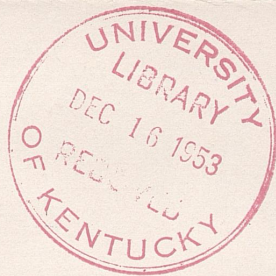


The Kentucky Press

FEBRUARY, 1951

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



VOLUME TWENTY-TWO
NUMBER FOUR

Publication Office:
University of Kentucky
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Official Publication Kentucky Press Association

**reporter is the city editor's
leg man**



but

**Reporter is the paper
both work for**



A Reporter reporter reported that the Reporter could use an experienced reporter.—Sounds like double-talk, but the meaning is clear. It's clear because capital and lower-case initials are used properly.

When you refer to Coca-Cola by its friendly abbreviation, Coke, your meaning is clear only if you use a capital "C." Coke is a proper name—a synonym for Coca-Cola. And correct usage calls for the capital initial always. With a lower-case initial, the word stands for something else entirely.

Also, Coke is a registered trade-mark. Good practice requires the owner of a trade-mark to protect it dili-

gently. So, for this reason as well as to encourage clear usage and proper usage, we keep asking you to write Coke with a capital "C"—please.

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



THE COCA-COLA COMPANY

Kentucky Ranks 21 In Paper Population

Kentucky ranks as No. 21 among the 48 states in the daily and weekly newspaper population of the country. The state in this compilation has 153 weeklies and 32 dailies.

Roughly, there are five weekly, semi-weekly and tri-weekly newspapers for every daily. Illinois, Texas, California, New York, and Pennsylvania, in that order, lead the parade in newspaper population. Rhode Island, with 11 weeklies and seven dailies, holds last position.

The complete tabulation indicates rank, state, total papers, number of weeklies, number of dailies.

1. Illinois	750	662	88
2. Texas	678	566	112
3. California	614	496	118
4. New York	611	510	101
5. Pennsylvania	495	367	128
6. Iowa	466	423	43
7. Missouri	453	397	56
8. Ohio	426	326	100
9. Minnesota	419	391	28
0. Kansas	381	329	52
1. Michigan	371	316	55
2. Indiana	356	266	90
3. Wisconsin	341	302	39
4. Oklahoma	329	278	51
5. Nebraska	307	286	21
6. New Jersey	282	254	28
7. Georgia	229	202	27
8. Massachusetts	218	165	53
9. North Carolina	191	149	42
0. Washington	190	164	26
1. Kentucky	185	153	32
2. Florida	183	145	38
3. South Dakota	181	169	12
4. Arkansas	178	144	34
5. Colorado	168	142	26
6. Tennessee	158	128	30
7. Alabama	153	134	19
8. Virginia	151	117	34
9. Louisiana	135	114	21
0. Oregon	132	110	22
1. Mississippi	131	111	20
2. North Dakota	130	118	12
3. West Virginia	128	97	31
4. Montana	109	92	17
5. Idaho	96	83	13
6. South Carolina	89	73	16
7. Maryland	88	76	12
8. Connecticut	76	50	26
9. Utah	59	53	6
0. New Hampshire	57	48	9
1. New Mexico	56	40	16
2. Maine	55	45	10
3. Arizona	54	41	13
4. Wyoming	50	40	10
5. Vermont	36	26	10
6. Nevada	27	21	6
7. Delaware	18	16	2
8. Rhode Island	18	11	7
Total	11008	9246	1762

Simple Tests For Libel

To determine whether or not copy violates the law is not so difficult a matter if two simple facts are kept in mind: Libel is malicious defamation, either written or printed, charging or imputing something to a person which renders him liable to imprisonment, tends to injure his reputation in the estimate of his associates and of mankind, or to hold him up as an object of hatred, ridicule, or contempt. Slander is malicious defamation by speech or oral language.

The law of libel is much stricter than the law of slander. One may apply to another orally words of personal vituperation and abuse that would not render him liable in a suit for slander, but which if published would be actionable.

