

# The Kentucky Press

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

VOLUME SEVENTEEN

July, 1946

NUMBER NINE

## Weekly Sworn Circulation Law In Force

President Truman's signature on an engraved copy of H. R. 2543 brought to a successful conclusion a long legislative campaign by the N. E. A. and state newspaper associations for a law requiring weekly newspapers enjoying mailing privileges to make statements with respect to circulation. Beginning October 1, all weekly publishers will be obliged to show the average paid circulation in the statements of ownership, management etc. The bill passed the Senate House by unanimous vote.

The economic advantages expected to result from this proof of circulation will not be felt until the law has been in operation. An official of the American Association of Advertising Agencies testifying in favor of H. R. 2543, the so-called Murray sworn circulation bill, pointed out: "One of the factors which has tended to retard the use of weekly, semi-weekly, and tri-weekly newspapers as advertising mediums, is the general lack of accurate and reliable circulation figures for a considerable area of the country press." The N. E. A. spokesman added: "In the opinion of the American Association of Advertising Agencies and its committee on weekly newspapers, it would be a constructive step and would be a contributing factor in helping the country press to get more advertising if annual sworn circulation statements were required by law."

The new law places no extra burdens on weekly publishers. The statements of ownership (and heretofore only daily newspaper circulation) are due not later than October 1 of each year. The reports are submitted on Form 3526, furnished by the Post Office

Department. In accordance with official instructions all postmasters are required to carefully examine these reports to see that they are fully completed. The original copies are sent to the Office of the Third Assistant Postmaster General, Division of Newspaper and Periodical Mail. The local postmaster is obliged to notify the Department in cases where these annual statements are not filed by October 10 of each year and to retain in the local offices' files copies of the publication printing the report.

### "Paid Circulation" Defined

The amendment authorized by H. R. 2543 simply places weeklies on par with dailies which have been required to file circulation statements each year. Under Postal Laws and Regulations the term "paid circulation," as administered in connection with this law, means copies of publications circulated in fulfillment of subscriptions that have not expired and those that are not more than 1 year in arrears. In other words, publishers are allowed 1 year to obtain a renewal. The subscriptions are counted as part of the legitimate subscriptions during that period. That definition is uniform for all publications entered as second-class matter. The Post Office Department has operated over the years on opinions of various Attorneys-General as to circulation. In general, the Department has taken the position that the newspapers must be actually sold whether in single copy, at newsstands, etc., or in term subscriptions.

The fifth question in Form 3523, which dailies have answered (and hereinafter required of weeklies), is defined in Section

534 of the Postal Laws and Regulations as: "There shall be included in such statement the average of the number of copies of each issue of such publication sold or distributed to paid subscribers during the preceding 12 months."

The statute regarding ownership, etc., which the Murray bill amends only in respect to weekly circulation was validated by the U. S. Supreme Court in *Lewis Publishing Co. v. Morgan*, June 10, 1913.

### What to Exclude in Returns

The Postal Laws and Regulations are clear as to exclusions. Subscriptions paid for by an advertiser are not included in the legitimate list of subscribers which the law requires. A publisher is not allowed to mail such additional copies at the regular newspaper pound rates. In instances where an advertiser buys so much space in a newspaper, because he has been promised by the publisher that he will print so many thousand additional copies of an issue free and mail them throughout the area, those additional copies are not included in a legitimate subscription list. They are subject to a different postal rate than the publishers' pound rates. They are not properly includible in the paid circulation to be shown in the annual statement of ownership and circulation.

