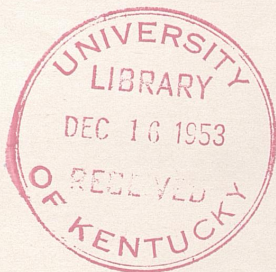


The Kentucky Press

MAY, 1951

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

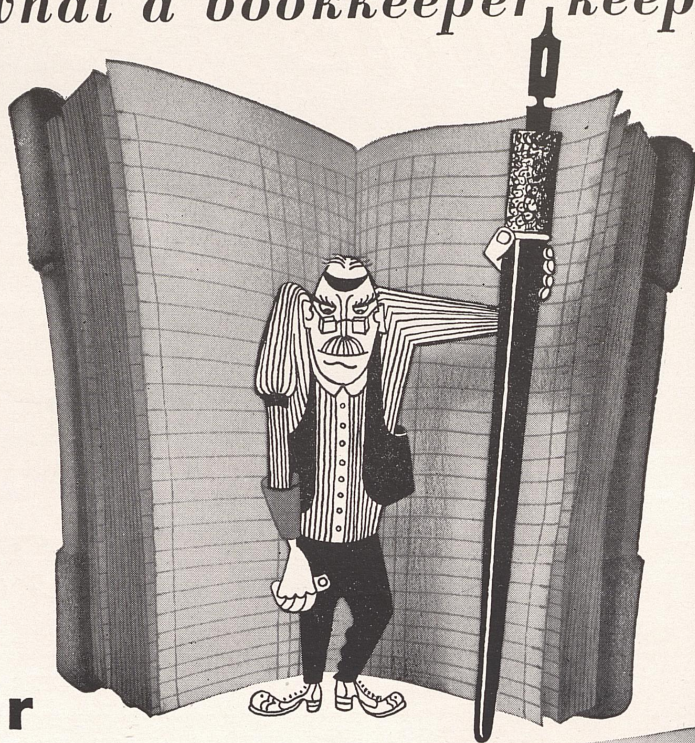


VOLUME TWENTY-TWO
NUMBER SEVEN

Publication Office:
University of Kentucky
Lexington

Official Publication Kentucky Press Association

ledger is what a bookkeeper keeps



but Ledger is a newspaper



Every Ledger has a ledger . . . unless the proprietor uses a hickory shingle and a piece of chalk. And a Ledger's ledger is a pretty valuable record of who owes what and how much to whom.

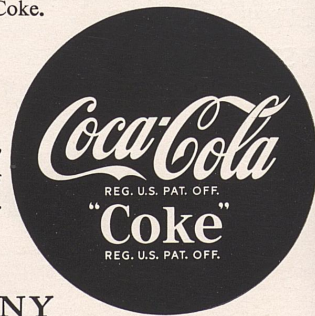
—All of which may *sound* confusing but doesn't *read* that way. The proper use of capital and lower-case initials keeps the meaning clear. It's the same with Coke.

As the friendly abbreviation for Coca-Cola, Coke is a proper name—like the name of your newspaper. Also, it is a registered trade-mark. And good practice requires the owner of a trade-mark to protect it diligently.

So—to point the way to clarity . . . to remind you of

correct usage . . . and to safeguard our trade-mark—we keep asking you to reach for an upper-case "C" whenever you write or print Coke.

Ask for it either way . . . both trade-marks mean the same thing.



THE COCA-COLA COMPANY

Ken

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Kentucky Press Ass'n. Code Of Ethics

Your Central Office has received many requests for the Kentucky Press Code of Ethics which was adopted on July 25, 1925. We were able to procure the wording of the Code from the Mt. Sterling Advocate and present it for your information. The original code was printed on heavy paper, suitable for framing, and is found on many walls in the offices on many of the old members of the Association.

As a preamble, the printed code quoted from the Constitution of the United States, "Congress Shall Make No Law Abridging The Freedom Of The Press", and from the state constitution, "The Printing Press Shall Be Free To Every Person". The text follows:

Believing that the profession of journalism is one of the greatest forces in society for the common good, we, members of the Kentucky Press Association, hereby erect and subscribe to the following paragraphs as being our conception of Ethical Standards which we most solemnly accept as the lowest which we may observe.

AS AN INDIVIDUAL

1st. I believe in the calling and profession of journalism.

2nd. I believe that, since under the First Amendment to the Constitution of the United States we are above all law, professionally we must recognize our own Ethical Code, which shall be a standard of practice for the members of the Association.

3rd. I believe it reasonable and just to the members of the Association that for the protection of society and the good name of our profession, penalties under civil statutes and Association by-laws shall be applied for the punishment of any in or out of our Association who shall violate any principle of the Code. Therefore, on this basis I join with my fellows in establishing the following.

CODE OF ETHICS

a. To maintain a standard of Journalism in the paper which I own or manage, or on which I am employed, that will reflect credit upon the Association to which I belong and win the respect of friend and foe.

b. To strive for no success that is not founded upon the Golden Rule and the highest conception of justice and morality.

c. To speak in respectful terms, through the editorial or news columns, of contemporary newspapers and editors, and when this cannot be done to remain silent, unless to remain silent would be to the detriment of the people I serve.

d. To uphold through my paper the government and all laws, even though they be obnoxious or distasteful to me; and for

e. To strive as far as lies in me to make all editorial comment and news reports just, fair and uncontrolled by those natural pre-seeek my remedy only in their repeal.

f. To perform every duty incumbent upon me as a member of this Association, and to accept no office or duty unless with the full determination to do my best to fulfill the requirements imposed.

g. To give due credit for all matter copied from other publications.

