

The Kentucky Press

DECEMBER, 1949

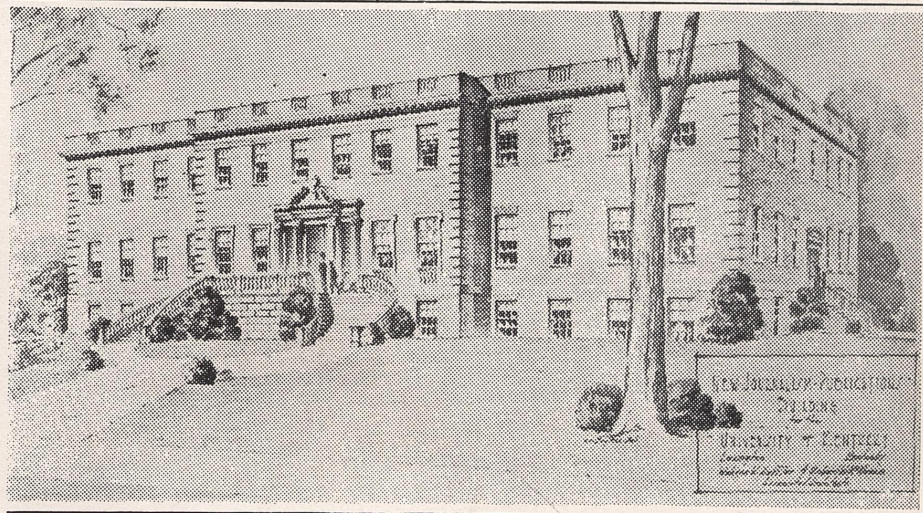
Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers

Proposed U. Of K. Journalism Building



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NUMBER TWO

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Official Publication Kentucky Press Association

Progressive Members Of The Kentucky Press Association

Weeklies

Adairville, Enterprise
 Albany, The New Era
 Auburn, The Auburn Times
 Augusta, The Bracken Chronicle
 Barbourville, Mountain Advocate
 Bardstown, The Kentucky Standard
 Bardwell, Carlisle County News
 Beattyville, Enterprise
 Beaver Dam, Ohio County Messenger
 Bedford, Trimble Democrat
 Benton, The Marshall Courier
 Benton, Tribune-Democrat
 Berea, The Citizen
 Brandenburg, Meade County Messenger
 Brooksville, Bracken County News
 Burkesville, Cumberland County News
 Burlington, Boone County Recorder
 Cadiz, The Cadiz Record
 Calhoun, MeLean County News
 Campbellsville, The News-Journal
 Campton, Wolfe County News
 Carlisle, Carlisle Mercury
 Carlisle, Nicholas Co. Star
 Carrollton, The News-Democrat
 Cave City, Cave City Progress
 Central City, The Messenger
 Central City, Times-Argus
 Clay, Tribune
 Clay City, Clay City Times
 Clinton, The Hickman County Gazette
 Cloverport, The Breckinridge News
 Columbia, Adair County News
 Corbin, Times
 Cumberland, Tri-City News
 Cynthiana, The Cynthiana Democrat
 Cynthiana, The Log Cabin
 Danville, Boyle Independent
 Dawson Springs, Progress
 Earlington, News
 Eddyville, Lyon County Herald
 Edmonton, Edmonton Herald-News
 Elizabethtown, Hardin County Enterprise
 Elizabethtown, News
 Elkton, Todd County Standard
 Falmouth, The Falmouth Outlook
 Flemingsburg, The Fleming Gazette
 Flemingsburg, Flemingsburg Times-Democrat
 Franklin, The Franklin Favorite
 Georgetown, Georgetown News
 Georgetown, Georgetown Times
 Glasgow, Glasgow Republican
 Glasgow, Glasgow Times
 Grayson, Journal-Enquirer
 Greensburg, Record Herald
 Greenup, News
 Greenville, Leader
 Hardinsburg, Breckinridge Banner
 Harrodsburg, Harrodsburg Herald
 Hartford, Ohio County News
 Hawesville, Hancock Clarion
 Hazard, Plaindealer
 Hazard, Union Messenger and News
 Hickman, Hickman Courier
 Hindman, Hindman News
 Hodgenville, Herald News
 Horse Cave, Hart County Herald
 Hyden, Thousandsticks
 Irvine, Estill Herald
 Irvine, Irvine Times
 Irvington, Herald
 Jackson, Jackson Times
 Jamestown, Russell County News

Jeffersontown, Jeffersonian
 La Grange, Oldham Era
 La Grange, La Grange Times
 Lancaster, Central Record
 Lawrenceburg, Anderson News
 Lebanon, Lebanon Enterprise
 Lebanon, Marion Falcon
 Leitchfield, Gezette
 Leitchfield, Grayson County News
 Liberty, News
 London, Sentinel-Echo
 Louisa, Big Sandy News
 McKee, Jackson County Sun
 Madisonville, Hopkins Co. Times
 Manchester, Manchester Enterprise
 Marion, Crittenden Press
 Middlesboro, Three States
 Monticello, Wayne County Outlook
 Morehead, Rowan County News
 Morganfield, Union County Advocate
 Morgantown, Republican
 Mt. Olivet, Tribune-Democrat
 Mt. Sterling, Advocate
 Mt. Sterling, Sentinel-Democrat
 Mt. Vernon, Signal
 Munfordville, Hart County News
 Murray, Murray Democrat
 Neon, News
 New Castle, Henry County Local
 Nicholasville, Jessamine Journal
 Nicholasville, Nicholasville News
 Olive Hill, Carter County Herald
 Owenton, News-Herald
 Owingsville, Bath County Outlook
 Paducah, Paducah Press
 Paintsville, Paintsville Herald
 Paris, Kentuckian Citizen
 Pikeville, Pike County News
 Pineville, Pineville Sun
 Prestonsburg, Floyd County Times
 Princeton, Princeton Leader
 Princeton, Caldwell County Times
 Providence, Journal-Enterprise
 Richmond, Madison County Post
 Russell, Russell Times
 Russellville, News-Democrat
 St. Matthews, Sun
 Salyersville, Salyersville Independent
 Sandy Hook, Elliott County News
 Scottsville, Allen County News
 Scottsville, Citizen Times
 Sebree, Sebree Banner
 Shelbyville, Shelby News
 Shelbyville, Shelby Sentinel
 Shepherdsville, Pioneer News
 Shively, Kentucky Gazette
 Smithland, Livingston Leader
 Somerset, Commonwealth
 Somerset, Somerset Journal
 Springfield, Springfield Sun
 Stanford, Interior Journal
 Stearns, McCreary County Record
 Sturgis, Sturgis News
 Taylorsville, Spencer Magnet
 Tompkinsville, Tompkinsville News
 Vanceburg, Lewis County Herald
 Versailles, Woodford Sun
 Walton, Walton Advertiser
 Warsaw, Gallatin County News
 West Liberty, Licking Valley Courier
 Whitesburg, Mountain Eagle
 Wickliffe, Advance-Yeoman
 Williamsburg, Whitley Republican