### Compliance and Penalties

It is noteworthy that relatively few violations of the circulation statement section which has been in effect for dailies since 1912 have been reported. The prompt prosecutions by Federal authorities had a wholesome influence. The latest case involved in

Tonawanda (N. Y.) Niagara Daily Press for false statements of circulation sent to advertisers through the mails. The publishers were fined \$500. The penalties for non-compliance of the statement of ownership, etc., (including circulation) are unchanged by the amendment. Since 1912 the Postal Laws and Regulations provide three steps for the enforcement of the statutory requirements. (1) "Any such publication shall be denied the privileges of the mail if it shall fail to comply with the provisions of this paragraph within ten days after notice by registered letter of such failure." (2) Enforcement of the penalty about fake evidence (Sect. 5318 U. S. C.). Not more than \$500 fine. (3) Under the perjury clause (Act of March 5, 1909, 18 U. S. C. 231), "not more than \$2,000 and not more than 5 years." Violators could be reached by either or both sections of the penal code.

### Papers Must Study Community Needs

By James Armstrong

#### I.

The crisis in America, the issue which will determine her immediate destiny, is not in Washington but in her cities and rural communities. As the home, the neighborhood, and the "home-town" go, so will go democracy.

Our real world is our community. It gives us the raw, first-hand experiences of life from which character and personality are shaped. Our social foundations rest on our experiences with family, neighbors, schoolmates and fellow townsmen. Our communities shape our speech, our knowledge, occupations, dress, manners, income.

By the adequacy of our concept of community will the quality of our community life be determined. Our interest in what happens in our town, our pride in our community, our willingness to work together for community development, the all-embraciveness of our concern for our fellow-townsmen, not only determine what kinds of community we shall have, but how rich a life we personally shall live in them.

#### II.

Even the casual observer is aware of what has been appening to American communities in the last half century. The trend toward urbanization has massed vast populations in our cities. The automobile, improved highways, and increasing industrialization have sent cities sprawling over the countryside and have robbed smaller communities of manpower and leadership, and have produced economic dislocations to which thous-

ands of the smaller communities and rural areas have been unable to make satisfactory adjustment.

But the real crisis is in the pattern of American life. Have we traded our American birthright for a mess of pottage? Have we traded spacious skies, proximity to growing things, availability of field and stream, congenial neighbors, closeness to all the colorful, varied occupations of living, self-created enjoyments, a simple oneness of life, for smoke-filled air, polluted streams, forbidding land values, crowded dwelling areas, congested traffic, inaccessible recreation, and commercialized entertainment? What price character? Must small towns and rural areas be devoid of leadership, creative interest? Must smallness mean stagnation and impoverished economic conditions? If so, then indeed man is staggering across the stage of life under the weight of his own achievements.

#### III.

But we cannot turn back the clock.

The issue is: Whither American communities?

Each community makes its choice.

Shall it drift, develop by chance, prosper or decay at the will of circumstance?

Shall it become the prey of the greedy, the grafters, the self-seekers, the special interest groups, while poverty and vice, injustice and ill health spread over its surface?

Shall it drowse and slumber, grow descript and run-down, while its youth and leaders flee from it as from the house of the dead, and those who remain wither and dry on the vine of life?

Shall it become a house of hate, where only division and dissention rule, where nothing can be accomplished because nothing can be agreed upon, where life for all becomes frustrated, selfish, and mean?

Or—

Shall it raise a study standard to which the brave, the wise, the good can repair, a community where men cooperate because they have caught a civic spirit and a vision of a vast accomplishment, a community strong in the knowledge that by working together they can mould their physical environment to conform to their deepest needs, a community firm in the faith that small communities or large communities can become great communities in accordance with the actions of the men who inhabit them?

#### IV.

Each community makes its choice.

Who makes the choice?

By action or neglect the people of the community make the choice of the kind of

community in which they shall live.

In the face of this crisis the action of the citizens of the city and county of Henderson in forming a committee bearing that name to study their community, to bring cohesion into its life, to furnish information, and to suggest broad programs of action for the development of a well rounded community, takes on significance. It is one of the new techniques of democracy. The credo adopted by the Henderson Committee sounds a clarion call to citizens of all communities to take over the shaping of their common community destiny, lest democracy perish at the roots. It offers a pattern for community progress.

