

The Kentucky Press

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NUMBER ONE

ANNOUNCING

Identical Postage Bills
Are Under Consideration
W-H Law Needs Clarification
Avoiding Lead Poisoning

Publication Office:
University of Kentucky
Lexington

Official Publication Kentucky Press Association

Pointers For Avoiding Printing Shop Poisoning

By Edwin A. Bemis

Secretary-Manager, Colorado Press Assn.

Two of our printers were recently told by their doctors that they were suffering from lead poisoning. Soon after my call, P. W. Jacoe, director, and J. D. Torrey, industrial hygienist, arrived at my Littleton Independent and began making tests, including urinalyses of the printers. These men, who derive their income from U. S. Public Health Service funds, made the following suggestions:

1. They said white gasoline was preferable to bronze gasoline in cleaning type, as the latter contains lead which works into the skin.
2. They found excessive carbon monoxide gas coming from the long burner on the newspaper press. This gas was fouling the air directly under the nose of the pressfeeder. An air adjustment corrected this trouble.
3. Printers ink sometimes causes dermatitis, evidenced by skin rash. Rubber gloves will protect the worker, but if these prove cumbersome there are several ointments that can be applied to the hands two to four times daily. Dupont can supply these.
4. Harsh soaps and abrasives, used by printers to clean their hands, often cause skin troubles. An oil cleanser may solve this problem. Druggists generally carry them.
5. Lead poisoning is not likely to come from handling Linotype slugs, the men told us. However, the trimmings from the saw or under the typesetting machine are liable to get under the skin through sores or cracks. Gloves are recommended when sweeping these up.
6. That a positive motor driven ventilating system be installed over both Linotype melting operations in order to insure that the fumes are collected and discharged to the outside under all atmospheric conditions. (Under certain prevailing atmospheric conditions with a natural draft, it would be possible to have a downdraft created in which all of the fumes would be pushed into the room rather than discharged through the chimney.)
7. That the unsanitary conditions at the sink be eliminated by the installation of an approved type drinking fountain or the installation of disposable sanitary drinking cups protected from contamination by the atmosphere in the room. Precautions should be taken immediately to discourage the use of tin cups that are now in use in order to prevent the actual swallowing of metallic

dust or lead.

8. That the men be instructed to use precaution when smoking; that the tobacco is not contaminated or touched in any way by type material or dust from scrappings. This means the use of closed cigarette containers for tobacco or cigars.

9. That the men be cautioned repeatedly not to eat sandwiches during working hours without first washing the hands with soap to eliminate the possibility of oral ingestion of lead.

YOU'RE A FIRST-CLASS BUSINESS MAN IF ———

1. You keep an inventory account of paper stock on hand.
2. You know what you save annually by discounting your bills.
3. You know what it costs to produce each job.
4. You know what you owe.
5. You have a recent appraisal, and keep a copy in a safe place outside your plant.
6. You figure stock at retail list prices.
7. You make sufficient allowances for depreciation and bad debts.
8. You know what is due you.
9. You can furnish your bank a financial statement at once.
10. Collections are made as rapidly as accounts increase.
11. You attend the meetings of your association.
12. You make up a monthly "profit and loss" statement.
13. You divide your running expenses into a sufficient number of accounts.
14. You own the building in which you do business.
15. You charge rent therefore.
16. You charge your own salary as an expense.
17. You charge interest on money invested.
18. You operate a standard cost finding system.
19. You could from books give a complete statement of all accounts, if a fire took place.
20. You keep complete files of all issues of your newspaper.—The Wisconsin Press.

Office of the Adjutant General, Department of the Army, states all national advertising for the Army, Navy and Air Force recruiting is placed in accord with a definite formula. Only newspapers of general circulation published in cities and towns where recruiting stations are located receive this advertising.

More time and money spent on the preparation of retail advertising will pay dividends—will get more people into advertisers' stores. Headlines and copy either work together or fall apart. The headline is that part of the sales talk that gets the customer to "stop, look, and listen." The copy carries on from there, developing the customer's interest, convincing her to "act now." The copy finishes the job that the headline started out to do.

Here are a few fundamental facts about copy and headlines that, when observed, will help the advertising copywriter create the kind of "fillings" that will make the white space "tastier."

1. Every headline should say the most arresting thing about the most important benefit the merchandise gives. Mere labels are not enough.
2. Whenever possible, put the merchandise "in action." Have it doing something for someone. Benefits, no matter how obvious to the copywriter, may not be so obvious to the reader.
3. The headline should be long enough—or short enough—to tell the story.
4. Know the merchandise thoroughly—from construction to use.
5. Put these facts in the copy in a related, interesting story.
6. Make every word count — and count every word, eliminating those that are vague and unnecessary and do not contribute to the sale.
7. Be simple. If the copy is to be read it must be understood.
8. Ask for the order—urge the customer to buy. Add to the copy authentic photographs and-or illustrations to make newspaper advertising space productive.