Williamstown, Grant County News

Dailies

Covington, Kentucky Post
 Covington, Enquirer
 Covington, Times Star
 Lexington, Herald-Leader
 Louisville, Courier Journal & Times
 Ashland, Independent
 Bowling Green, Park City News
 Bowling Green, Times Journal
 Corbin, Tribune
 Danville, Advocate-Messenger
 Frankfort, State Journal
 Fulton, Leader
 Harlan, Enterprise
 Hazard, Herald
 Hazard, Times
 Henderson, Journal-Gleaner
 Hopkinsville, Kentucky New Era
 Madisonville, Messenger
 Mayfield, Messenger
 Maysville, Independent
 Maysville, Public Ledger
 Middlesboro, News
 Murray, Ledger & Times
 Owensboro, Messenger-Inquirer
 Paducah, Sun-Democrat
 Paris, Enterprise
 Richmond, Register
 Winchester, Sun

Collegiate Section

Kentucky Kernel, University of Kentucky, Lexington
 College Heights Herald, Western Teachers College, Bowling Green
 College News, Murray State College, Murray
 Trail Blazer, Morehead State Teachers College, Morehead
 Alumni News, University of Kentucky, Lexington
 The Progress, Eastern State Teachers College, Richmond
 The Stub, Nazareth College, Louisville
 Orange And Black, Union College, Barbourville

Farm Papers

Kentucky Farmers Home Journal, Louisville
 Farm Bureau News, St. Matthews

Associate Members

Louisville Automobile Club
 Louisville Paper Company
 Miller Paper Company, Louisville
 Davis Advertising Agency, Louisville
 Mergenthaler Linotype Company, Louisville
 Bush-Krebs Company, Louisville
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 Breeders Gazette, Louisville
 Southern Bell Telephone & Telegraph, Louisville
 Station WLW, Cincinnati
 Imperial Type Metal, Cincinnati
 Western Newspaper Union, Cincinnati
 Central Press Clipping Service, Indianapolis
 Kentucky Pharmacist, Frankfort
 Kentucky Jaycee, Louisville
 War Cry, Salvation Army, Atlanta, Ga.
 Highway Herald, Frankfort
 In Kentucky Magazine, Frankfort
 Addressograph-Multigraph Agency, Louisville
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 Kentucky Chamber of Commerce, Louisville
 Highway Traffic Magazine, Louisville

Sustaining Members

U. S. Brewers Foundation, Louisville
 Highway Traffic Magazine, Louisville

Eighty-First KPA Mid-Winter Program Will Stress Newspaper Management

With nearly all the final arrangements being completed at the joint meeting of the program committee and the KPA executive committee at the Brown Hotel, Friday, December 23, plans for the Eighty-first annual mid-winter meeting are announced for your information and participation.

The time: January 26-28, 1950.

The place: Brown Hotel, Louisville. All meetings to be held in the South Room, mezzanine floor.

The program:

Thursday, January 26

Official opening will occur at the Committee for Kentucky banquet, Henry Clay Hotel, 6:30 p.m., President James M. Willis, Brandenburg Messenger, will preside at the banquet; Thomas R. Underwood, Lexington Herald, past president of KPA, now U. S. Congressman from the Sixth District, will be toastmaster in his own unanimous happy manner.

While our 1950 program opens officially with the banquet, it is hoped that many of our editors, and their families, will be able to attend the morning and afternoon sessions of the "Inventory Conference" of the Committee for Kentucky. The Conference program will be found in another column.

Following the banquet, the annual KPA opening reception will be held in the South Room, Brown Hotel, at ten o'clock, with the traditional dutch lunch.

Friday, January 27

In planning the 1950 program, the committee has kept the wishes of our members in scheduling three full sessions of topics and roundtables on business and management problems of newspaper production.

The day's program opens with registration at 7:45 a.m. in the South Room; the traditional breakfast will start at 8:30 o'clock, with the Call to Order by President James M. Willis at 9:30 o'clock.

Msgr. Felix N. Pitt, Louisville Diocese, will offer the invocation, followed by the address of welcome. Vice-President Joe La Gore, Paducah Sun-Democrat, will make the response for the Association.

Dr. K. P. Vinsel, executive vice-president of the reorganized Louisville Chamber of Commerce, will outline its plan for participation in the progress of the whole state.

Joe T. Terry, CPA, tax expert and consultant for Wolf and Company, Chicago, and consultant for our Association, will speak on tax and business problems of newspaper publishing; topic: "Office Management." The advantages of Audit Bu-

reau of Circulation membership to our newspapers, both daily and weekly, will be outlined by Vice-President Carl Gazley, or his representative.

Speaking first on national legislation, William L. Daley, National Editorial Association's Washington representative, will then analyze second class postal regulations governing community newspapers, especially "free-in-the-county" phases. A competent estimator will demonstrate the use of the Franklin printing catalog.