Objectionable language: Language in writing has been held to be actionable per se which "denies to a man or woman the possession of some worthy quality as every one is a priori to be taken to possess"; "which tends to bring a party into public hatred or disgrace"; "which tends to degrade him in society"; or "throws contumely and odium on him," or to "vilify him, injure his character or diminish his reputation," or that which even accuses him of "ingratitude" and "all defamatory words injurious in their nature."

Many words applied to a person in writing and printing are themselves actionable, such as "villain," "liar," "rogue," "rascal," "swindler," "drunkard," or "informed." To accuse a person of a crime of impurity — if by imputation only — also is actionable. To print an obituary of a person known to be living is libelous. Imputations of character in irony may amount to libel. A statement not malicious but false may be adjudged libelous.

Legitimate, fair, and reasonable criticism and comment may be and should be made without recourse to words or expressions which the law condemns. Query all matter that seems off-color, but do not write legal opinions concerning it. "Oy, libelous" will absolve you if it is wrong — By W.N.P. in The American Printer.

Regardless of what they may be called, admission tickets are taxable, the Bureau of Internal Revenue informs us. A member publisher reported a growing practice in his city (and possibly elsewhere) of calling entrance fees to public events "donations" to avoid paying the admissions tax. Your customers who want you to substitute the word "donation" for "admission" on tickets they order from you are asking for trouble. Play safe and insist on printing the amounts of "admission, tax, and total."

Readers Prefer Food Ads In Newspapers

There are eight good reasons for local merchants and national advertisers to choose newspapers over all other media for the placement of their advertising.

Next time you print a promotion about your newspaper — include these arguments in your folder.

Next time you call on a local merchant, advertiser or non-advertiser, point these facts out to him. Better yet, print these eight points on a card or blotter and leave at least one with every advertiser or potential advertiser in your town.

Here are the eight reasons for using newspaper advertising:

1. Newspaper reading is a universal habit; newspaper advertising therefore reaches virtually all who buy.

2. Newspaper advertising is the life-blood of local trade because it touches all consumer sources, offering every opportunity for complete consumer appeal in any locality.

3. Newspaper advertising cuts selling costs because it entails no waste in locality of circulation. Manufacturers use it to cover markets where it is profitable to do business.

4. Newspaper advertising assures quick, thorough and commercial dealer distribution and dealer goodwill, because retailers are willing to sell products advertised direct to their own customers.

5. Newspaper advertising enables manufacturers to tell where their products may be bought.

6. Newspaper advertising can be started or stopped overnight, can be prepared to meet sudden developments and to obtain immediate results.

7. Newspaper advertising enables manufacturers to check advertising results and costs in every market which they enter.

8. Newspaper advertising costs less than any other kind.

Your name or your adman's, and the telephone number of your newspaper, as well as the name of your publication, should be printed on the promotion — for the advertiser's convenience in contacting you.

An interpretation as to the scope of M-4, the Construction Restriction Order as obtained by the NPA Printing and Publishing division, shows that it is inapplicable to newspaper publishing. The ruling specifies that the limitation on construction does not apply to printing or publishing plants in connection with the production of newspapers, magazines, or books. However, it has been held that the terms of the order do apply to job printing establishments, blue print shops, etc.

Holiday Publications Buy Jackson Building

Central offices of Holliday Publications, publisher of six eastern Kentucky newspapers, are being established in Jackson where the firm has purchased a two-story concrete block building on College Avenue, according to Board Chairman Garvice D. Kincaid.

Kincaid said his firm will take possession of the two-year-old building April 1 and will begin installation of a new high-speed press. First floor and basement of the building will be used for the printing plant and offices and the second story contains five apartments. The structure was purchased from Ray Salyer who formerly operated an appliance store there.