George J. Michler, 73, father of George J. Michler, Jr., state editor of the Courier Journal, died at St. Joseph Hospital, Lexington, November 14, after a short illness.

The Voice of St. Matthews, a neighborhood weekly, is now official according to the charter issued to the Advertising Publishing Inc., a St. Matthews corporation. Headquarters are at 100 Chenoweth Lane with a capital stock of \$100,000. The weekly "throw-away" has been published since July and claims 5,500 circulation. Incorporators are Mr. and Mrs. James K. van Arsdale, III, Green Tree Manor, and Howard B. Hunt, attorney.

Patronize Press Advertisers.

Identical Postage Bills Are Reported Boosting Second Class Postage

Two bills boosting second class postage rates, almost identical, in the major provisions, were reported to the Senate and House but failed to reach a vote before adjournment. The pending measures are expected to cost publishers in excess of \$15,000,000 in higher mailing charges. In addition, the House Post Office committee has authorized a special study of the existing second-class categories with the objective of revising the definitions and revising the rates on publications beyond the schedules proposed in the substitutes for S 1103 and H.R. 2045. The House Committee served notice on publishers that the rates in the bill reported from their group should be considered temporary and "that additional rate revision bringing second-class rates more in line with costs will be considered."

Notwithstanding an apparent effort to lighten the new postal burden on smaller publications, both Senate and House bills are expected to yield in excess of \$1,000,000 from the revision of free-in-county alone, without counting the higher mailing costs for the great bulk of newspapers circulated in zones 1 to 3 at the new rates. The proposed increase in zone rates averages from 33 to 40 per cent higher, depending on the volume of advertising in each issue.

The majority report of the House Post Office Committee made public Oct. 17, stressed the need for a re-examination of second-class postal rates, definitions, and requirements. They stated that "for example, different rates are charged for substantially similar services and different services performed at the same rates. A revision of the rate structure in the interest of consistency, simplification, economy of operation, and a reduced deficit is highly desirable."

The Senate and House Post Office Committees wrote into the measure circulation limitations of 5,000 on weeklies and 10,000 on dailies. Report No. 1452 pointed out: "On weekly newspapers of 5,000 or less total circulation or daily newspapers of 10,000 or less total circulation, there will be no increase in rates within or outside the county of publication except where they weigh less than 2 ounces, when the 1/8-cent minimum would apply. There is no increase provided for other publications within the county of publication. Outside the county of publication there is an increase of one-half cent a pound on reading matter and increases in the advertising portion.

The smaller and lighter newspapers cost more to handle and yield less postal revenue than heavier publications. The zone rates on

publications in the House bill are higher by a half-cent a pound or more than the companion measure in the Senate.

Both revised measures have the same alterations in the free-in-county. This postal category is substantially delimited as explained in the Senate Report, "the bill recommend mail delivered from post offices with village privilege be continued, except that 'free-in-county' as to mail delivered on star and rural routes be discontinued and that the minimum rate applicable otherwise to such mail delivered from post offices with village or city delivery apply."

An attempt to open the door to free circulation publications to have almost parity with paid circulation publications was rejected by the House Post Office Committee but approved by the Senate group. The Senate amendment permits controlled circulation business publications to have second-class mailing treatment (without meeting the rigid postal regulations required of publications having a legitimate list of paid subscribers) by simply paying a higher rate. **Controlled circulation newspapers** wanted the same privilege.

The majority report of the House Post Office Committee struck back at publishers who have advocated the postal economies in the Hoover Commission report as follows: "The most vocal group contending that the adoption of the Hoover Commission report will eliminate the need for postal rate increases was that group interested in second-class mail. An analysis of second-class mail revenues and expenditures clearly illustrates the fallacy of this position."

An attempt to pass S. 1103 was defeated in the Senate, Oct. 18. Senator McCarthy (R.) of Wisconsin objected to its consideration when the calendar was called. Senator Humphrey (D.) of Minnesota, and Senator Douglas (D.) of Illinois urged speedy passage. Douglas advocated postal rate increases of \$300,000,000. The bill proposed rates of about \$115,000,000. McCarthy wanted postal rate increases postponed until all the economies in postal operation proposed by the Hoover Commission could be tested. Humphrey attacked publishers for their opposition to second-class rate boosts. Senator Schoepel (R.) of Kansas, insisted action should be postponed and under the rules debate ended without a vote on S. 1103.

Postal employees' salary increases passed by Congress will greatly increase the current postal deficit. Congress is expected to call up the bills for a vote early in January.

Changes In PL&R For Your Information

Commercial printing departments of newspapers will be interested in some new developments resulting from the recent renumbering of sections in the new Postal Laws and Regulations. New section numbers are assigned to conform with the comparable designations in the federal statutes. Users of mailing permits now require a different PL&R designation in bulk mail. The job printing department may use this to good advantage in selling jobs to old permit holders.