But the Committee for the City and County of Henderson found its inspiration and stimulation in the larger movement in the state, the Committee for Kentucky which is placing Kentucky in the forefront of the movement for revitalizing democracy rebuilding modern techniques, by which process our people can realize their higher destiny. We have here a great project in which our own Kentucky Press Association is taking a vital part, to bring together the great state-wide organizations, representing vital activities of the people, around a common table to find areas of common agreement, and the means of building a greater Kentucky. The business, labor, and agricultural agencies, the Kentucky press and radio, the women's organizations, the college, university, and educational organizations, the trade associations, and other organizations and civic leaders, who are cooperating to make this great vision a reality are not only placing constructive hands on the destiny of our state; they likewise are giving vibrant example to the people of our nation. Democracy is in motion in Kentucky. It is finding new strength, a broadened vision. The newly created Kentucky Chamber of Commerce, the Governor's Post War Planning Commission, and the constructive legislation passed by the last Kentucky General Assembly are further evidences of constructive leadership and an aroused people. Kentucky is on the march.

#### V.

In the inspiring program laid out before us, the Kentucky press will play an ever increasing part. The people of Kentucky have always looked to their press for leadership, for a voice to articulate their needs and aspirations. They have not found wanting. Capable journalism and enlightened editorial policy can accomplish community enrichment and betterment, at

Please Turn To Page Five

## 6,000,000 Housewives Write Our Cake Recipes!



**The public decides what items are baked at each A & P's 37 bakeries.**

**Years ago, we at A & P realized we could not do our job of feeding the American public unless we kept in constant touch with popular tastes.**

**So our national bakery division organized teams of researchers who talked to customers of A & P Food Stores in almost every state in the Union. Housewives were asked what kind of baked goods they preferred, how sweet they liked them and how they wanted them trimmed, packed and served. They were glad to cooperate, even to the extent of saying on what days of the week they liked various cakes to be available.**

**Now, A & P bakers produce well over 400 varieties of bread, cake and pastry, satisfying over six million families daily and doing so with a minimum of waste and a maximum of quality.**

**In all of A & P's food plants and buying offices the public is boss and the management is a trained interpreter of the public will. It is such constant efforts to find and meet consumer needs that have enabled the men and women of A & P for 86 years to do the nation's most efficient job of food distribution.**



# A & P FOOD STORES

# The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

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

## Volume Seventeen, Number Nine

### Kentucky Press Association Officers

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

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

Tyler Munford, *Second Vice President*  
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NATIONAL EDITORIAL  
1946 ASSOCIATION  
Active Member

## Huge Sum Spend By Government Agencies

The California Newspaper Publishers Association bulletin, May 10, 1946, says that that Budget officials estimate there were 23,000 full time and 22,769 part time employees doing educational, information, promotional, and publicity work in the executive branch of the United States government. He said the bureau reported their salaries totalled approximately \$75,000,000 and asserted that with an active, capable and free press the 45,000 promotional agents in the executive department are not needed.

According to Printers' Ink, May 3, 1946:

The wartime publicity spurge of various government agencies goes right on. Senator Homer Ferguson (R., Mich.), has learned from the Budget Bureau that just about \$75,000,000 will be spent this year for educational, informational, promotional and publicity activities. The money hasn't been appropriated yet, of course. Indeed the House Appropriations Committee has cut the overall figure way down. But powerful influences are at work trying to get favorable action by the Senate. William B. Benton's State Department cultural relations program is the most expensive, calling for 30 million. The Treasury wants to spend 11 million. Agriculture thinks it can struggle along with nine million and the War Department with five million. In comparison OPA and the Commerce Department look like pikers. The program of each costs only a couple of million. The money, if authorized will be used for items such as motion picture slides, exhibits, paid advertisements, radio transcriptions and the like.

## Congress Fails To Pass W-H Amendment

Failure of the House Rules Committee to grant a rule permitting the House itself to vote on proposed changes in the minimum wage act have apparently shelved the measure. Chances of a Rules Committee reversal or a discharge petition to insure House action are not rated high. Should the House be allowed to vote, it is believed the farm parity amendment passed in the Senate version (S. 1349) would be added and force a Presidential veto of the entire bill.