Following the formal morning addresses, members will be urged to ask specific questions of the speakers on their own problems in the open discussion period to follow.

At 12:30 a luncheon will be held with Frank Starzel, recently elected managing editor of the Associated Press, as the speaker. Following his address, the daily representatives of the Associated Press will hold their annual meeting in the Louis XVI room, while the community newspaper publishers will listen to interesting roundtable forums: Topic 1, "Circulation"—Mack Sisk, Dawson Springs Progress, leader; Topic 2, "Advertising — Alfred S. Wathen, Kentucky Standard, Bardstown, leader; and Topic 3, "Mechanical Production"—J. Earle Bell, Union County Advocate, leader.

The Lexington Herald-Leader and the Louisville Courier Journal-Times will be hosts for a cocktail hour on the roof garden at 5:30.

The traditional banquet will be held at 7:00 o'clock in the ball room with the Brown hotel and the Louisville Chamber of Commerce as joint hosts. The KPA award for "Kentucky's Outstanding Citizen" for 1949 will be announced at the banquet. Following, the Louisville Courier Journal-Times will be hosts for a lively floor show with dancing to follow until the wee hours.

Saturday, January 28

The day's activities will open with the breakfast at 8:30 o'clock, after which the call to order will be made by Mr. Willis. The president's annual report to the membership will be made, followed by the annual report of the secretary-manager. A short general discussion will follow.

Orrin R. Taylor, Archbold, Ohio, past president and chairman of the board, National Editorial Association, will outline plans for the future activities of NEA in building the community newspapers of the nation. National problems, such as legislation, will be discussed.

An interesting playlet on selling adver-

tising and good public relations will be presented by the Courier-Journal Players, under personal direction of Douglas Cornette. An address by a prominent Kentuckian is still pending, following his acceptance.

Reports of the standing and convention committees will be heard followed by "new business" matters that should be brought up, and the annual election of officers for 1950.

The convention will be closed with a luncheon at 1:00 o'clock. The convention fee of \$12.00 per person, to include the cost of all meals during the convention, was set by the executive-program committee. KPA members will be asked to make advance registrations for KPA and hotel information and guidance and are urgently requested to forward these, and reservations for the Committee for Kentucky banquet, at their very earliest convenience. And don't forget to make your hotel reservations early.

Miss Mildred Babbage Dies In Boston Hospital

The entire membership of the Association mourns the death of Miss Mildred Ditto Babbage, 56 years old, publisher for many years of the Breckinridge News, Cloverport. Miss Babbage died December 15 at the Baker Memorial Massachusetts General Hospital, where she had been under treatment.

She was flown to Boston two weeks ago in an ambulance plane after she became ill at her home.

Daughter of the late John D. Babbage, founder and editor of the newspaper, Miss Babbage had been a member of the News staff for 25 years. She became the owner when her father died 15 years ago.

An active member of the Kentucky Press Association, she was also a member of the National Editorial Association, and the National Federation of Press Women. She was a director of the Breckinridge County Memorial Hospital at Hardinsburg.

Surviving are two nephews, W. G. Polk, LaFolle, Tenn., and John D. Babbage, III, Riverside, Cal., and a niece, Mrs. E. L. Weeks, Winchester.

James Polk, grand-nephew of Miss Babbage, will continue as editor-publisher of the News.

Betty Jo Asher of Letcher won a new portable typewriter offered by the Whitesburg Mountain Eagle for the best community reporting for the past six months. Mr. and Mrs. W. P. Nolan are publishers of the Mountain Eagle.

Construction To Start Soon On New Building For U. Of K. Journalism Dept.

A bid for the construction of the University of Kentucky's long dreamed of journalism-publications building has been approved by the U.K. Board of Trustees. The low base bid of \$442,165 was submitted by the Hargett Construction Company of Lexington. It is expected that construction will begin in the spring and that approximately one year will be required for its completion.

Barring, therefore, any unforeseen developments, the Department of Journalism, long a nomad among University departments, within the next year and a half will have a permanent home of its own. Since its establishment in 1914, the Department has at various times been housed in the Administration building, Miller Hall and McVey Hall. Along with the Kentucky Press Association's central office, it is presently located in a temporary structure on Euclid Avenue.

In addition to the Department of Journalism, the new three story, red brick building will house the printing plant of the student newspaper—The Kentucky Kernel, all publication offices, and the K.P.A. office. It will be located just north of McVey Hall and will face Pence Hall. The structure will have a frontage of 142 feet and a depth of 72 feet.

On the first floor, in reality a semi-base-ment, will be the Kernel plant and business office. Ample space is provided not only for storage but also for future expansion of the plant.

On the second, or main, floor will be the departmental office, individual offices for faculty and staff members, the Kernel newsroom, an editing laboratory, the K.P.A. office, a typing room, and a radio journalism laboratory complete with studio and control room. For the convenience of students preparing class assignments, a reading room containing reference books, newspaper and magazine files will be located adjacent to the typing room.

On the third floor will be classrooms, photo-engraving laboratory, photographic laboratory, darkrooms, offices of the student yearbook—The Kentuckian, advertising and typography laboratories, and additional office space.

Half the cost of the building's construction will be paid from accumulated profits of the Kernel and the remainder will be financed through the sale of revenue bonds to be retired by future profits of the student newspaper.

Established in 1914 by the late Prof.

Enoch Grehan, the U.K. Department of Journalism was one of the nation's pioneers in the field of journalistic instruction. It was fully accredited by the American Association of Schools and Departments of Journalism in 1931 and remains one of the few journalism departments in the South recognized by the Association.

Though now approaching its 36th birthday, the U.K. department has had but two heads. Prof. Grehan, its founder, headed the department from 1914 until his death in 1937. Niel Plummer, then an assistant professor, was named acting head, and upon completion of his doctorate degree in 1939 was appointed head of the department.

Dr. Plummer, a native of Ohio County, holds degrees from the Universities of Kentucky and Wisconsin. He has worked for the Lexington Herald, the Louisville Herald-Post and International News Service.