h. To hold sacred and inviolable all information given me in a confidential way, being careful not to accept confidences that may thereafter be embarrassing to the one giving them and to me receiving them; information given in this manner being too often meant as an agent to close the door to legitimate publicity.

i. To recognize the right of privacy of individuals in all matters not of public concern.

j. To recognize it to be an ethical duty to adhere to rates for services to insure a fair profit.

k. To conduct business in such a manner that illicit propagandists will not presume to graft space in my publication or in the publication on which I am employed.

l. To give thorough investigation to all questionable advertising offered and refuse space to all misleading, veiled, dishonest or illegitimate advertising.

m. To give a just and correct circulation statement.

n. To strictly maintain published rates.

o. To refrain from engaging help employed by a competitor, or a brother newspaper man, without first giving him ample opportunity, if he so desires, to retain such help.

p. To correct, promptly and prominently, any error in news or editorial utterance we may have published that might injure any individual or institution.

q. To use the honorable title of editor as a prefix or affix to the name of all newspaper men in good standing with the Association.

r. To use every laudable effort to elevate the standards of Journalism in America and win that confidence and respect that comes as a reward for right doing and right thinking.

To the above paragraphs I hereunto cheerfully subscribe; and in witness thereof I hereby sign my name.

Patronize Press Advertisers.

\$10 Newsprint Raise Effective July 1

Major newsprint mills in Canada announced a price increase of \$10 per ton effective July 1, bringing the New York price to \$116 a ton. The new price compares with an all-time top of \$120 in the '20s and a low of about \$40 in the depression years. Prices for newsprint vary according to location but on a New York basis newsprint sold for \$50 in the 1938-42 period; \$84 in 1946; \$90 in 1947; \$96 in mid-1948; and \$100 at the end of 1948. A boost of \$6 a ton last fall carried prices to the \$106 level. Although Price Stabilizer DiSalle has requested the Defense Production Authority of Canada to cancel the increase it was not expected to have any effect. The boost in newsprint is likely to cause most newspapers to study a complete revision of operations. This will include the question of whether to increase circulation or advertising rates, or both, to meet the increased costs. Study of content toward the elimination of frills, free publicity and other matter that has low readership interest is advisable. Above all things, newsprint MUST be conserved and wastage stopped even though it is minor.

Lowell Denton Purchases Flemingsburg Gazette

The Fleming Gazette, Flemingsburg weekly, has been purchased from Ransom Todd, by Lowell O. Denton, Fleming County High School teacher.

Denton, who will be assisted by his wife in the operation of the paper, announced the plant will remain in its present building which will be under lease to him.

Denton added that the present personnel, including linotype operator Jack Thomas, will remain on the paper.

Todd published the Gazette for the past 15 years after he purchased it from William E. Hacker, now of Redlands, Calif. It was founded in 1880 by Lenaghan & McCartney and another previous publisher was W. M. Wilt of Louisville.

Total gross billing for May by the Newspaper Advertising Service, Inc., our national advertising representative, was \$139,734.44 nation-wide. Total billing for the calendar year at the end of May was \$883,122.06. Increase for the year to date over 1950 is more than \$20,000, and 11 new accounts were included on the May report.

The Russell Springs Times Journal reports installation of an addressograph mailing system to handle increased circulation.

Mt. Sterling Advocate And Sentinel-Democrat Survive Many Predecessors

By Eddie Hessel, Jr.

The Mt. Sterling Advocate was founded by two citizens of Montgomery county, the late Honorable John H. Mason and Dr. C. W. Harris, and was first published in August, 1890. During all those long years it has continued to grow and prosper, although many has been the time when its owners had to give orders on local stores in order to meet the payroll.

The Advocate's founding fathers set a high standard of journalism which the paper has tried to follow throughout the years. Although at the time The Advocate first made its debut to the public it took only an old second hand press and a "shirt tail" full of type to start a newspaper, conditions have changed greatly since those pioneer days.

There was a lot of competition in Mt. Sterling in this early days and in 1891 Mr. Mason disposed of his interest in "His Baby," as he loved to refer to The Advocate to J. W. Hedden, Sr., who continued to be connected with the publication until his death in 1942. The business was then operated by a partnership composed of Dr. Harris and Mr. Hedden until 1897, when Dr. Harris disposed of his one-half interest to the late Reverend B. W. Trimble. This partnership continued until July, 1910, when the Advocate Publishing Company was incorporated under the laws of Kentucky and both Mr. Hedden and Reverend Mr. Trimble withdrew from active connection with the publication. The business was then operated as a stock company by G. B. Senff and J. W. Hedden, Jr., with the former serving as secretary-treasurer and the latter as president.

The Advocate continued under this management until July 19, 1919, when J. W. Hedden, Jr., purchased the Senff stock in the corporation, and the two Heddens operated the business until the death of J. W. Hedden, Sr., in 1942, at which time J. W. Hedden, Jr., bought the remaining stock from the heirs and has since that time operated the business as publisher and sole owner.

In September, 1945, Mr. Hedden bought the Sentinel-Democrat, Mt. Sterling's oldest newspaper, and since that time both the Mt. Sterling Advocate and the Sentinel-Democrat have been edited and printed in the plant of the Advocate Publishing Company. All other early day publications, including the Columbian Spy, the Western Whig, the Kentucky Sentinel, the Democrat, the Gazette, the Kentucky Courier, and several others either merged or ceased publication. The last merger was in 1943, when the Sentinel-

Democrat bought the Gazette and took over its circulation lists and good will.

Besides those above named some of the early day publishers of newspapers in Mt. Sterling included: John Daniel, owner of Mt. Sterling's first newspaper, the Columbian Spy, founded in 1821; William Streeter, R. R. Lindsey, John Scott, James W. Mullay, W. T. Hanly, J. R. Garrison, Captain W. T. Havens, Judge Ben R. Turner, Squire Turner, R. H. Lane, W. Hoffman Wood, and Irwin Wood, all deceased with the exception of Irwin Wood and Judge Ben R. Turner.