Mailers using the old designation "Sec. 562 PL&R" will now need the designation "Sec. 24.66 PL&R." Users of first-class, postage-prepaid envelopes and postcards, formerly "Sec. 510," will now be operating under "Sec. 34.9." Senders of catalogs will find "Sec. 571" now go under "Sec. 34.83."

Regardless of information contained here or which you may read elsewhere, it is still sound policy to submit a proof of any jobs pertaining to permit matter to your local postmaster before running on the press.

The original application for a third-class bulk mailing permit costs \$10, and it runs indefinitely as long as it is used at least once a year. In addition, however, each user of such a permit must pay an annual bulk mailing fee each January first. Thus, the user paid \$20 the first year and \$10 a year thereafter. Customers of a commercial printer are allowed to use the printer's original \$10 application fee, but must pay their own \$10 bulk mailing fee.

Louisiana Press Association magazine

Industry Ranks High

The current issue of Management Reports published by the Printing Industry of America, Inc., points out that the printing and publishing industry still ranks high among American manufacturing industries. The basis for this statement is the 1947 Census of Manufacturers.

According to the report, printing and publishing is the third largest in terms of numbers of establishments; eleventh largest in terms of production and related workers and ninth largest in terms of value added by manufacture. The tables comparing the ranking of printing and publishing with other industries show the number of establishments in 1939 to have been 24,878 and in 1947, 28,987.

Woodrow Wilson instituted the first formal and regular White House press conference.

U. S. Senate Must Clarify Status Of Printing Employees In W-H Bill

It seems fairly certain that the Senate will be obliged to clarify the status of various workers in the publishing business by a more detailed spelling out H.R. 6000 as passed by the House. Some exemptions are definite while others are apparently in the hazy borderline dependent on the interpretations or administrative agencies and the courts.

There is no uncertainty that the House clearly excluded unincorporated newspapers from the Self-Employment Contributions Act. As explained in the majority report of the House Committee of Ways and Means, Paragraph (8) (or H.R. 6000), "excludes from net earnings from self-employment income derived from the business of publishing a newspaper or other publication, together with income derived from other activities conducted in connection therewith, where the newspaper or other publication has a paid circulation. The paragraph also excludes all deductions attributable to the production of such income. Under this paragraph an individual, who, either alone or in partnership, publishes a newspaper, magazine, or periodical which is distributed at a price must exclude all income and deductions attributable to such publishing business, in computing his net earnings from self-employment. Income from other activities conducted as an incident to the publishing business, such as job printing or the furnishing of news releases to radio stations, as well as the deductions attributable thereto, is likewise excluded under this paragraph.

The Ways and Means Committee membership informed the House that publishers were excluded from being rated as "self-employed" under the Act and paying for one and one-half times the employees tax rate simply because no evidence had been provided to show these publishers wanted coverage. Where the business is incorporated there always has been this coverage. This bill also excludes farmers, doctors, and other professional groups. Representative Eberharter, a high-ranking Committee member stated: "The committee, when it was considering that subject, felt that editors and publishers of newspapers seldom retired when they were 65 years of age, and that was an additional reason for their exclusion."

Compulsory coverage has been provided under the bill for about 4.5 million non-farm self-employed. Unless his net earnings from self-employment amount to \$400 or more in any given year, he pays no self-employment tax on such income and receives no credit toward old-age survivors, and dis-

ability insurance benefits. If wages are earned in covered employment (upon which employment tax is payable), such wages are deducted from the \$3,600 annual maximum in determining the amount of net earnings from self-employment that is taxable and creditable in any year. Thus, as far as practicable, self-employment income is taken into account for benefit purposes to the same extent as wages, but seldom from casual self-employment would not be taxed or credited.

The contributions schedule for employer and employee would continue equally under H.R. 6000, that is to increase from the present one per cent to one and one-half per cent in 1950; two per cent in 1951-59 up to three and one-fourth per cent in 1970 and after.

H.R. 6000 has at least two newspaper exemptions clearly defined for carrier boys under 18 years of age and adult newspaper vendors. This section continues without change the present exclusion of services performed in the delivery and distribution of newspapers, shopping news, and magazines under certain prescribed conditions. Lacking in clarity is the provision relating to country newspaper correspondents. Just prior to the final drafting of the majority report staff experts advised the Ways and Means Committee that, "It is quite possible that the six factors listed in paragraph (3) of the proposed definition, if applied to country newspaper correspondents would result in their being treated as employees of the newspapers to whom they sell news items.

While no control is ordinarily exercised over the manner in which they gather news, it might be argued that they are controlled through the power of the editor to accept or reject the items which they submit. Their relationship with the newspapers is ordinarily a permanent one even though it is sporadic and seldom full time. It may be argued that they are integrated in the work of the newspapers they serve since local news comprises a vital portion of a newspaper's services. Little skill is required for this type of work and, in most instances, no investment at all. The correspondents have little opportunity for profit or loss. Therefore, all of the factors listed in paragraph (3) point toward the existence of an employee relationship within the meaning of the paragraph, in spite of the fact that the work as a country newspaper correspondent is almost invariably a sporadic part-time activity with only a minor effect on the economic condition of the individuals involved."