Failure of the House to consider minimum wage amendments precludes action on newspaper apprentices and learners at sub-minimum rates (Hoey amendment passed by

Senate in S. 1349) and a clarification of the newsboy and carrier status under the child labor sections. Newspapers generally have manifested keen interest in these provisions. The House Labor Committee reported H. R. 4130, June 19, providing that the minimum wage to be paid under the act to each employee engaged in commerce or in the production of goods for commerce shall, after December 31, 1945, be increased from 40 cents an hour to 65 cents an hour. The modifying amendments of the Senate bill were rejected by the House Labor Committee. The growing need for the apprentice amendment is shown in the fact that the Wage Stabilization Board is considering rules that will set minimum wages for veteran taking apprentice training.

Eight members of House Labor Committee signed a minority report proposing amendments to broaden the coverage and narrow a number of exemptions. The Committee minority proposed amendments include revision of the child labor section to "close another loophole in the present act which permits the employment of minors in direct interstate activities as transportation and communication and would make coverage of the child-labor provisions of the minimum-wage and overtime provisions" extensive for the first time with that of the minimum-wage and overtime provisions. The minority amendment reads: "No employer who is engaged in commerce or in the production of goods for commerce or in any other activity affecting commerce shall employ any oppressive child labor in or about or in connection with any enterprise in which he is so engaged." While current administrative rulings do not hold newsboys as engaged in "oppressive" labor conditions, the question of hours when distributing papers is controversial (refer to "Critics of Newsboys Explain" elsewhere in this issue).

## Landon Wills Buys McLean County News

Landon Wills, Pleasureville, since January a member of the news staff of the Shelby News, Shelbyville, purchased the McLean County News, Calhoun, from the Embury Newspapers, Inc., chain in western Kentucky. He will take possession of the News, now in its fifty-third volume, on August 1.

The new editor-publisher served three years in the Army and has been doing general news and advertising work on the Shelbyville paper as a trainee under the G. I. Bill of Rights since his discharge.

The Press welcomes the new publisher to the Fourth Estate.

Continued From Page Two

the development of our Commonwealth, is unattainable by other agencies. We have a special part to play. Without fear of partisanship, I say that the gains already made would have been impossible without the press of Kentucky. We will make mistakes of judgment, we will have honest differences of opinion, but may the mistakes never obscure nor the differences deter us from common effort in reaching the high goals to which we have set our hands; Kentucky on the march; Kentucky in the forefront of the sisterhood of States.

Editor's note: This article by James Armstrong, activities director for the Committee of Kentucky, is a synopsis of his address made at the mid-summer meeting.)

Proposed Copyright Law Fails In Congress

H. R. 6841, introduced by Representative Birmingham (Iowa), proposed to amend the act of March 4, 1909, so as to limit the rights to be acquired from authors or proprietors in copyrights by newspapers, magazines, and like periodicals. It would amend copyright statutes as follows: "Unless a person, partnership, corporation, or association, engaged in publishing a newspaper, magazine, or like periodical, secured the original copyright or copyrighted material to be published in such newspaper, magazine, or like periodical at a time antecedent to the date of publication of such publication as a whole, such person, partnership, or corporation, shall not acquire from author or proprietor any interest in the original right of the author or proprietor in material to be published under copyright in such newspaper, magazine, or periodical, except the right to publish copyrighted material in a publication designated by the author or proprietor and the publication right may be exclusive for a period of time not exceeding two years which the author or proprietor agrees." referred to House Committee on Patents.

Construction Order Clarified Further

Supplement 3 to Veterans' Housing Program Order 1 specifically lists "a printing or newspaper publishing building" among others which are exempt from CPA control on single jobs up to \$15,000. The job allowance for radio-broadcasting is \$1,000. Supplement 3 further states that such "sub-

ordinate structures" as office buildings, warehouses or garages located on the immediate premises of a plant are considered part of the plant, and work on them may not be computed separately in determining whether a job exceeds the total allowance.