At one time Mt. Sterling was served by four newspapers, and several small dailies were founded there, but lived only a short time. There have also been semi-weeklies and other publications of different frequencies in making their appearance which have come and gone with the passing of time.

In the old days it took little capital to start a newspaper, requiring only a few hundred dollars and a little credit (which was only too plentiful). They were generally launched for political reasons and the persons owning them frequently had little conception of journalism. Such publications deserved and usually met with an early death.

Since those early days when all type was set by hand, the publishing of a weekly newspaper has changed materially and it now costs many thousands of dollars in equipment to launch even the most modest weekly.

In comparison with those pioneer days in the newspaper business in Mt. Sterling, the Advocate Publishing Company, owned by J. W. Hedden, Jr., now publishes both the Advocate and Sentinel-Democrat and is equipped with two multiple magazine Intertype typesetting machines which cost from \$10,000 to \$12,000 each; three cylinder presses, one an automatic; two job printing platen presses, two saw trimmers, large casting box, cutting machine, proof press, Elliott mailing machine, the latest ruling machine to handle all special ruled forms and a large assortment of type, metal and other necessary equipment.

The present plant is located in the Chencault & Orear building, opposite the post office on Main Street, where it has been since 1914, at which time it moved from the Trimble building on Bank Street, now occupied by the Cavins Distributing Company. The company now has ten full-time employees and payroll averages are better than \$500 a week, practically all of which is spent with Mt. Sterling merchants and other business and professional men there.

It now costs as much to operate a newspaper as it did to operate a year twenty years ago. Work is done much faster; labor costs are two or four times as much; but the increased business has kept pace with the installation of the modern shop which it now operates.

In Volume I, Number I, of the first issue of The Advocate stated, "This newspaper will be published for the best interests of Montgomery and Kentucky counties." Since that day sixty years ago it has been the constant policy of The Advocate to live up to that declaration, and always it has been found expressing its views on all public questions without fear or favor, and during this long period of time it has been instrumental in many civic improvements, many to enumerate.

The Advocate is a neat, well written paper full of local color with a tendency toward agricultural interests.

The present Editor is J. W. Hedden, Jr., H. W. Greene as General Manager. Subscription rates are \$2.50 per year, \$1.50 six months.

(Note: This is the third in the series of historical sketches on Kentucky newspapers and newspaper folk.)

Make Returns On Time

In some areas of the United States, Collectors of Internal Revenue have assessed penalties against taxpayers who are more than one day late in getting their returns to the hands of the Collector.

The law provides that the returns must be in the Collector's hands on certain dates. This means that if the date is June 15, then the return should be filed so as to be received by the Collector on that date. If the return is not in the hands of the collector on that day, he may assess a penalty of one percent of the tax due.

These rules of filing affect all Federal income reports, income taxes, Federal Insurance Contributions Act reports (FOAB); Federal Unemployment Insurance reports (known as the excise tax) and others.

There appears to be considerable misunderstanding as to whether self-employed people are compelled to accept social security coverage and taxation. The new law is not. It is compulsory for all self-employed and partners except those who come under one of the professional or other exempt groups. However, the self-employed will not be required to make his first contribution until 1952 when he files his 1951 income tax return.

—Wolf and Co.

Surely the people of America must realize that without a free press they are not a free people.

SUCCESS STORY



Back in 1945, under the heading "WANTED: A Meatier Chicken", we told on this page something about the National Chicken-of-Tomorrow Contest being launched under A & P sponsorship.

The object, we pointed out, was to provide a broader, meatier chicken that could be produced more economically. This would mean better poultry for consumers and greater sales for producers.

All branches of the poultry industry, including specialists from colleges of agriculture, the USDA and state departments of agriculture, got behind the idea.

This program will be climaxed June 11-5 at the University of Arkansas at Fayetteville, where 16,000 chicks from 40 of the nation's leading poultry breeders are being grown under identical conditions to 12 weeks of age.

Whoever wins the contest, and whatever the results of the week-long festival in the Ozark town, progress already achieved by the nation's poultrymen exceeds the most optimistic expectations of six years ago:

New-type meat chickens today commonly weigh from 4 to 5 pounds, sometimes even more, at 12 weeks; in 1945 the better meat breeds averaged 2½ to 3 pounds at this age.

These modern chickens grow a pound of meat on less than 3 pounds of feed; their ancestors of six years ago required 4 pounds.

Of the 625 million chickens produced for meat in this country last year, poultry leaders estimate that 67 percent were from the same improved stock represented in the Chicken-of-Tomorrow contest finals.

Results of the Arkansas finals will establish a new quality yardstick for the poultry meat industry; more and more broad-breasted, tender chickens will come to market.

A & P is proud to have a part in a project which illustrates so perfectly its own constant efforts to provide finer foods for its customers and build broader markets for the products of American farms.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume 22, Number 7

Kentucky Press Association

Douglas Cornette, *President*,
Courier-Journal, Louisville

Bennett Roach, *Vice-President*,
Shelby News, Shelbyville

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

District Executive Committee

Chairman, Enos Swain, *Advocate-Messenger*, Danville (*Sixth*); *First*, Paul Westpheling, *Fulton County News*, Fulton; *Second*, John B. Gaines, *Park City News*, Bowling Green; *Third*, Niel Dalton, *Courier-Journal*, Louisville; *Fourth*, Alfred S. Wathen Jr., *Kentucky Standard*, Bardstown; *Fifth*, Charles E. Adams, *Gallatin County News*, Warsaw; *Seventh*, Fred Bullard, *Herald*, Hazard; *Eighth*, James G. Wilson, *Log Cabin*, Cynthiana; *Ninth*, Martin Dyche, *Sentinel-Echo*, London; *State-at-Large*, William Caywood, *Sun*, Winchester; *Immediate Past President*, Joe LaGore, *Sun-Democrat*, Paducah.