Majority Members of the Ways and Means Committee say they intended to exclude the country newspaper correspondent because little skill, if any, is required in the performance of the work, and there is no investment in selling activity. The relationship contemplates the performance of sporadic part-time services only, having no connection with regular occupations.

As to whether other part-time workers will be considered newspaper employees for social-security purposes depends on seven factors to determine the employer-employee relationship and the rulings of administrative agencies.—SNPA Bulletin.

NEA Conference Adopts Special Resolution

Newspaper men and women in Chicago at the NEA Fall Meeting adopted the following resolution:

Whereas, the imprint of war distress upon the world leaves people everywhere disturbed and unsure of spiritual and moral values, and

Whereas, a condition of poverty in many lands slowly grinds freedom under the creeping paralysis of socialism and

Whereas, theories foreign to the American Way of Life cast false light upon the virtue of character based upon self-respect earned by honest toil, and

Whereas, those theories threaten to deaden our appreciation of merit in strong character, thrift, hard work, unselfish devotion to public welfare, and fear of God,

And Whereas, these American traits were the foundation stones upon which our great country was builded, now, therefore,

Be it resolved that the National Editorial Association does hereby respectfully urge its members in this Thanksgiving month, to rededicate themselves to the principles of freedom we inherited from our Founding Fathers; and be it

Further resolved that the National Editorial Association shall make a pilgrimage to Plymouth Rock during its annual meeting in June 1950, for the purpose of reliving those inspiring events which played an important part in the early life of our country, and re-affirming our faith in the ideals of liberty and justice upon which this nation was founded.

The Clinton County News, published by A. B. Gibson on Thursdays, has been newly established at Albany. First publication was in October. This is the second paper for Albany and Clinton county, the other being the New Era established in 1908, and published by William A. Nunn.

Is Popularity Bad?



If a publisher puts out a better paper and attracts more readers than his competitors, should he be put out of business?

If a grocer gives the public more and better food for their money and grows big in the process, should he be put out of business?

In short, is it wrong for the people to patronize a company if their patronage will make that company grow?

Apparently the anti-trust lawyers from Washington think so because they have filed a suit to destroy A & P.

But the people of America think otherwise for ever since this action was filed consumers and farmers and labor leaders have been telling us that they are on our side.

And the press of America thinks otherwise for hundreds of editorials have been printed condemning this attack on the oldest and greatest of the nation's chain stores.

In the meantime, despite this attack and despite any theories of the anti-trust lawyers, the men and women of A & P continue to do the nation's most efficient job of food distribution.



A & P FOOD STORES

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Twenty years old—with this issue, the Kentucky Press enters into its twenty-first volume of service to Kentucky newspapers and Kentucky publishers. We reiterate the slogan that has been carried on the masthead for these twenty years—Published In the Interest of Community Journalism—Of, By, and For Kentucky Newspapers — and pledge our continued interest and service always toward that end.

The years, since Volume One, Number One, first made its appearance, have passed all too swiftly, but have been years of interest and achievements. These two momentous decades have seen a tremendous improvement in the community press of America and in the press of the state—a period in which our community newspapers have demonstrated their importance in the American way of life. And in so doing, have gained stature and prestige in their own communities and in the nation.

The Press has marked these changes for the better and is proud of its role that it has played in helping the Kentucky newspapers gain that prestige which ranks them

high among the newspapers of the nation.

The Vanceburg Herald has the honor of paying the first 1950 KPA dues, an honor that it has held for the past five years. Statements for your 1950 dues will reach you in a few days, but your Central Office will be happy to receive your check even before the statement reaches you.

Your Central Office is called upon many times to quote circulation figures for Kentucky newspapers, especially to advertising agencies and manufacturers, potential advertisers. In order to be able to give authentic circulation figures, it is necessary that your Central Office should have your October circulation statements on file. If you have not furnished your statement to your Central Office, please help your secretary to make this important file complete. Please send in a copy of your sworn statement today.

Secretary MacNeil, Tennessee Press Association, has informed this office that returns on the Tennessee-Kentucky group insurance plan are coming in very slowly. As it is necessary that a minimum number of policies must be written to put the plan into operation, the program is liable to fall through because this minimum has not been reached at this date. Many Kentucky publishers expressed their interest in a group insurance plan at the 1949 conventions, but this interest seems to have been dropped in recent months. If you are still interested in procuring group insurance for yourself and your employees, please contact Secretary MacNeil, 1627 West Cumberland Avenue, Knoxville, or your own Central Office.