It is also provided that a related series of operations in or on a structure, performed as part of single plan or program, or at about the same time, constitute a single job and may not be subdivided so as to come within permitted cost allowances.

Another clarification states that it is not necessary to get permission under the order to do one or more jobs on a structure if the cost of each job does not exceed the allowance given for that class of structure.

Copper And Lead Prices Are Increased

Effective June 3, 1946, OPA authorized price increases for primary copper, scrap copper, primary and secondary lead, lead scrap, and antimonial lead.

Increases for primary and secondary lead is 1 3/4 cents per pound. An increase of 1.55 cents per pound is granted for lead scrap. Primary and secondary antimonial lead prices have been increased 1 3/4 cents per pound.

Copper prices have been increased 2 3/8 cents per pound from mines which have been granted wage increases since Feb. 14, 1946.

Under date of May 22, 1946, OPA released "copper engraver's sheet and plate" from price control.

No information is yet available as to the effect of the lead price increase upon the cost of type metal.

Temple Is New Editor Of Harlan Enterprise

Bruce Temple, member of the Louisville Courier-Journal news staff since 1941, has been appointed editor of the Harlan Daily Enterprise, succeeding Kyle Whitehead, Publisher J. Springer Robinson announced.

Temple, who will begin his new duties August 1, succeeds Whitehead, who resigned recently to become director of publicity for the Republican Party in Kentucky.

The new Daily Enterprise editor spent two years in the Navy during World War II. He is a native of English, Ind., and a graduate of Indiana University. Temple began his newspaper career on The Corydon Republican, Corydon, Ind., and was editor of The Bedford, Ind., Daily Mail for three

years before joining The Courier-Journal staff.

He is married and the father of one son. He has moved his family to Harlan.

Citizens' Rights Exist In Publicity Pictures

A citizen's rights of privacy and property are fully covered and in publishing pictures in a newspaper equal care should be exercised to avoid litigation as is used in publishing an article to avoid suit in libel. A negative and picture is the property of the subject, even when the subject has consented to the taking of the picture and consent of an individual should be obtained unless the picture is of the type that is certain not to cause resentment. Pictures of accidents, etc., open to public view, are a matter of public record and may be used but pictures of private property should also have the owner's consent.



2 Lively Features

(1) "NAMES AND NICK-NAMES" — gives origins of names of cities, towns and people. Humorously illustrated. 2 pages, consisting of 18-line drawings.

(2) "THE STRANGEST THING" — striking line drawings of the oddities of nature. 2 pages, 9 drawings to the page.

These two new features are typical of WNU's constant search for the best in newspaper features. Ask your WNU office for proofs.

Everything in Printers' Supplies, Machinery and Equipment. Linotype, Monotype and Stereotype Metals.

Western Newspaper Union

### J. M. Alverson, Sr., Retires From Active Paper Service

J. M. Alverson, Sr., veteran newspaperman and editor and publisher of the Paris Daily Enterprise, has announced his retirement from the active newspaper field.

His sons, Sanford and J. M. Alverson, Jr., will continue the operation of the Paris paper.

Alverson began his newspaper career in 1889 on the Richmond Register as printer's devil and subsequently worked on the Richmond Climax and Stanford Interior Journal. In 1911 he purchased the Anderson News, a weekly at Lawrenceburg and later owned the Georgetown News and Harlan Enterprise. He established a daily newspaper at Harlan, selling it in 1937. Four years later he and J. M. Alverson, Jr., established the Paris Enterprise.

Alverson served as Lincoln county representative in the state general assembly for one term and later was chief clerk of the state senate.

### National Committee Explains Position

National Child Labor Committee insists that newspapers are giving "misinformation for the public" with regard to the position of child labor groups promoting Federal regulatory programs. Current editorial in "The American Child," the Committee's official mouthpiece, breathes editors for "newspaper fright whenever the publishers think they see a proposed law, Federal or state, that might be applied to newsboys."