Holiday Publications publishes six Kentucky weekly newspapers: the Jackson Times, Jackson; Owsley County News, Booneville; Wolfe County News, Campton; Powell County Herald, Stanton; Menifee County News, Frenchburg, and the Beattyville Enterprise, Beattyville.

An Adv. Experiment

Spadea Fashions, N.Y., has been supplying approximately 75 newspapers in the U.S. with a feature advertising the sale of "American Designer Patterns". The designers are under contract to Spadea and the patterns are sold at \$1.00, the publisher receiving 25c from each sale to his readers as his sole remuneration for carrying this feature.

Spadea Fashions has recently organized Sewing at Home & Co., which is offering to newspapers in 25 "key cities" paid advertising in the form of a weekly column mentioning well known concerns whose products are related to sewing.

Reprints of this Sewing At Home column, for which newspapers in 25 cities only will receive the advertising rate, will be included with each pattern sold by Spadea Fashions.

This is a unique way of undertaking a limited advertising campaign in newspapers but securing maximum readership by readers of newspapers which are not securing the advertising contract.

Ads are measured from one cut-off rule to the other — from bottom to top. Advertisers should get full-lineage out of ads. For instance, you receive an insertion order for a 3-col. x 98 line ad — making a total of 294 lines. You are requested to add the name of the local merchant. Be sure that when you add information on the local merchant you push the ad out to its full depth — 98 lines.

Optional Ad Dates

Some publishers are once more giving consideration to requesting advertisers to give them optional insertion dates for carrying advertising.

While the newsprint situation is tight such a request does not necessarily mean a newsprint shortage but is an effort to conserve available newsprint. Frequently, the necessity of carrying one 500-line advertisement on a specified date will require the addition of two or four pages which is a needless use of newsprint and a heavy expense to the newspaper.

Optional dates make it possible for a newspaper to plan editions more efficiently to conserve newsprint and to save money. Therefore, many publishers in seeking optional dates for national advertising copies feel that they are making more economical use of available newsprint, and are reducing their overhead costs. One newspaper reports a saving of about \$150,000 a year through the use of optional advertising dates.

Publishers who ask their national advertising representatives to approach advertisers and agencies may get desired results.— ANPA Bulletin.

Zinc For Newspapers

The National Production Authority's order M-15, which curtails the use of zinc, effective Jan. 1 to 80% of the average quarterly use during the base period of six months ending June 30, 1950, applies to newspapers only if they use 3,000 or more pounds of zinc and zinc products during a calendar quarter.

Newspapers affected by the order may not use more than 40% of their quarterly allotment in any one calendar month. Use of zinc for maintenance and repair is set at 100% of the average quantity used per quarter during the first six months of 1950.

Newspapers using less than 3,000 pounds of zinc and zinc products during any calendar quarter are exempted from the order, and those whose quota under the 80% formula would be less than 3,000 pounds may use up to 3,000 pounds per quarter.

All users of zinc are ordered to limit their inventory of the metal to a 45 day supply, or a "practicable minimum working inventory", whichever is less.

The NPA order requires that every user of zinc "shall retain in his possession for at least two years records of receipts, deliveries, inventories and use, in sufficient detail to permit an audit that determines for each transaction that the provisions of this part have been met."

Patronize Press Advertisers.

South May Establish More Newsprint Mills

Two large newsprint manufacturing plants are considering building plants in the Southeast, the board of directors of the Southern Newspaper Publishers Association was told at its meeting in Chattanooga, February 19.

The report was made at a dinner meeting of SNPA directors by George C. Biggers, president of the Atlanta Journal-Constitution Company and chairman of the association's newsprint mills committee. Biggers did not reveal names of the firms which have Southeastern plants under consideration. He said, however, that one has been making a survey of timber tracts for several weeks and other will begin such surveys shortly.

In discussing the newsprint situation generally, Biggers said "there is no sign of a shortage in demand and production is not keeping pace."