The program for the 1950 Mid-Winter Convention, January 26-28, is coming into shape with acceptances from the outside

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.

speakers. The completed program will be announced in the December Press. Make your plans to attend this meeting which will be devoted entirely to business phases of newspaper work. You really cannot afford to miss it. Just a tip: Make your hotel reservations early.

Are you interested in the boat trip up the Ohio for the 1950 Mid-Summer meeting? Chairman Douglas Cornette has received approximately one-half of the necessary reservations to date. The boat trip will be outstanding, both for recreational activities and an interesting program. Please fill out the postcard that reached you with the last Bulletin, or drop Cornette a line.

A new copy of Postal Laws and Regulations has been issued. There are few changes in the postal requirements affecting newspapers. It is suggested that you obtain a copy of these new regulations from your local postmaster just to be sure because there is one item pertaining to advertising.

"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."

Approximately 50,000,000 letters are received by newspaper editors every year from their readers.

KPA Members Attend NEA Fall Conference

President and Mrs. James M. Willis, Brandenburg Messenger, Editor and Mrs. George M. Wilson, Irvington Herald, Editor Roscoe I. Downs, Hawesville Clarion, Editor S. B. Goodman, Elizabethtown Enterprise, and the KPA Secretary attended the annual Fall Conference of the National Editorial Association at Chicago the second week of this month.

The four-day meeting was jammed full of interesting addresses and discussion on pertinent matters relating to your business, as well as many important committee meetings. The various topics covered were germane to the NEA, Newspaper Advertising Service, and the Weekly Newspaper Bureau, research division. The Publishers Auxiliary carried a good report of the meeting, but highlights that should be emphasized are:

Committee discussions and reports and special speakers were included on the program. Martin Reed, president, Mergenthaler Linotype Company, addressed the banquet session on "Men and Mechanisms," and Clem Whitaker, public relations consultant, American Medical Association, discussed that organization's campaign against socialized medicine.

Report of the NEA Legislative Committee, Ed M. Anderson, The Brevard (North Carolina) Times, chairman, revealed that the NEA green legislative bulletin will be discontinued January 1, 1950, and all legislative reports will be carried in a new once-a-month NEA publication, "Publishers' Tab." Chairman Anderson reported Wage and Hour, Postal and Social Security matters were most important during the 81st Congress.

In connection with the new Wage and Hour law, he said the NEA will seek an interpretation affecting job work by weeklies and the apprentice training regulation. Keeping of good truthful records of hours worked and wages paid was especially emphasized.

Chairman Anderson said the general opinion among NEA members appeared to indicate that publishers having unincorporated businesses were opposed to being included under the Social Security law. It is also planned to ask for clearer language relating to country correspondents and the Social Security law.

That committee's report indicated that an increase of around 33-1/3 per cent in second class postal rates might be expected during the next session of Congress. Anderson stated the NEA policy did not favor the exemption in the proposed postal legislation of 5,000 circulation for weeklies and 10,000 circulation for dailies. He said the NEA is opposed

to the inclusion of free circulation magazines and newspapers in the proposed postal legislation.

Orrin R. Taylor, chairman, NEA Public Relations Committee, made a plea for a better all-round approach to problems of employee and public relations for weekly newspapers. He urged weeklies and small dailies to adopt a positive, "Good humor" outlook toward their news and editorial columns and their problems of community relations. A continuing program of newspaper improvement, better relations with subscribers and advertisers, and improved employee morale will help create a healthier community relationship and a better understanding by the public of the newspaper's role in the community and the importance of a free press to our form of government.

Among the many committee reports, those of the Agricultural and Production committees were particularly interesting. The Agricultural Committee outlined a fourpoint program to include: (1) More farm news and better editing and display of such copy; (2) closer cooperation with county agricultural agents for news and latest farm developments; (3) closer contact with the advertising departments and agencies of national farm equipment and supply manufacturers toward setting up increased 50-50 plans for local ad support, and (4) invitations to leaders of farm organizations to attend and address NEA meetings for better understanding of farm problems.

The NEA Production Committee recommended: (1) a series of articles be carried in The National Publisher on labor saving ideas and equipment; (2) a list of suggested speakers on mechanical problems be compiled and made available to state and regional press associations for conventions; (3) that mechanical conferences be conducted in as many states as possible to bring publishers up-to-date on the latest developments in equipment and production short-cuts, and (4) a resolution, which was unanimously adopted by the NEA meeting, for naming a Research Committee to cooperate with the research program of the American Newspaper Publishers Association in behalf of weekly and small daily newspapers.

Plans for the annual NEA convention to be held during 1950 in Rhode Island and a post-convention tour of New England were outlined at the Fall meeting.

Other topics discussed during the three-day meeting included circulation promotion, local, national and classified advertising, personal columns, public notice advertising, suburban newspaper problems, newsprint, photography, semi-weekly newspaper problems, and schools of journalism.

Patronize Press Advertisers.