"Sleeper" Threatens Advertising Procedures

A "sleeper" in present price control regulations threatens advertising and all personnel involved in sales, merchandising, marketing, and market research, James D. Shouse, vice-president of Avco Manufacturing Co., warned the American Marketing Association recently. Shouse claimed advertising "faces the period of its greatest jeopardy" because manufacturers cannot reflect administrative, sales, advertising and allied cost increases in price rises permitted under Ceiling Price Regulation No. 22. "Inevitably, as non-factory payroll costs advance, as must be true in the cause of administration and office and sales staff and other factors not allowable in the factory payroll price formula," he continued, "something has got to give . . . when a manufacturer is faced with rising costs which he cannot reflect in higher prices, he is going to be sorely tempted to

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.

cut advertising before he cuts white collar people off his payroll."

Correspondent S. S.

A country correspondent who covers news for a newspaper without assignment as to a particular news story is a self-employed person covered by social security law if net earnings total \$400 or more in any one year. The tax rate for such self-employment is 2½ percent, due March 15, 1952. Such a correspondent is not a newspaper employee and hence subject to newspaper contribution for social security taxes or for unemployment compensation. Tax consultants warn that giving an assignment to a correspondent establishes an element of control which might result in an employer-employee relationship, subjecting such a correspondent to employer contribution of social security taxes as well as other federal regulations. (Note: The Wage-Hour law does not apply to newspapers of 4,000 or less circulation.)
Michigan Press Bulletin

The Federal Communications Commission has suspended until September 1, 1951, the effective date of proposed increases in Western Union Telegraph rates, including press rates, requested by Western Union on May 1. In suspending the effective date of these increased rates, FCC ordered a hearing to begin on June 25 before Hearing Examiner Elizabeth B. Smith.

Special Edition Overtime

An opinion expressed recently by the Indiana Press Association states that newspapers, which ordinarily do not have more than 4,000 circulation and are thus exempt from the Wage-Hour Law, must pay time and one-half for overtime incurred during the preparation of a special edition whose circulation goes beyond 4,000.

Said the IPA, "The employees who work

overtime must be paid at the rate of time and one-half their hourly rate of pay for the week in which the circulation exceeds 4,000. Under the amended law all employees of newspapers with circulation under 4,000 are exempt . . . However, they become subject to the Wage and Hour Law provisions when circulation goes beyond 4,000 and are found so long as circulation is above that figure."

In answer to the question of whether a newspaper having second-class mailing privileges can insert a section or handbill for delivery by boys and not insert that section on those papers going through the mail, the Post Office Department on May 3rd advised this cannot be done. "In determining the right of a publication to transmission in the mails as second-class matter, all copies published and circulated are taken into consideration and not only those which are sent through the mails," the Department said.

Very few magazines of general circulation fail to insert an addressed, postage-paid order card in an effort to convert the occasional reader who probably purchased his copy at a newsstand into a regular subscriber. A lot of newspapers are over looking the bet by not enclosing an order-card with a copy placed on newsstands for sale. You attach an order card to your papers that go through the mails providing you place it on the inside of the paper and affix it securely thereto by a staple or some other means.

Subscription blanks, coin-cards, or envelopes may be used but we suggest that you discuss Section 34.57, Postal Laws and Regulations, with your postmaster before you attempt to mail papers with blanks attached.

Two western Kentucky dailies, the Owensboro Messenger-Inquirer and the Parkersburg Daily News, Bowling Green, have recently installed new teletype setters.

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Price Regulations As Affect Newspapers

A brief review of regulations which affect newspapers in the price stabilization program are summarized from the General Ceiling Price Regulation 22:

"Newspaper subscriptions and advertising are not controlled by ceiling price regulations.

"Job printing is covered by Ceiling Price Regulation 22, which provides price adjustments for increased costs from the beginning of the Korean outbreak to March 15, 1951, for labor and to designated dates for different materials. For example, the increased costs of paper may be computed to March 15, 1951.

"Printers may, in determining whether they elect to exercise the option of pricing under the General Ceiling Price Regulation if their gross sales are less than \$250,000 for their last fiscal year, exempt from price control. Printers covered by Ceiling Price Regulation 22 should file a report on OPS Form 8 with the Office of Price Stabilization, Washington 25, D.C., not later than July 2, 1951.

"The prices of stationery and other office supplies are controlled by the General Ceiling Price Regulation which fixes the price as the highest price at which a seller sold, or offered for sale, any commodity during the base period, December 19, 1950, to January 25, 1951, inclusive.

"The General Ceiling Price Regulation requires that a list of all these prices be made and kept, together with supporting price and cost records, on the premises for inspection by representatives of the Office of Price Stabilization. No filing of these price lists with this office is required under the General Ceiling Price Regulation.

Effective May 19, two orders issued by the office of Price Stabilization remove from price control the bulk of printed products, especially those articles "whose primary value depends upon editorial content, express of ideas or dissemination of information." In fact, products and services of persons primarily engaged in publishing, type-setting, plate-making and binding whose gross sales in the preceding calendar year of printed paper products and related services did not exceed \$50,000 are totally exempted. The exemptions account for more than half of the estimated \$6,354,991,000 annual volume of the printing and publishing industry.