"Because they have been referred to as 'do-gooders,' the Child Labor Committee uses the term in an attempt to explain their position. Unfortunately, the following excerpts do not entirely harmonize with their earlier programs. The Committee states: 'No 'do-gooders' think that the Federal or any other law should prohibit 14 or 15 year olds from carrying newspapers. Many of them would not object to 12 year old carriers on residential routes if the newspapers did not insist that they must start work at 4:30 or 5:30 a. m. Although the Children's Bureau made an exception to the hour limits for part-time employment to permit 14 and 15 year old newsboys to begin work at 6 a. m. instead of 7 a. m., this exemption does not satisfy the newspapers which say that carrier work must begin earlier if their clients are to have their newspapers with their breakfasts.' . . ."

The editorial continues: "The truth is that

the newspapers do not want even a 14 year limit for newsboys, nor any hour regulation that will prevent boys of 10 or 12 from going to work at 4:30 or 5:30 a. m., as their record on Federal and state legislation clearly shows. To cover up this fact they try to make it appear that the 'do-gooders' are determined to prevent all boys under 16 from working as newsboys and urge the papers to devise public relations programs which will give the 'true facts about the relationship of boys to the sale and delivery of newspapers.' . . . "Will Congress listen to the special pleading of the newspapers? Will it believe that carrying newspapers between 4:30 and 5:30 a. m. and school is so much better for boys than after-school employment in a store or office that it should be exempt from the age and hour limits for other part-time employment?"

### Paper Price Jump Has Been Authorized

O. P. A. has authorized price increases in manufacturers' ceiling prices for book paper sales to magazine publishers up to \$1 per hundred pounds. They have also boosted prices for kraft and manila envelope papers when sold in sheeted form. New ceilings for the sheeted papers, effective July 1, 1946, are approximately 50 cents per hundred-weight above the former ceilings.

### Merchant Budgets For Local Advertising

Statisticians from the University of Oregon have recently completed a survey of advertising costs among Oregon retailers. Furniture dealers were first with 4.2% appropriation for advertising out of their new annual sales. Others were: Bakery, .9; Department stores, 2; Drug stores, 1; Electric appliances, 1.5; Florists, 3.2; General, .8; Books, gifts and stationery, 1.7; Groceries, .7; Hardware, 1.1; Jewelry, 2.5; Men's Wear, 2.7; Shoes, 2.6; Sporting goods, 2; Variet, .5; Women's wear, 2.5.

### Grayson Newspapers Are Consolidated

Announcement was made early this month of the consolidation of the two Grayson newspapers, the Eastern Kentucky Journal and the Sandy Valley Enquirer. Lowell Lusby, publisher of the Journal, purchased the Enquirer from T. O. Pritchett and L. L. Hockey, and the consolidated newspaper will be hereafter known as the Journal-Enquirer.

### Shepherdsville Paper Published Under Difficulties

The editor and staff of The Pioneer News ask the people to bear with them during the misfortune that has swept the shop.

Mrs. Anna Hawkins submitted to an appendectomy, and Mrs. Anna Underwood was removed from duty at the shop, due to serious illness of her granddaughter.

The staff of the Hardin County Enterprise of E'town, was gracious enough to print The Pioneer-News, week of July 22, states Editor Hawkins, Shepherdsville.

### New Promotions Made On Courier-Journal

Wilbur Cogshall, 2001 Emerson Avenue, a member of the Courier-Journal staff for 24 years and news editor since 1936, has been made assistant managing editor of the paper.

Glenn Kendall, 2040 Douglass Boulevard, succeeds Cogshall as news editor. He has been with The Courier-Journal 23 years except for a period in the Army during which he served in the Philippines and other Pacific islands.

### Brannon And Kincaid Lease Paris Newspaper

Paul Brannon and Garvice Kincaid of Lexington have announced the leasing of The Kentuckian Citizen, semiweekly Paris newspaper from Larry and James Shropshire, brothers, for a 3-year period. Brannon will serve as editor of the paper which is published each Tuesday and Friday. They will take possession August 1.