Beware Of The Perpetual Transit Space Grabber

It was not too long ago when virtually every weekly town's Chamber of Commerce had a committee from whom it was necessary to obtain permission for out-of-town and in-town slickers to do their stuff. (As a usual thing, the names of the particular committee were not generally known.)

In virtually every state newspaper association bulletin received by KPA, the managers of such associations continually remind their members to remind the businessmen of their towns to be constantly on guard by having absolutely nothing to do with these out-of-town people who are here today and gone tomorrow—and when they do, taking a pocketful of money; as a usual thing, that pocketful of money was the only thing anybody got.

Denver Chamber of Commerce has printed boards, displayed all over town. These boards say "Solicitors must have approval of The Solicitations Bureau of the Denver Chamber of Commerce." Denver Chamber went so far as to print a special number of their bulletin, called "Special Solicitations Edition." On the third page there is a 2 column cut with the wording, "Nothing Doing! Not until I check with the Denver Chamber of Commerce." This was in reply to one of these campaigners soliciting support of a Denver merchant.

—●—
You can't go wrong with ABC.
—●—

Collection Letters

Misrepresentation in collection letters that threaten debtors have been held actionable either in criminal or civil suits. Such expressions as "your account has been turned over to an attorney for suit"; "your account has been turned over to a collection agency"; "your account has been bought by a bona fide purchaser for value" are held illegal and may be used in an action based on fraud.

The case in question revolved on the point that the statements were merely threats to force payment of account. Had the accounts been turned over to an attorney, a collection agency or been sold, there would have been no liability. But had that been done, there would have been no need for making the statements. Regardless of the elusiveness of a debtor, no untrue statement should be made in collection letter as an effort to force payment of the account. However, advising a debtor that an account will be placed in the hands of an attorney for collection and suit if not paid within a certain time would not be actionable if the warning is carried out. —Hoosier State Press Association.

Publisher Explains Bulk Mailing Plan

The Hominy News, (Okla.) Aubrey McAlister, pays a little extra and gets out of the hecklesome bother of marking his paper for postal authorities. It might work for you, and it might not. But on the chance that it might, here's the postal regulation he invokes, and what he has to say about his system:

A publisher may pay postage at the advertising zone rates on both the read and advertising portions instead of submitting a copy of each issue marked to show the read and advertised portions. When postage is so paid, the entire weight should be entered in column 6 of Form 3539 and the word "WAIVED" should be written in the space provided for the weight of the reading portion and in column M of Form 3551, end.

Aubrey says that the privilege of not marking his paper costs him about 25 cents a week more.

"I don't know how this would affect other papers, but the week by week cost increase for me by using this method is averaging only about 25 cents per week. You understand, of course, that the cost element is involved only on out-of-county zone mailing, and since this poundage on our paper is rather light, we do not notice a big increase in our mailing cost.

"This might make it practical for even larger weeklies whose out-of-county circulation is light. I'm sure they could go to their postmaster and do some figuring on comparative costs on average weekly mailing poundage.

"The marked paragraph on the attached bulletin seems to be self-explanatory and maybe provide the lead might help some poor publisher escape the gruesome contents of the paragraph first preceding the one that is marked. Others may enjoy and derive great pleasure from marking red marks on a copy of their paper, but for me it was a pain in the neck and I jumped at the chance to quit it. By the time I get the thing out most weeks I'm sick of looking at it, happy to dump it in the P.O. and tear out for home without consulting my staff of attorneys to determine if I have complied in full with paragraphs (a) and (b), section 34, 46, P. L. & R., or if I have failed to write "Adv." across one of our 'Read the News Want Ad' fillers."

The Paris Daily Enterprise announces the addition of Raymond L. Hatcher to its news staff. Hatcher, former member of the Ashland Daily Independent staff, went there from The Alexandria, Va., Gazette, where he served as city editor.

New Fast Engraving Service

Now Available To Kentucky Papers And Printers

**Zinc
Copper
Halftones
Etchings**



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KPA Secretary Attends Newspaper Managers Confab

KPA Secretary Portmann attended the annual three-day meeting of the Newspaper Managers Association, Chicago, previous to the NEA fall conference. This organization includes the field manager's from 38 states, regional and national press associations, and the Canadian Weekly Press. Six day sessions and two night sessions kept the managers busy in discussions of the myriad problems relating to newspaper production and central office management, "to do a better job for our newspapers and our press associations." Important topics discussed included:

The problem of declining profits was the Number One subject discussed. Many suggestions were made and weighed on how to combat this trend. It was universally agreed that press associations' biggest job today is to assist member publishers in all possible ways to constantly study their routines in an effort to obtain maximum efficiency at lowest possible cost. Conventions no doubt in the future will emphasize this point much more strongly and speakers on cost problems will be a must on all state programs.