Printing and publishing plants should make note of the fact that these exemptions "do not apply to business forms, diaries, note-books and other printed products which do not disseminate ideas for information." It is this covered section that will probably promote demands for interpretations from printers of products not carried on the of-

V. A. Predicts Printing Trades Are Permanent

In a report prepared for use by the Veterans Administration on counseling veterans planning training under Federal veterans' training programs, the Bureau of Labor Statistics of the U.S. Department of Labor predicted that total employment in the printing trades will hold firm for many years to come, despite many postwar technological developments in printing techniques.

The report stated that although many of the recent developments in themselves would tend to reduce labor requirements, the long-range trend toward a shorter work-week in at least some printing occupations would tend to offset this tendency. This trend might even go so far as to boost the printing industry's total demand for skilled workers, the Bureau predicted.

Letterpress printing will continue to remain the chief source of jobs in the foreseeable future, the report predicts. However, lithographic and gravure methods of reproduction are gaining in relative importance, because of recent research, technological development and other factors.

Newsstand Sales

One of the major newspaper management discoveries of the past decade is that newsstand dealers selling single copies in rural areas will increase weekly newspaper circulation from 25 to 100 per cent. Such circulation counts as ABC net paid. Does newsstand promotion cut into the mail circulation? No, apparently only to a limited extent. Is it difficult to get dealers in country areas to handle the papers? Yes, particularly the first month or so, but they grow to like it. What are the chief problems? (1) Arranging for prompt delivery of bulk copies to each dealer each week. (2) The occasional drop in newsstand sales due to inclement weather or other factors. But this latter disadvantage is less than we expected. A dealer may get 50 copies Friday and still have 30 unsold the following Tuesday and then sell them all out Wednesday and Thursday. (In the daily field, nothing is dead as yesterday's newspaper, but for some reason in the weekly field, last week's newspaper still has a lot of life in it.)

New equipment at the Madisonville Messenger includes a 16-page Goss Dek-a-Tube rotary press with a speed of 35,000 papers per hour, and a Ludlow and Elrod machines. Plant and offices have been remodeled completely inside.

Official list of articles.—NEA Washington report.

Non-Essential???

A publisher comments: "If the newspapers are so non-essential that they have been dropped from that status by the Commerce and Labor Departments they might discontinue such practices as:

"Devoting time, space, money, and energy to selling Defense Bonds; giving free space to civil service examination notices which the postoffice drops in our mail and which we don't use unless there is an unusual reason for it; notices from the draft boards, which they all need from time to time and know they need, and notices to the public from the various price, rationing, and other defense control agencies set up.

"Having served on a ration board in World War II, we recall that OPA orders were given official status when published in the press, often to speed effectiveness. Many times it would be several days later before the local boards received their instructions. This could go on at length. If the newspapers discontinued these services, they would be damned by every government agency in the country and most of all by the Commerce and Labor Depts, which do not consider newspapers essential to defense."

Agency Recognition

What is meant by agency recognition?

Basically, this means that an agency is recognized when it is allowed commission by the media in which its buys space. It is the publisher who decides that an agency is recognized.

Briefly, to be recognized an agency should qualify as follows:

1. It must be free from financial control by an advertiser or by a medium owner.
2. It must keep all the commission it receives from media owners, and not rebate any of it, either directly or indirectly.
3. It should possess personnel of experience and ability adequate to serve general advertisers.
4. It should have the financial capacity to meet the obligations incurred to media owners.

The Clinton Gazette reports an entirely remodeled building with equipment overhauled and improved for speedier and better operation.

Owensboro publisher Lawrence Hager also reports his son, John, who graduated from Princeton last year, has completed a year of travel in Europe and work in the Messenger-Inquirer offices and is currently attending a Michigan law school in further preparation for a newspaper career.

You Can't Win For Losing

The only people I know who can be on the winning side in a political election and still lose are newspaper people. The fellow who wins always believes he would have won without the newspaper's support and the one who loses blames the paper for his defeat.

If a newspaper takes no stand at all, everybody snickers at the frightful little fence straddler. If it does take a stand, it is trying to dictate public affairs. If it closes its news columns to the candidates, it is stifling freedom of the press. If it throws them open, it is a heel for limiting the space they can use.

If a newspaperman fails to attend five political rallies and listen to eight political broadcasts every night, he has a closed mind. If he attends the rallies and listens to the speeches, he is a spy. If he says hello to one candidate on the street, he is showing favoritism. If he doesn't say hello, he is biased.

If he supports five Republicans and four Democrats, he is a reactionary. If he supports five Democrats and four Republicans, he is a radical. If the candidate he supports is victorious, he just climbed on the bandwagon. If the candidate loses, he is out of tune with the people.

Let one candidate buy an advertisement lambasting another and the other immediately demands free space in the news columns to answer. Let the editor refuse and the candidate immediately buys time on the radio to lambast the editor.

There are 60 or 70 candidates in the average primary election. They are all considerate of the newspaperman. They know he is busy at his office so they wait to telephone him until he gets home.

The average newspaperman's record of telephone calls at home during a political election is five during a bath, eight during dinner, three during his favorite radio program, three while mowing the lawn, one while brushing his teeth, 11 after going to bed and four while shaving in the morning. He misses two that come in after he leaves for the office.

Before a political campaign is over, the editor of a newspaper and its publisher are ready for pistols at dawn. The only thing that keeps them from shedding one another's blood is that they cannot find any seconds for the duel. The reporters want to shoot both of them. This is because one passes candidates on to the others.

Candidates who deal with the editor are always firmly convinced he has mistreated them and they always complain to the publisher. Those who deal with the publisher complain to the editor. Those who deal with both complain to the reporters. The reporters just complain.

