he filed complaint for overtime compensation under Wage-Hour Act is entitled to recover damages for such discharge amounting to lost wages less unemployment compensation he received. Federal District Court rules (*Spilky v. Rein*, D.C.N.D., Ill., Oct. 17, 1946, 6 WH Cases 423.)

Another Federal Court ruling that the refusal of an employee to accept wages or turn in time reports of hours worked, stating that his services were voluntary, may recover from company under Wage-Hour Act for such services plus liquidated damages and attorney's fees, since company "suffered or permitted him to perform work for them."

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

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

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

Test This Catalog in Your Office Now!
PORTE PUBLISHING COMPANY
 Salt Lake City 5, Utah



Write Today for
FREE Trial Offer

(*Rogers v. Schenkel et al dba General Printing Co.*, D.C.W.D.N.Y., Oct. 23, 1946, 6 WH Cases 409.)

If you find yourself running out of ideas for special features, one good reminder is your files of 10 years ago. As you comb

the old files to write your "Only Yesterday" column, jot down memoranda concerning feature stories which could be re-used now, not for clipping, but as suggestions for new stories this year. These, plus ideas picked up from your exchanges, should enable every paper to keep something on the fire.

KNOW-HOW

It takes both knowledge and experience to make *know-how*—in any profession, business or industry.

One of the great qualities built into Blue Streak Linotypes is *know-how*. Skillful designing, proper materials, experienced craftsmanship—all backed by sixty years of cooperation with printers and publishers—comprise the *Linotype know-how*.

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*Linotype Bodoni with
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Bureau Of Labor Statistics Corrects Long Standing Error

**Cost Of Living Index Now Shows
Price of Gas and Electricity
Has Gone Steadily Downward**

After many years of lumping "gas and electricity" with "other fuels and ice" in its published indexes of price trends, the Bureau of Labor Statistics has consented to make a sub-item for the utilities in order to point out the consistent downward trend in their prices.

The "lumping" practice had resulted in the public's getting a wrong impression concerning the price curves for electricity. It made it appear that gas and electricity were increasing in price, while in truth they were actually decreasing.

Both "gas and electricity" and other fuels and ice" are still grouped in the main heading, and a cursory glance still gives the impression that electricity has gone up. The sub-heading must be read to get the true picture.

"Business Week," which is to the businessman what "Time" and "Life" are to the informed reader, has changed its entire method of tabulating the Cost of Living.

In a recent edition of "Business Week," the editors, in the Cost of Living index box, point out:

"One change has been made in the Cost of Living table. From now on, indexes of the cost of gas and electricity will be presented separately from those on other fuels and ice. It was felt that the old series — fuel, electricity and ice — which showed a rising trend, did not do justice to the gas and electric industry, whose product is the only major item in the Bureau of Labor Statistics index that has shown a consistent downward trend."

The reason is apparent when you note the trend of prices in the index. With the 1935-39 average taken as 100, August, 1939, shows Food is 93.5; Gas and Electricity, 99.0; Other Fuels and Ice, 96.3. By the last quarter of 1946, Food had risen to 174.1; Other Fuels and Ice had climbed to 136.5, but Gas and Electricity had declined to 91.7.

Informed and fair-minded editors everywhere are calling to the public's attention the fact that gas and electricity are the only two items in the Cost of Living Index that have shown a consistent downward trend during this period of spiraling prices. In fact, electric rates have been coming down since the day in 1882 that Thomas Edison threw the switch that gave the first municipal lighting.

KENTUCKY UTILITIES COMPANY

Incorporated