Other members of the departmental staff include Professors Victor R. Portmann, Marguerite McLaughlin, William M. Moore, J. A. McCauley, and Bush Brooke.

Ted McDowell, 47 years old, editor of the Post-Herald, Beckley, West Virginia, died December 26 of a heart attack in a Charleston hotel.

Ted was one of the early graduates of the Department of Journalism of the University of Kentucky, graduating in 1926. Following his graduation, he was employed on the Lexington Herald, and later became editor of the Harlan Daily Enterprise. He also worked on the Courier Journal before going to Beckley.

During the war, he was in charge of public relations at Fort Knox and attended many of our KPA meetings. He was a native of Suterville, Kentucky.

The Press regrets to note this passing of one of our prominent Kentucky journalists.

Frank Bell, editor of the Bedford Democrat, offered a prize of \$10 to the Trimble county home having the most attractive outside Christmas decoration.

M. H. Holliday Jr., publisher of the Jackson Times and the Stanton Herald, has appointed Elbert Williams as editor of the latter weekly. Williams has been on the staff of the Hazard Herald as advertising manager and managing editor.

Fire Destroys Plant Of Marion Falcon

Fire originating from an undetermined source near a type-setting machine about 5:30 o'clock, December 12, swept through the second floor of the newspaper plant of The Marion Falcon on Main Street, Lebanon, and two hours later had gutted the upper story of the building and virtually destroyed some \$12,000 to \$15,000 worth of printing equipment.

Water which poured through the ceiling soaked the first floor office and an adjoining room containing the company's large newspaper press and an automatic job press. Both of the latter will undoubtedly require disassembling and rebuilding before they can be used.

The fire occurred less than a half hour after the staff of The Falcon had left the plant around 5:10 o'clock, and was discovered by someone on the street outside who notices smoke issuing from the frame of a window and saw a small glow through the pane. At the time, the blaze was concentrated near one of the two Linotype machines. Within a few minutes, however, it had spread northward through the quarters, probably fed by newspaper files which were in a wooden rack approximately eight feet from the machine.

The blaze swept through all three of the rooms on the second floor. Destroyed or practically wrecked were two Linotypes, one of which was installed less than a month ago; three job presses, paper cutter, caster, saw and router, four make-up stones, mailing apparatus, filing cabinets, type cabinets, a quantity of paper stock and some office furniture, along with numerous other smaller items of printing equipment and completed job work ready for delivery.

Paul Owens, editor of the paper, said that its mailing list was saved and that the type in four or five cabinets can probably be salvaged. Such machinery as was not severely damaged by the intense heat may be able to be rebuilt.

A handsome precision-adjusted Kluge automatic press, which was purchased about two years ago and was located in a downstairs press room, will almost certainly have to be completely reconditioned, as will the large cylinder newspaper press in the same quarters.

Mr. Owens said that the firm's records, in the downstairs office, came through the fire intact. But office furnishings—desks, chairs, wooden cabinets, typewriters, book-cases and the like—were badly damaged by the water, which cascaded through from above.

Who Made A & P Big?



America is a big country.

It is full of big cities, big factories and big newspapers and big businesses.

How did all these things become big? Not by accident, you can be sure.

In the final analysis, city and factory and newspaper and food store alike all became big because they served the public interest.

In the case of A & P, we became big because we offered a lot of different people something that they wanted.

Our customers came to us voluntarily because we gave them good food at low prices.

Farmers and food manufacturers voluntarily sought our business because we gave them a good outlet for their products.

Young men and women voluntarily came to us looking for jobs because they knew that we offered good wages, hours, working conditions, opportunity for advancement and security.

These are the people who through the past 90 years, made A & P grow from one small store in New York City to thousands of stores strung along America's Main Street.

We are big because these millions of Americans liked what we had to offer and made us big.



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 21, Number 2

Kentucky Press Association

James M. Willis, *President*
Messenger, Brandenburg

Joe La Gore, *Vice President*
Sun-Democrat, Paducah

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

District Executive Committee

Chairman, Douglas Cornette, *Courier-Journal*, Louisville (*Third*); *First*, Frank Evens, *Messenger*, Mayfield; *Second*, John B. Gaines, *Park City News*, Bowling Green; *Fourth*, Albert S. Wathen Sr., *Standard*, Bardstown; *Fifth*, Charles E. Adams, *Gallatin County News*, Warsaw; *Sixth*, Enos Swain, *Advocate-Messenger*, Danville; *Seventh*, Thomas Holland, *Pike County News*, Pikeville; *Eighth*, J. W. Hedden, *Advocate-Sentinel*, Mt. Sterling; *Ninth*, Martin Dyche, *Sentinel-Echo*, London; *State-at-Large*, William Caywood, *Sun*, Winchester; *State-at-Large*, Bennett Roach, *Shelby News*, Shelbyville; *Immediate Past President*, Fred B. Wachs, *Herald-Leader*, Lexington.



Wolf and Company, KPA consultants, has advised the Central Office that the question of pensions and profit sharing trusts for employees is becoming one of great importance to all employers. Any employer who adopts a pension plan should make certain that the provisions of the plan are such as will give the employer the greatest benefit taxwise.

The consultants have prepared a summary of the requirements set forth in the Internal Revenue Code, the Regulations, and supplemental rulings, in order that the contributions by the employer may be deductible. We think this might be of interest to you, so publish for your information and guidance.

Following is a brief outline of the provisions that must be adhered to when formulating a Pension Plan, so as to qualify the contributions to the plan by an employer as deductible costs when computing its taxable income. This outline is not to be accepted as a complete formulae. It contains excerpts of only the important and outstanding provisions of the I. T. Code

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.

and income tax regulations.

Following the tabulation of provisions, are included a number of the most important and outstanding court decisions and Treasury Department rulings in respect to employees' trusts.