When election night comes, the newspaper-

man scoots around from precinct to precinct gathering election returns. Everybody at each precinct wants to know how the vote is going at the other precincts, but they are too busy to help the newspaperman get the results at theirs. By the end of the evening he is ready for the asylum.

Newspapermen in Russia must have a happy existence. Just one set of candidates and, if they oppose the candidates, they get shot. Shooting saves them a lot of misery.—The California Publisher.

Mrs. Douglas Wheeler reports her Paintsville Herald is "run entirely by women" with one woman printer in the back shop. The paper, which has four male employees, recently installed a new Goss Coxo-type press, a Ludlow machine and a power cutter, in addition to a new addressograph machine and Trim-o-saw. Another recent purchase is a 4x5 Speed Graphic camera.

What's Exempted

The Government, on May 14, exempted from price control all articles whose chief value depends upon editorial content or the dissemination of information.

The exemptions affect such things as pamphlets, sheet music, stamp albums, map catalogues, menus, timetables, and price lists.

The order issued by the Office of Price Stabilization also lifted controls from printing businesses whose gross sales last year did not exceed \$50,000. This exemption affects those primarily engaged in publishing typesetting, plate-making and binding.

Printed products such as books, motion pictures, periodicals, newspapers and materials furnished by press associations, and feature services were exempted under the Defense Production Act.

Advice to the lovelorn is the oldest syndicate feature in newspapers.

HERE'S THE ANSWER TO YOUR TOUGHEST COMPOSING-ROOM PROBLEM!

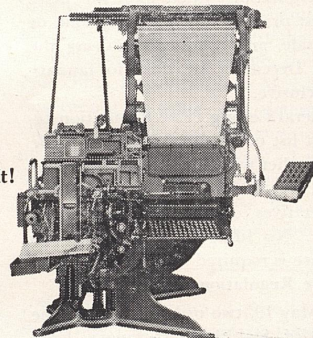
problem:

find one machine that combines

- ✓ Simple Construction
- ✓ Easy Maintenance
- ✓ Speed When You Need It!

solution:

the new two-magazine
BLUE STREAK COMET



Not only the *fastest* typesetting machine ever built, the Comet is the *simplest* in its assembling, casting and distributing mechanisms. New in design and engineering, scores of parts have been completely eliminated, while the great majority of those remaining are interchangeable with parts on other Linotype models. Everything adds up to easier maintenance, increased production and higher profits. Just check off your own composing-room problems against these Comet features:

- uses ½ H.P. standard electric motor!
- unmatched accessibility—both the front and the keyboard swing out . . . keyboard rod frame lifts out!
- new distributor clutch responds faster to interference—safeguards matrices!
- greater angle of magazines provides quicker response to the touch of a key; simplified controls make magazine shifting easier!

• LINOTYPE •

MERGENTHALER LINOTYPE COMPANY
BROOKLYN 5, NEW YORK

Set in Caledonia, Spartan and Gothic Families

Plans Being Made

For 1951 Newspaper Week

"Your Newspaper Lights the Way of Freedom" has been designated as the slogan for National Newspaper Week 1951, an event observed annually from October 1st to 8th as the industry's own country wide public relations program.

The committee in charge of the 1951 observance under the sponsorship of the Newspaper Association Managers, Inc., recommended that the slogan be made permanent, for the purpose of endowing the annual occasion with a desirable continuity and also to encourage year round promotion of the basic services rendered by a free press.

Announcement of the committee's planning for this year's Newspaper Week observance was made by Scott Greenwood of the Nebraska Press Association, who is National Chairman for 1951, following a meeting of his committee in New York during the spring session of N.E.A.

Present at the session in addition to regular members who were able to get to New York for the session, was Vic Portmann, of the Kentucky Press Association and president of the Newspaper Association Managers, Inc., who participated in the meeting and endorsed its decisions.

The committee plans to go to work immediately on preparation of a Newspaper Week kit which will be made available to newspapers all over the country approximately two months before October first, as a help in preparing their individual observance.

In accordance with now well established precedents, Metro Newspaper Service artists have been assigned the job of preparing the 1951 Newspaper Week emblem, based on the slogan, and in accordance with specifications set forth by the committee. The job of designing the emblem is unusual in view of the fact that the slogan chosen by the committee is the same as was first used as the official slogan years ago when Newspaper Week became an annual event. As always mats of this official emblem will be made available without charge by Metro to newspapers everywhere.

The committee, in preparing its kits will go forward on its decision to make Newspaper Week 1951 an occasion of "Rededication" to the principles embodied in the slogan.

"These principles may be defined as follows," says Mr. Greenwood. "Inherent to our democratic way of life is the idea that we are all individuals, free to make up our own minds. The mission of a free press is to furnish unbiased information without fear or favor, so that our people may exercise free choice intelligently. Our object during Newspaper Week 1951 is to impress this

Barker Lieutenant Governor Of Kiwanis International



Robert Barker, editor of The Irvine Times, is lieutenant governor of Division 6, Kentucky-Tennessee District, of Kiwanis International, having been elected at the district convention held in Chattanooga, Tenn., last October.

Division 6 is composed of the Kiwanis Clubs of Irvine-Ravenna, Richmond, Berea, Winchester, Lexington, Mt. Sterling, Fleming County, Paris, Versailles and Georgetown.

Mr. Barker is a charter member of the Irvine-Ravenna Club which was organized in 1923. He has a perfect attendance record since February 1, 1948.

Mr. Barker has owned and operated The Times since January 1, 1922. He is secretary of the Estill County Chamber of Commerce, director of the County Red Cross Chapter of which he was chairman in 1947-48. He is a member of the Masonic fraternity.