Newspapers more and more are becoming a target for special taxes, particularly when the press finds it necessary to criticize legislative and administration bodies for their actions, or lack of action. Municipal licenses, likewise, may become punitive if constant vigilance is not maintained. Several attempts have been made in the past year to punish crusading papers and press associations must be on the alert to champion such freedoms without fear of punitive taxation.

Most states are fighting some type of anti-advertising movement. Optometry seems to be the biggest problem for the most states at present. The movement to outlaw optometry advertising is spreading and soon may be pretty well established nation-wide. Such a bill is now pending in the District of Columbia and almost all state associations fought similar legislation in their last legislature.

Most states have been successful in bringing up their legal advertising rate to something comparable to national ad rates. Kentucky is one of the few states which has not changed its legal rate in modern times.

Newspapers are coming around to the realization that they live on advertising which they tell their merchants is the very lifeblood of modern business, yet the newspaper itself rarely ever gets around to doing some advertising on its own behalf. Several state associations, notably Georgia and Washington, have developed a series of institutional ads for their member newspapers to use. Other states are preparing similar programs. But publishers are still slow to take

hold. If advertising is necessary for a grocery or shoe store, why isn't it necessary for a newspaper?

Many associations are showing intense interest in cooperative programs such as Tennessee's group insurance. The Tennessee plan was explained in detail. Kentucky and Georgia have joined with the Tennessee plan. Other states indicated they will work up a similar program immediately for their member newspapers.

State press publications are increasing in number and quality. Experience has now proved that a regular confidential bulletin and a monthly magazine are essential to proper conduct of such an organization. Our KPA publications are on a par with other states which have active Central Offices.

Larry Miller, Kansas PA, was elected president of NAM. Secretary Portmann, former member of the executive committee, was elected vice-president, Stanford Smith, Georgia, was elected secretary-treasurer.

Henry Wallace, son of veteran Tom Wallace of the Louisville Times and former reporter on the Lexington Leader, now a free lance correspondent, was expelled from Venezuela as "persona non grata" on November 26. He was covering an assignment for Time magazine in Caracas.

On returning to his hotel that night, he said, he was met by four members of the secret police who drove him to LaGuardia. He said he spent the night in police headquarters there and was placed aboard a plane next morning.

Wallace said the police refused to let him contact the U.S. embassy. Other residents of the hotel telephoned the U.S. consul, he said, but the consul was unable to help him.

Rayburn Watkins, editor and co-publisher of the Benton Tribune-Democrat, will take a leave of absence on January 1 to become assistant to Dr. K. P. Vinsel, executive vice-president and executive head of the newly formed and augmented Louisville Chamber of Commerce. Watkins will continue his half-ownership in the Tribune Democrat.

Paul B. Ragsdale, former editor of the Metropolis (Ill.) Herald, the Norris City (Ill.) Times, and the Eldorado (Ill.) Record, has been added to the Tribune staff as advertising manager to succeed Watkins.

E. Russell McClure, editor of the New Castle Local, who is connected with the department of weights and measures of the U. S. Department of Agriculture, attended a conference of the Southern Association of Weights and Measures at Biloxi, Miss., recently.

Woman Police Reporter Will Attend University

Betty Lou Amster is the only woman police reporter Louisville has ever had. After breaking into journalism on an Indiana newspaper, Mrs. Amster landed on the Louisville Times (circ. 167,607) five years ago, made good on the police and courthouse beats. She was later moved to general assignments, especially sob-sister stories and became dissatisfied with her job and herself. At 24, Betty Lou felt that she had "run out of learning," because, married at 16, she had never gone beyond high school. Last month Reporter Amster buttonholed Publisher Mark Ethridge (who also runs the Louisville Courier-Journal) and asked for help. Said she: "I don't want to be writing about kids, dogs and lollipops when I'm 50."

Ethridge, who has seven Harvard Nieman Fellows on his staff decided to try a Louisville version of the Nieman Fellowships. Under the plan, Reporter Amster will study three days a week at the University of Louisville, work at the Times three more. The newspaper will pay her regular salary, provide tuition and books. The University will give Betty Lou private instructions on her hand-picked interest: Municipal government, anthropology, taxation, labor relations, the Soviet Union. If the experiment succeeds, more staffers will get a similar break.

Registering at the U. of L., Reporter Amster said happily: "How are you going to know what you want to study until you've been out in the world and learned what you need to know?"—Time Magazine.

George W. Trotter, graduate of the U. of K. Journalism Department, has been appointed editor-manager of the Campbellsville News-Journal by Judy Gotzder, publisher. During the past year, Trotter has been serving as advertising manager on the paper.

He succeeds Louis T. Iglehart, also a U. of K. Journalism graduate, who has joined the staff of the Department of Public Relations, University of Tennessee, Knoxville. After graduation Iglehart was a staff member of the Lexington Herald, and, later, on the public relations staff of the Veterans Administration.