Exemption from Tax

Pensions and profit sharing plans of an employer for the exclusive benefit of his employees are tax exempt under Section 165 where:

1. Contributions are made to trust by employer, employee, or both, for distribution to such employees or their beneficiaries, under the plan.
2. No part of corpus or income is to be used for, or diverted to, purposes other than for the exclusive benefit of employees or their beneficiaries.
3. Plan benefits:
 - (a) 70% or more of all the employees, or 80% or more of all employees who are eligible to benefit under the plan, if 70% or more of all employees are eligible under the plan, excluding in each case:
 - (1) Employees not employed for minimum period prescribed by plan.
 - (2) Employees whose customary employment is for not more than 20 hours in one week.
 - (3) Employees whose customary employment is for not more than five months in any calendar year.
 - (4) Minimum period must not exceed five years.
 - (b) Such employees as qualify under a classification set up by employer and found by the Commissioner of Internal Revenue not to be discriminatory.
4. Contributions or benefits provided under plan must not discriminate in favor of employees who are officers, shareholders, persons whose principal duties consist of supervising the work

of other employees, or highly compensated employees.

5. Classification shall not be considered discriminatory because —
 - (a) Employees whose compensation is all subject to social security taxes are excluded.
 - (b) Limited to salaried or clerical employees.
 - (c) Contributions or benefits are based on total compensation or basic or regular rate of compensation.
 - (d) Contributions or benefits based on compensation not subject to social security taxes differ from contributions or benefits based on compensation that is subject to social security tax.
 - (e) Contributions or benefits differ because of retirement benefits created under State or Federal law.

Taxability of Beneficiary

Amount actually distributed or made available to any employee or beneficiary is taxable to him as an annuity in year distributed or made available except that if total amount is distributed to employee or beneficiary in one taxable year, the amount received in excess of the amount contributed by employee is taxable as a long-term capital gain.

Beneficiary of Non-Exempt Trust

Contributions made by employer to a trust not exempt under Section 165 must be included in gross income of employee in year contribution is made to the trust if employee's beneficial interest in contribution is nonforfeitable when contribution is made.

Proof of Exemption

Every trust claiming exemption must prove its right thereto by filing with the Commissioner of Internal Revenue:

1. An affidavit showing its character, purpose, activities, source and disposition of corpus and income, and every fact which might affect its status for exemption.
2. Verified copies of trust instrument and

(Please Turn To Page Seven)

KPA Membership Invited To Attend Committee For Kentucky's Conference

The final objective of the Committee for Kentucky, as formally outlined in its projected last report, "A Blueprint For A Greater Kentucky," is to take stock of results as evidenced by the awakened consciousness of our communities in trying to help themselves—an objective for which the Committee strived these many years.

On its formation, the Committee adopted the slogan, "Wake Up, Kentucky!", and far-reaching results soon justified the change of slogan to "Kentucky On The March!". And Kentucky did march on! The experiment—the Committee was an experiment in human relations and reactions—awakened civic consciousness in our towns and counties as was evidenced by the establishment of local committees. Other states, and foreign nations, watched this human experiment and asked for reports and plans so that they, too, could try and test.

It was evident that towns and counties needed help so the Committee established the Community Caravan under direction of James Armstrong, who, with the able assistance of Maurice Bement, executive secretary, his mechanical-genius son Bill, his feature-writer wife "Skeets," Francelle, spent weeks in various sections of our state, aiding wide-awake citizens there to analyze their community shortcomings, their needs, and their solutions.

The Committee aided in the establishment of the Bureau of Community Service, University of Kentucky, which aids and correlates this community throughout the state. This University Bureau will carry on the project after the Committee, by self-vote, disbands itself March 1.

So near the end of the road, with its most important objectives established, far more reaching than the optimistic members of the Committee had dared to visualize, the Committee will take stock of accomplishments in its "Inventory Conference of Kentucky's Communities" at an all-day meeting at the Henry Clay hotel, Louisville, on January 26. Leader-citizens, which should include all members of the KPA from over the state will be in attendance. Special invitations are being sent to all KPA members to attend the Conference and we will be guests of the Committee at the evening banquet, which program officially opens our mid-winter convention.

President James M. Willis will preside at the banquet and our own Thomas R. Underwood will be toastmaster. It is hoped that every Kentucky editor, and wife, can attend the all-day session, but if "press-day"

problems hinder early attendance, at least you should make every effort to attend the banquet and evening session. Because every editor is interested in community development, in building his own community, this "Inventory Conference" should be of invaluable aid to him in augmenting editorial policies and public relations approach. Send in your reservations to the Conference early!

This is the program of the Conference. It is full of interesting and instructive topics, covering all phases of community development. Its purpose is two-fold: To take inventory of the accomplishments of our local communities; and To take inventory of the services offered to our local communities.

I. Why an Inventory Conference of Kentucky's Communities? Because it has become the deep conviction of many people that the hope of democracy lies in the local community; that the battle for democracy will be won or lost in the local communities; and that as our local communities are strong, so will our America be strong.

Because we believe that it is of the utmost importance that the people of any community understand the total problems and opportunities of their community; that more and more problems must be attacked and solved in the local community, rather than at some distant headquarters in the state or in the Nation; that the local community is the training ground for the leaders of America; and that there is a definite need for a better understanding between our communities and our State.

Finally, because we are convinced that if all the groups in every American community can get together to discuss, work, and plan to solve their local problems, our democracy will become so strong that it will not only be able to meet every challenge but it will actually grow stronger with each challenge.

II. What Are the Objectives of the Conference? To stimulate citizen interest in building better communities by

1. Hearing of outstanding achievements in some of the communities of Kentucky.
2. Learning about the resources and facilities available to our communities to help them with over-all community programs for improvement.
3. Promoting a better understanding of the nature of the community and of community development.
4. Providing an opportunity for mutual exchange of ideas and methods among community and State leaders.
5. Lessening the gap between the com-

munity and the State through mutual understanding of each others problems.

Morning Session, 9:30 o'clock

Presiding, President Harry W. Schacter, Committee for Kentucky.