Brannon is also publisher-editor of the Carlisle Mercury which he will continue to operate with the aid of his son, Larry, a graduate of the U. of K. department of journalism.

Try this on your saxophone—City ambulance surgeon at 7 o'clock this morning to treat a man who smashed a nose after practically demolishing his car by ramming it in the rear end while in a drowsy condition after driving all night from New Hampshire in broad daylight on Fairfield avenue.—Bridgeport Post.

The country newspaper is the best symbol of Democracy in the nation because only in its columns does ordinary events and the ordinary individual attain the stature of news.

**An Employee**

If you work for a man, in heaven's name work for him. If he pays wages that supply you your bread and butter, work for him, speak well of him, think well of him, stand by him, and stand my the institution he represents. I think if I worked for a man I would work for him. I would not work for him part of his time but all of his time. I would give an undivided service or none. If it is to a pinch, an ounce of loyalty is worth a pound of cleverness. If you must vilify, condemn, and eternally disparage, why, resign your position, and when you are outside, damn to your heart's content. But, I pray you, so long as you are part of an institution, do not condemn it. Not that you will injure the institution—not that—but when you disparage the concern of which you are a part, you disparage yourself.—Albert Hubbard.

"But he didn't even answer my letter." Have you ever heard any one make that sort of a statement? And have you ever heard it made without a tinge of bitterness or without a sort of a sour sound? Have you ever written and received no reply? Of course, sometimes the letter is recognized as a graft on the fact of it, but, that isn't the kind of a letter we are talking about. We mean the legitimate business letter. Of course it's the right of discourtesy not to answer and, besides, we might miss some good business by not answering. A New Year's resolution in this respect might help some but we hope the much talked of depression hasn't completely paralyzed the letter writing hand, although we know it has somewhat injured the check writing arm.

The Press extends the sympathy of the Kentucky Fourth Estate to Mrs. Fred B. Sachs, wife of our vice-president, on the death of her father, James E. Faulkner, Leesport merchant. Mr. Faulkner was at the advanced age of 90 years and was active in business up to his last brief illness.

A point made by the Bureau of Advertising in supplying valuable data about newspapers and newspaper markets is that 24% of all U. S. bank advertising in 1945 was placed in newspapers—a larger share than that to any other medium. This fact is shown in a survey made recently among its members by the Financial Advertisers Association.

Every community newspaper is worth \$100 a year at least. What is your newspaper worth?


Benjamin Todd Crutcher, 76, for 30 years a compositor and proof reader on the Frankfort State Journal, died in a hospital July 12 after a short illness. He had been in retirement from newspaper work for six months.

Weekly ABC newspapers are listed in Standard Rate and Data.

ABC insures circulation futures.

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

**FOR FAST, ACCURATE ESTIMATING, Successful Printers Use the FRANKLIN PRINTING CATALOG**



It adds prestige, settles the question without an argument. The accuracy of the amounts quoted in the Catalog will amaze you. Adaptable to any printing plant regardless of size.

**Test This Catalog in Your Office Now!**

Write Today for FREE Trial Offer

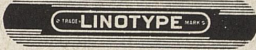
**PORTE PUBLISHING COMPANY**  
 Salt Lake City 5, Utah

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*WHAT DO WE MEAN—*

**Precision?**

Many parts of current Linotype models are made within tolerances as close as those in the finest watches. Machine composition has developed with the art of printing to the point of highest precision, and Linotype has led in many of these developments.

**LINOTYPE** 

**BROOKLYN 5, NEW YORK**

?

Linotype Bodoni and Caledonia series

## ONE QUESTION

What one thing, indispensable to publication and production, costs less today than it did in 1940?

## ONE ANSWER

*Electricity, of course. Despite the rising costs of fuel, labor, taxes, and equipment, increased customer useage and good company management have made lower cost electricity possible.*

# KENTUCKY UTILITIES COMPANY

Incorporated

*A Good Citizen in 432 Kentucky Communities*

OLUM

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