Holliday Publications, Jackson, has announced the purchase of the weekly Manchester Enterprise from Leonard Busby who will become associate editor of the paper. The Jackson concern now owns eight newspapers in Kentucky.

upon our readers by a rededication of ourselves to the principle that the newspaper lights the way to freedom wherever there is a free press."

Binding News Files

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



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

Central Press Clipping Service

309 North Illinois St. Indianapolis, Indiana

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.

LOCAL ACTION is the KEY NOTE OF WNU'S

MAIN STREET NEWSPAPER SERVICE

a new and profitable departure in newspaper syndication practices.

ASK YOUR WNU REPRESENTATIVE ABOUT

- MAIN STREET IN ACTION • READER'S DATE BOOK • DOING BUSINESS ON MAIN STREET • HOME TOWN COVERAGE

Identifying Typefaces

A sure time-saver has been developed by a Kansas composing room foreman in laying out jobs and ads. The foreman gave each type family a number: Metro is number 1; Century is number 2; Garamond number 3; Tempo Medium number 6; Caslon number 15. When the operator gets the copy he sees 12-2/24 1/2. The operator sets his magazine on 12 point Century, the mold on 12-point and the vice-jaws to 24 1/2 picas and is ready to go. The Kansas foreman suggests that you make a list of the families and their numbers, pull several proofs and place them in front of the operator and the layout man. In a short time they will have them memorized and should not have to write or read a type family name on the layout.

As the matrix companies number each mat with a catalogue number, many newspapers use this numerical system in designating type to be used. Either method is feasible and practicable.

School Adv. Promotion

An earlier start on planning back to school promotions this year is made possible for newspapers by the announcement that the new 1951 edition of Metro's Annual Completely Prepared Back to School section, is now available.

Production of the linage building feature was speeded for this year when newspaper advertising managers began asking for earliest possible delivery of the service in anticipation of a record back to school market.

Unique feature of the Metro Back to School Section service is the proof book itself which serves not only as a fully implemented pattern for a localized promotion, but which also gives the advertising department a presentation for use by space salesmen in showing prospects what their newspapers plan to do to cultivate the back to school market.

Standardization of stock may be one solution of the growing problem of scarcity of paper and increased cost when used in commercial printing. Some managements report that they reduce the number of grades of paper on hand for purposes of re-orders. When a printing job is figured, if the job requires a ream of paper, the consumer pays paper price by the ream. If the job takes a carton, it is sold at the carton price. Any savings in quantity purchase goes to management rather than to customers. Likewise, the types of ink may be reduced in number to fit the available standardized stock for jobs.

The Advertising Council, Inc., has sent out to newspapers generally a series of ten campaigns for use in July and August which should be considered carefully by all weekly publishers using sponsored advertising. Following are the campaigns available to all publishers in each community: Armed Forces, Fight Inflation, Care, Home Fires, Farm Safety, Government Reorganization, Productivity for Defense, Student Nurse Recruitment, U. S. Defense Bonds, Heritage-4th of July ads. Use them over your own signature or sell them to local sponsors. If interested and you have not received full information write to the Council, 25 W. 45th St., New York 19, N.Y.

The Somerset Commonwealth recently installed a new Linotype 31 model.

Never underestimate the power of word-of-mouth. That statement was proved by the publisher of a weekly newspaper in a town of 3,000 with a circulation of nearly 3,000. His circulation was increased by more than one-third by offering \$1 to any church, school or organization which would obtain a new subscriber. The subscription rate is \$2.50. If renewals the newspaper pays 75 cents each subscription.

The Crittenden Press, Marion, has installed a new Blue Streak Linotype.

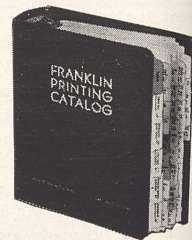
Philip L. Swift, of Lawrenceburg, is the new editor of the Woodford Sun, Versailles, succeeding Mark Warren who resigned to accept another position. For the past year Swift has edited the Spencer Magnet, Taylorsville.

Proof Of The Pudding Is In The Eating

We're using it here to say there is no substitute for the FRANKLIN PRINTING CATALOG in figuring printing quotations. Try it yourself and see if you don't agree that there's much to gain - - nothing to lose.

Write Today for 60-day Free Trial

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



ONE OF KENTUCKY'S TRADITIONS

Giggin'



A croak, a splash and the lightning movement of the gig rounds out the life cycle of many a warbler of Kentucky's wading pools and marshes. Then heaping platters of frog legs reward the night hunters who sallied forth and came back triumphant—guardians of an old Kentucky tradition.

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

Like giggin', the enjoyment of beer is a tradition in the Bluegrass State. And when the heaping plates of frog leg are brought forth, the beverage of moderation is frequently the companion upon the groaning board.



Copyright 1951
KENTUCKY DIVISION, U. S. BREWERS FOUNDATION
1523 Heyburn Building • Louisville, Kentucky

Apprentice Lessons

Your Central Office has received requests from time to time for a series of loose-leaf lessons for apprentice printers which could be used by a publisher in the training of apprentices in his back shop. The Charles A. Bennett Co., 237 North Monroe Street, Peoria 3, Illinois, has an "Applied Course for Student Printers" consisting of 224 loose-leaf sheets in 94 lessons, punched for 6¾ x 9½ binder, for \$2.40. Other instruction material available includes a set of 51 elementary printing "job sheets" at \$1.04; "Elementary Platen Presswork" by Polk, 148 pages, \$2.24; and "The Practice of Printing" by Ralph W. Polk, 300 pages, 308 illustrations, \$2.75.

It will pay you to save much of the packing, such as tag, chip, or pressboard, that you cut to size and that you use under the top draw-sheet. Drill a hole in one corner of all of them and hang on a nail near press.