The following Kentucky leaders will outline their Agencies' resources and services available to the local communities:

Dr. Irwin T. Sanders, Head, Department of Sociology, University of Kentucky.

Hon. Harry Walters, Commissioner of Agriculture.

Hon. Boswell B. Hodgkin, State Superintendent of Public Instruction.

Hon. Vego E. Barnes, Commissioner, Department of Economic Security.

Dr. A. M. Lyon, Commissioner of Welfare.

Hon. Henry C. Ward, Commissioner of Conservation.

Hon. E. C. Willis, Commissioner of Industrial Relations.

Hon. John A. Keck, Commissioner of Highways.

Dr. Bruce Underwood, State Health Commissioner.

George W. Hubley, Jr., Executive Director, Agricultural and Industrial Development Board.

Hon. H. Clyde Reeves, Commissioner of Revenue.

Afternoon Session

Maurice D. Bement, Executive Director for the Committee, will preside at this afternoon meeting in which experts will lead a discussion on organization for local community action. At the close of the formal program, the meeting will be opened for general discussion.

John E. Reeves, University of Kentucky, "Citizens Organized For Clean Elections And Good Government."

Mrs. Selby Carr, Richmond, "Women Promote A Program For Better Health Education."

Allan N. Schneider, Louisville, "A Twentieth Century Approach To Library Service For A Community."

Rev. John C. Chenault, Mt. Sterling, "An Entire Community Joins Forces For A Community Recreation Program."

Mrs. Ora K. Glass, Henderson, "Henderson County Negroes Plan For Their Own Health and Welfare."

Clarence W. Mitchell, Murray, "An Entire County Tackles An Important Agricultural Program Together."

James W. Armstrong, Director of Community Research for the Committee, will preside at a forum on community development. Participating members of this forum will be:

John N. Givens, University of Kentucky, field director for Bureau for Community Service.

Collus Johnson, Educational Co-ordinator, Murray State Teachers College.
 George W. Hubley Jr. AID.
 Ralph J. Ramsey, University of Kentucky, Field Agent in Rural Sociology.

Evening Session

The theme for the evening program will be "The Community—The Heart Of Democracy," which will be followed by the five prominent Kentucky speakers. Their topics are:

1. "The Ten Goals of Every Community," James W. Armstrong, Director of Community Service, Committee for Kentucky.
2. "The Community As The Heart of Democracy," Eldon C. Dummit, former Attorney General, Commonwealth of Kentucky.
3. "The Spiritual Dividends From Community Effort," the Reverend Ted Hightower, pastor, St. Paul's Methodist Church, Louisville.
4. "The Future Of Kentucky's Communities," J. Lyter Donaldson, former State Highway Commissioner.
5. "The Battle for Democracy Will Be Won In The Local Community," Harry W. Schacter.

The Press hopes that every Kentucky publisher can attend all sessions of this important Conference. It surely will be inspirational in its content, and should furnish the publisher sufficient editorial material to last for many years.

Robert Shanklin, native of Todd County and recent graduate of Murray State College, has been named editor-manager of the Todd County Standard, Elkton. Shanklin replaced Robert McGaughey, who resigned August 4. McGaughey, whose home is at Hopkinsville, Ky., came to the paper as editor-manager January 1, 1948.

Total expenditures for national advertising in newspapers during 1948 reached an all-time high of \$389,267,000 according to the Bureau of Advertising. Represented in the Bureau's study are 1,102 advertisers and 2,536 individual products or services. The figures are based on actual lineage reports from 908 daily (including Sunday) newspapers published in 664 cities of 10,000 population and over.

According to a Swift & Co. study made among shoppers at food stores in 17 cities, it was found that 70% of the housewives read food newspaper ads. However, readership of ads varies greatly, depending on features of the ads. The types of ads preferred are, (1) Ads listing fewer specials; (2) Ads containing menus, planning suggestions, illustrations, larger type and more eye appeal.

New Fast Engraving Service

Now Available To Kentucky Papers And Printers

**Zinc
Copper
Halftones
Etchings**

Our newly opened photo-engraving plant is one of the most modern in the United States. Newest type, high speed cameras and machinery guarantee you high quality reproductions, fast delivery, perfectly machined and finished cuts. Very reasonable price scale. Give us a chance today to prove our ability to serve you and your paper.

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Hour
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Copy Received by 8 A.M. Shipped
Same Afternoon



THE KENTUCKY ENGRAVING CO.
 428 WEST SHORT ST. LEXINGTON, KY.

new machine precision

FREE
 with genuine
LINOTYPE
 supplies and parts



When you replace parts or overhaul your Linotype with genuine Linotype renewal parts, you receive without extra cost the precision and skill that goes into every new Blue Streak Linotype. Repairs are made with the least possible effort and expenditure of time because all parts are made to original factory specifications.

There is no substitute for the quality of genuine Linotype renewal parts. Check with your Linotype representative for a suggested list of parts which should be kept on hand for making emergency repairs in your shop.

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

LINOTYPE Leadership through Research

Linotype Caledonia, Gothic No. 20 and Spartan Family

Continued From Page Four

employer's plan, showing all amendments.

Deduction Of Contributions

Contributions to employees' pension trusts and profit sharing funds are allowable as deductions in determining taxable net income only under Section 23 (p):

Pension Trusts:

- (a) If trust is exempt under Section 165 of the Internal Revenue Code.
- (b) In taxable year when paid, except that payments made within 60 days after the close of company's taxable year are allowable as deductions in such taxable year.
- (c) Amount must not exceed 5% of compensation paid or accrued during taxable year to all employees under plan; plus

10% of amount required to fund purchase of pension credits for past services.

Profit-sharing Funds:

- (a) If plan is exempt under Section 165 of the Internal Revenue Code.
- (b) In taxable year when paid, except that payments made within 60 days after the close of company's taxable year are allowable as deductions in such taxable year.
- (c) Amount must not exceed 15% of compensation paid or accrued during year to all employees under plan.