The Advertising Council, 25 West 45th Stret, New York 19, N. Y. is offering two free sets of mats to newspapers on "Campaign For Better Schools" and "Winter Driving Safety." These mats can be used for advertising layouts for your customers, or make interesting articles for the paper's own public relations program. Write for your free mats.

ONE OF KENTUCKY'S TRADITIONS

Settin' 'round the Stove



There's still many an old-time country store in Kentucky with its pot-bellied iron stove and the nearby sawdust box. Here, on wintry days, men still gather to contemplate the passing scene with understanding and pithy phrase. Settin' 'round the Stove is a traditional form of companionship and relaxation.

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

Like this old-time custom of Settin' 'round the Stove, BEER BELONGS in Kentucky. Since men first gathered around a fire for pleasant conversation they have found beer, the beverage of moderation, a friendly companion.

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

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

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TVA reports the Murray Ledger & Times recently produced an excellent special section in support of their area's winter cover crop campaign. If you are interested in this promotion, write the following for a sample copy of this section: Rosslyn B. Wilson, Education and Information Section, Division of Agricultural Relations, Tennessee Valley Authority, Knoxville.

The Advertising Council, Inc. 25 West 45th Street, New York 19, New York, announces that a special campaign of newspaper mats, for local sponsorship in promotion of church attendance, are now available to newspapers upon request. The services of the J. Walter Thompson Company were donated for preparation of the special campaign known as "Religion in American Life Interfaith Campaign."

"Cut Prices Don't Bring In Accounts", so says National Association of Credit Jewelers. Then continues, "... advertising and goodwill proves to be the best method for keeping and reviving customers."



PACKAGE
OF
CURRENT
HISTORY

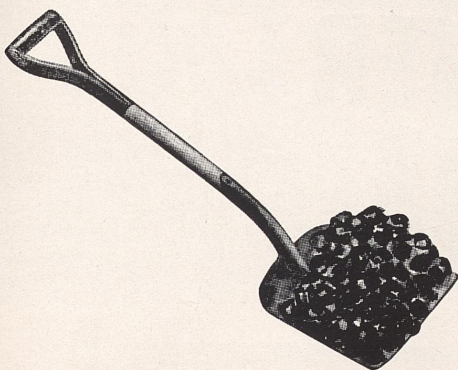
... to give your readers the meaning of 1949!

WNU
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WNU **FEATURES**
 FOR BETTER NEWSPAPERS

Two aids to hospitality



coke

*in the furnace
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warm and comfortable*



Coke*

*in the living room
provides them with
delicious refreshment*

No ambiguity here! With a lower-case "c", coke means a specific kind of fuel—and nothing else.

With an upper-case "C", Coke means a specific beverage, Coca-Cola—and nothing else.

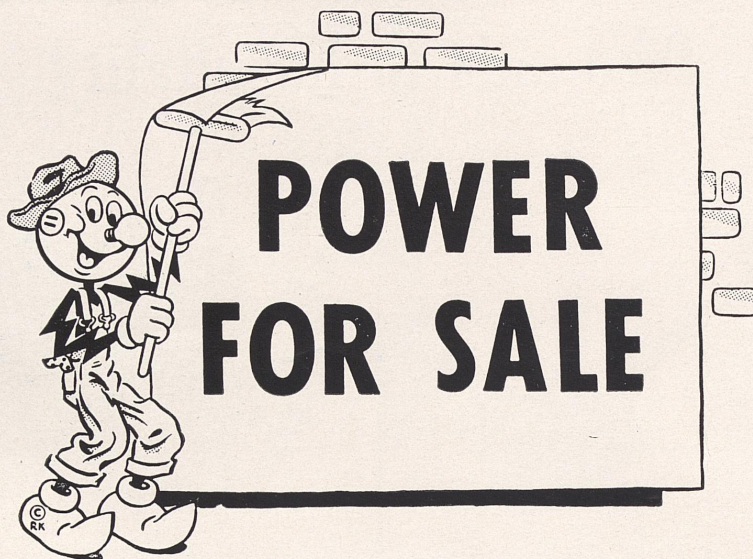
It is perfectly understandable that people not directly concerned often forget this distinction. But what may seem to you a trivial matter is a vital one to us. For the law requires us to be diligent in the protection of our trade-marks. Hence these frequent reminders.

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



To our commercial and industrial customers, "Power for sale" means that they will have capacity to satisfy their present and future requirements in the 73 county area K.U. serves.

To our residential customers, "Power for Sale" means they can add any new appliances with the assurance that the electricity to operate them will be available.

To the farmers we serve directly, and those we serve through 19 RECCs. "Power for Sale" means K.U. will see to it that there is plenty of electricity for their farm homes. In the past 12 years sales to the RECCs we serve at wholesale have multiplied 100 times. K.U. has taken this 10,000 per cent increase in stride. It is prepared to meet any future requirements with the same always-dependable service.

KENTUCKY UTILITIES COMPANY

Incorporated

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