Someone has defined a philosopher as one who always knows what to do until it happens to him.

A well-informed man is usually one whose opinions always agree with yours and mine.

A comparative cost study, week by week, of revenue receipts and actual operating disbursements as compared with the same week a year ago will reveal new ways to control costs.

Too few editors make full use of their exchanges. Feature items or ideas can be gleaned as well as ideas on advertising promotion stunts. Eliminate useless exchanges from your lists.

A new "Book of Diamond Institutional Ads" has been announced by Metro Associated Services, Inc., 80 Madison Ave., New York.

Close skimming of the metal in the machine pot or re-melting pot removes the richest part of the mixture. Leave a small amount of dross on the machine pot after cleaning the plunger and thus hold down oxidation.

More machine troubles are caused by too much oil than by too little. Routine maintenance of this kind is no job for the devil.

It has been estimated that 75 per cent of all stitcher trouble is caused by dirt. A pan of gasoline and a paint brush will take care of most of your stitcher troubles. Keep the machine covered with a canvas when not in

The State-Journal, Frankfort, will switch from a morning to an afternoon newspaper beginning July 1, 1951, and will be published every day except Saturday with a morning paper on Sunday.

If you do a lot of envelope priting, take a large electrotype base, cut it into an "L," using it in place of several pieces of wood furniture on the lower side of the form.

A potato tied on the end of the ladle and left in the bottom of the metal pot makes a good metal cleanser. It agitates the metal and brings up the impurities. This method is recommended by the government printing office.

George A Joplin III, son of Somerset Commonwealth Editor George A. Joplin, Jr., and Mrs. Joplin, has been awarded a master of science edgree from the Graduate School

of Journalism, Columbia University. While working for the degree, Joplin served on the staff of the Middletown, N.Y. Times.

Another publisher-family man, Roscoe I. Downs of the Hancock Clarion, Hawesville, reports an "all family shop." Son Irvine manages the back shop, and Irvine, daughter Bernice Downs Wimmer, grandson Donn Wimmer, and Mr. Downs do all the work in both front and back shop — including lino-tying and sterotyping.

Are you getting your share of ABC advertising dollars?

You can use MORE PICTURES at LESS COST...



...with THE FAIRCHILD *SCAN-A-GRAVER

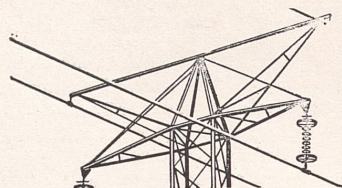
Now serving 400 newspapers in 40 states, the Fairchild Scan-a-graver—the machine that produces plastic halftone engravings in a few minutes—has proved its value beyond any doubt. Enthusiastic, picture-minded users all agree that the new process permits them to use *more pictures at less cost*. They rediscover daily that this means:

- MORE READER INTEREST—readers buy picture-packed newspapers.
- MORE SPACE SALES—advertisers buy illustrated space.
- MORE SERVICE—job-shop customers buy inexpensive cuts.

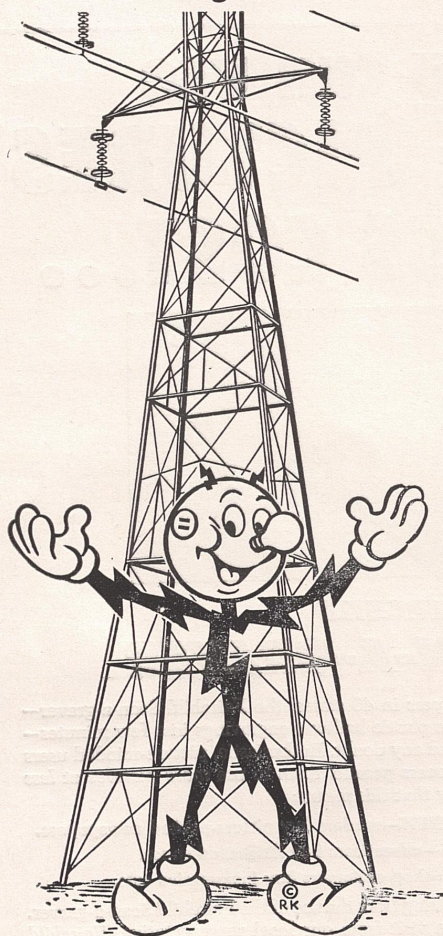
Join the hundreds now profiting from the use of the Fairchild Scan-a-graver. Write, and we'll arrange a visit from our local representative. *Fairchild Camera and Instrument Corp., 88-06 Van Wyck Blvd., Jamaica 1, N. Y.*

*Fairchild's machine that automatically produces plastic halftone engravings for direct printing or matting.





Reddy for **ANYTHING!**



It's hard to find romance in electricity. It's such a commonplace thing. Flick a switch and lights come on, or a motor starts humming, or a heating unit heats.

If you open a new store, build a new home, move into a new office, or start a new plant, you simply call the nearest KU office, and a couple of men come out and pretty soon one of them sticks his head in the door and says, "The juice is on." If the man says the juice is on, it's on.

Chances are that's the last time you think about your electricity until something happens to it. Then the lights won't burn, the refrigerator quits, the coffee won't perk, the hot water tap runs cold, you can't wash or iron, you can't toast bread, clean rugs, turn on the radio, milk, pump water, grind feed or tell what time it is. And down at the shop the presses won't turn, the metal pots get cold, and the Linotype is so much useless iron and brass.

About that time you realize that electricity is the biggest bargain in any family's budget. At least we hope you recognize how much it does for you — and how little it costs.

And when the juice comes back on again, you discover you're

Reddy For Anything!

KENTUCKY UTILITIES COMPANY
INCORPORATED

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