Amount paid as contribution in any taxable year in excess of amount allowable as a deduction in such year shall be taken into account in determining the amount deductible in succeeding taxable years in the order of time to the extent of the amount paid and the amount allowable as a deduction in such year.

Contributions made under an employees' pension or profit sharing plan are allowable as deductions only under Section 23 (p)(1) of the Internal Revenue Code if the plan has been approved by the Commissioner of Internal Revenue. If the contribution is not allowable as a deduction under Section 23(p)(1), it is not allowable as a deduction as compensation under Section 23 (a) unless the contribution in respect to each employee is nonforfeitable.

Wolf and Company, KPA consultants, forwarded the following reminder for our readers—the same is published for your information and guidance.

Federal Social Security Tax rates, on wages paid on and after January 1, 1950, are automatically increased to 1½ percent for employers, and 1½ percent for employees, or a total of 3 percent.

Wage and Hour Law Amendments providing among other items, for a change in

the minimum wage rate from 40 cents to 75 cents an hour, and for broader newspaper exemption, are effective January 25, 1950. New regulations including important changes in executive, administrative, and professional exemptions will be issued December 24, 1949, effective January 25, 1950.

Combined reporting of withholding tax and Social Security tax will be effective after January, 1950. If the aggregate of the two taxes each month is \$100.00, the employer must deposit the fund in a depository bank, using report form 450 (Federal Depository Receipt), by the 15th of the following month.

On or before the last day of the month following the last month of the quarter, the employer files a quarterly report on Form 941 (Employer's Quarterly Federal Tax Return).

The money for the third month of each quarter may either be deposited or paid to the Collector of Internal Revenue with the quarterly report.

Leafing through the annual report of the Advertising Council, we are reminded of the high caliber of services rendered by that organization. Support of such projects as better schools, forest fire prevention, safety and accident prevention, Community Chest and Red Cross, to name a few, has been consistently increasing due to a growing interest in this work.

Now beginning its eighth year of existence, the Advertising Council is a private non profit, nonpartisan organization supported and operated by advertisers, advertising agencies and various publications for the purpose of utilizing advertising in the solution of national problems. It is classified as an educational institution by the Department of Internal Revenue. Last year 123 requests for help were received from private organizations and departments of government. Of this number, 66 were rejected and 57 were given some degree of help.

Before the Council approves aid to a given project, it requires (1) that the project can be successfully implemented through advertising, (2) that it is in the interest of the people as a whole, (3) that it is timely, and (4) that it is non-commercial, nonpartisan, and not designed to influence legislation.

Projects undertaken by the Council have been brought daily to the attention of all of us through the pages of newspapers and magazines, on car cards in street cars, trains and buses, on outdoor billboards, on the radio-television, and through Sunday supplements and business papers. Even comic books have been utilized in the effort to get messages across to as many people as possible. Who cannot recall many an arresting

picture they have seen this past year, urging them to buy government bonds, to drive safely, to aid in the recruitment of nurses, or simply to be proud of the American way of life.

With so much emphasis these days on the rotten spots in our political and economic life, it is refreshing to know of at least one group that is co-operating fully in the support of the public welfare. Operating on the principle that "What helps people helps business," the Advertising Council can be justifiably pleased with its accomplishments. The magazine is proud to have had the opportunity to participate in this work. . . . The Paper Industry and Paper World.

Every newspaper in America—12,000 in total number—will be included in the campaign against socialized medicine conducted by the American Medical Association, with every paper included in next year's advertising schedule of the AMA. These plans were announced at the National Editorial Association's Annual Fall Meeting last week by Clem Whitaker, Public Relations Director of AMA. The exact size or number of ads to be placed has not been determined.

Total gross billing October covering September insertions of advertising sold and cleared through NAS offices \$486,797.12 Total billing for calendar year \$1,502,571.84. Total number of accounts handled on the above billings was 75. The largest amount handled was Ford Dealers with a net billing of \$110,320. The next highest was Railroad Inter-Regional with a net billing of \$73,162.13. Increase year to date over same period 1948—\$69,549.20.

Department Store Economist warns its readers, "Advertising expense cutting can be disastrous. We are glad to spend more dollars when they bring in extra volume that adds a little to the profit reservoir . . . we find this the cheapest way and the most pro-

Mark Warren, until recently state public information officer for the South Carolina National Guard, has joined the staff of Albert (Happy) Chandler's Woodford Sun. A graduate of Ohio Northern university, he began his newspapering career in Ohio, where he served on the staffs of the Findlay Republican-Courier, Fremont Messenger, and Ada Herald. For a number of years after that he served first on the staff of the Columbia (S.C.) Record and then the State, also at Columbia. He joined the South Carolina national guard as public information officer after service in World War II.

ONE OF KENTUCKY'S TRADITIONS

Gathering Christmas Greenery



Long before the Christmas Tree itself was a 'must' in a Kentucky Christmas, holly, hemlock, cedar and simillax were gathered at Christmas time to festoon the home. And of course, a bit of mistletoe was always mixed in. To this day Kentuckians gather Christmas Greenery as a festive Kentucky tradition.

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

Like Christmas Greenery, BEER BELONGS in Kentucky. And sharing the cheery center of attraction in the Kentucky holiday season, you'll find beer, the beverage of moderation.

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

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

Central Press Clipping Service

309 North Illinois St.
Indianapolis, Indiana

Patronize Press Advertisers.

Binding News Files

Is Our Specialty
Write for Information

O. J. Forman Company
Monmouth, Illinois

"A recession is a period in which you tighten your belt. In a depression you have no belt to tighten. And when you have no pants left to hold up, it's a panic."—Stephen Leacock.

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.

especially for you

a guide for valuing your job printing . . . one that gives you correct valuations without endless figuring. Make 1950 a profitable year for your job printing department.

WRITE TODAY FOR FREE TRIAL
PORTE PUBLISHING COMPANY
P. O. BOX 143 SALT LAKE CITY 5, UTAH



Don't Sell Advertising Spaces To Promoters

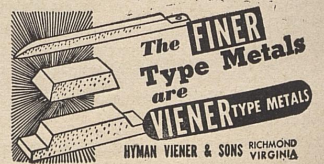
Many newspapers have adopted a very sound business policy of not selling advertising "wholesale" to any one on the basis that only the regular salesman for the newspaper should ever approach an advertiser. We know of some newspapers which have refused to sell a page of space to the director of a home-town talent play because she wanted to "re-sell" the space to a number of advertisers at rates many times higher than what she would pay the newspaper.

Along this same line is a deal reported to us by the Redmond Spokesman. Two men, Harry Sellers and Ken Lee, representing themselves to be the Oregon Business Men's Association, called at the Spokesman office. They had a copy of the Longview Daily News in which was published a "News Review," about 2 cols. x 12 ins. in size, which included blurbs about several businesses and businessmen. The ad was labeled, "Sponsored by the Washington Business Men's Association." The size of each advertiser's space was about 1 col. x 4 in. and they said the charge was \$7.00 each. The Spokesman and several other central Oregon newspapers refused to sell space to the promoters. When asked by ONPA, the Portland Better Business Bureau said they have never heard of either the Oregon or Multnomah Business Men's Association.

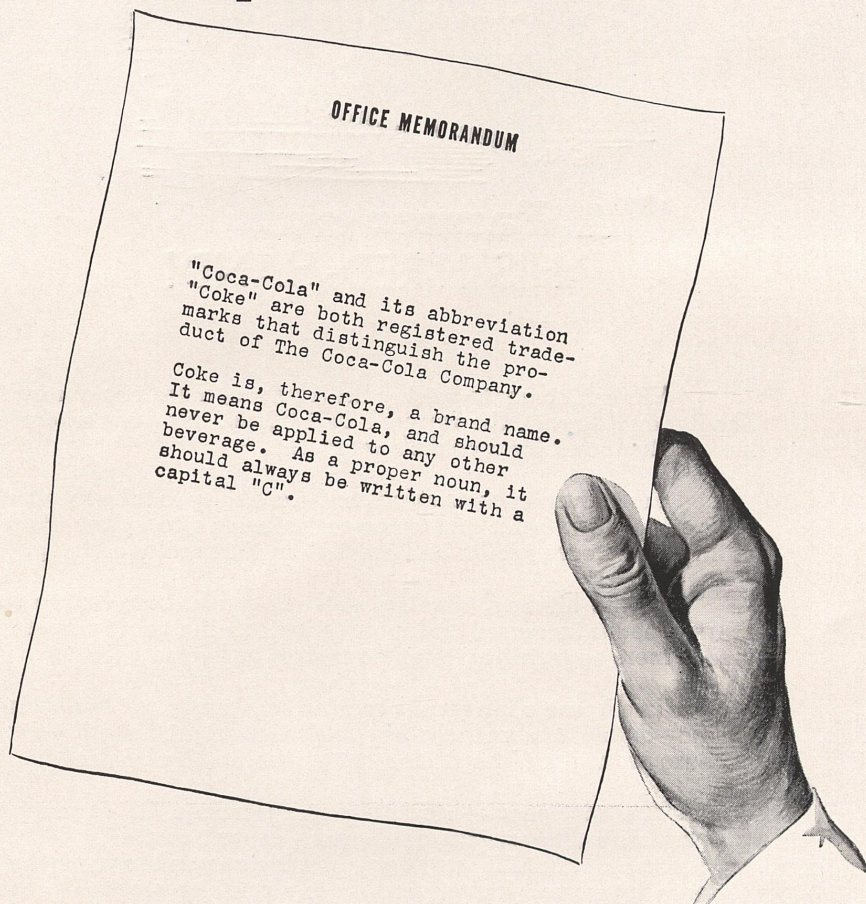
Newspapers with a policy of refusing to sell advertising space at wholesale will undoubtedly decline to accept this proposition. Before accepting this, or any other similar deal, we suggest careful investigation to protect your advertisers and the good name of your newspaper.—Oregon Press.

Mrs. Boyle Gill Boyle, whose husband was an owner and managing editor of the old Louisville Evening Post, died this month at the home of a daughter at Lakeville, Conn. She was 83. Her husband, who at 21 owned and edited The Kentucky Advocate in Danville, was for 20 years managing editor of The Post. He was publisher of the Rand McNally Bankers Directory in Chicago when he died in 1925.

ABC insures circulation futures.



Please give this to your proofreader



You can't always remember everything. Neither can your writers, editors, typographers. But proofreaders are wonderful people who do heed memoranda in all matters concerning correct usage.

Could we request, as an aid to us in protecting our trade-mark, that you send the above memorandum, or one similar to it, to *your* proofreading department right now?

THE COCA-COLA COMPANY

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VIRGINIA



A Farmer and HIS HIRED-HAND!

When it comes to getting the job done, there's no one quite like Reddy Kilowatt, the farmer's best friend. He pulls wherever he's hitched, and for a coolie's wage, too.

For convenience, comfort, and the ability to take the drudgery out of farm work and housework, Reddy's tops, but it's his ability to increase profits and production that really adds up.

In the kitchen, running water is convenient; out in the barn it means increased milk production. In the poultry house it means more eggs, faster weight increases in fryers.

In a house a fan means comfort in August; out in the barn the hay-drying fan means a hay crop that might have been lost because of rain, and hay that's better, more valuable feed.

And so it goes — electricity earns its way. Or, as so many farmers tell us, "Electricity on the farm doesn't cost — it PAYS!" KU recognized that 25 years ago when it pioneered farm electrification, long before farmers could use electricity profitably, long before most of the equipment now used on electrified farms was even blueprinted. KU recognized the future of farm electrification when it designed and built its transmission lines and distribution lines throughout Kentucky.

Without this sound, forward-looking planning, farm electrification as it exists in KU territory today would not have been possible.

KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street

Lexington