Consumption in the United States last year was 5,936,941 tons — some 31,717 tons short of supply, he reported. Consumption in excess of the supply came from reserve stocks of publishers. Biggers added the Newsprint Association of Canada estimates U. S. supply for 1951 at 5,920,000 tons.

"There are a number of prospects for new newsprint mills," he said, "but newsprint from any new mills if priorities were obtained and construction started now, could not be expected before 1953."

Any weekly newspaper desiring to receive free mats and copy of Home and Family features can obtain a sample of the service by writing Mrs. M. Mickelson, Home and Family Editor, Newspaper Advertising Service, 222 North Michigan Ave., Chicago, Ill. Brand names appear and the copy is fully edited. In providing this service, the service is attempting to interest advertisers in the weekly newspapers for their food advertising. Mrs. Mickelson will give you full particulars if you will write to her. Thirty-two Kentucky papers now use this service.

Your KPA officials urge that you advertise your newspaper in the various NEA columns this year. Rules and mailing stickers for entries were sent all NEA members. Deadline for entries is April 5.

The Hazard Daily Messenger, established in 1941, has suspended publication, according to an announcement by Publisher J. F. Sparks who said he will continue to publish a weekly paper, the Hazard Union Messenger. Sparks, who published the Hazard Daily Messenger from J. F. Nolan last January, gave ill health as the reason for suspending the daily paper.

**PAGE(S)
MISSING**

Legal Notes —

A print shop may be considered a "retail service establishment" and a "manufacturing trailer" and as such its employees are exempt from the Wage-Hour provisions of the Fair Labor Standards Act, according to a recent ruling by the U.S. District Court, South District of Florida.

Ruling in a case involving the Celory City Printing Co., Sanford, Fla., the court held that the firm, which manufactures labels, business forms and the like, did not produce goods for commerce within the meaning of the law as amended in 1949.

The Alabama law protecting confidential sources of information of newspapers was upheld recently when two Alabama Pardon and Parole Board members attempted to force the Cullman (Ala.) Banner to reveal sources of information. Efforts were made to force the paper to divulge the source of information in connection with a \$100,000 appeal suit filed against the paper by one of the members of the Parole Board. Petition of the two board members was denied in the Eighth Judicial Circuit Court of Alabama.

The Minnesota State Attorney General has ruled that newspapers have the right to inspect, examine, abstract, copy and photograph public records, including liquor licenses, in the custody of the Superintendent of Licenses, Weights, and Measures of the City of Minneapolis "with or without the sanction from the council to permit such examinations."

The House Campaign Expenditures Committee, in connection with complaints filed by a defeated candidate against the South Bend (Ind.) Tribune, said: "The question is the extent to which a corporation publishing a newspaper may go in the direction of publishing material in support of a candidate, which except for the fact that it does not contain lines around it or some other identification designating it as advertising, could properly be found to be political advertising, without violating the prohibition against corporate contributions, not a question that this committee need consider."

A federal district court judge has ordered the Lorain (Ohio) Journal not to discriminate against advertisers who patronize a competing radio station or other competing media. The order follows the restrictions issued by the U.S. Department of Justice, except that it does not prohibit the newspaper from acquiring ownership or control of a competing newspaper or radio station, nor does it attempt to force the newspaper to accept radio programs as paid advertising.

Newspaper Must Have Regular Business Location

Question as to whether a newspaper must have a business office in the town where it is entered at the post office under second class postal permit was clarified by the Third Assistant Postmaster General who referred to the second of four requirements in Section 520, P. L. & R., for admission of a publication to second class status. "It must be issued from a known office of publication."

Section 525, P. L. & R. describes a "known office of publication" as "A public office where the business of the newspaper or periodical is transacted during the usual business hours and such office shall be shown by the publication itself." In a case where newspapers are printed in one town and delivered to the post office in another town, there is the possibility that if the paper has a correspondent or an advertising and circulation solicitor in the town — that the home of that individual might suffice as a business office. This probably would depend upon the attitude of the local postmaster.

Pays To Advertise?

Folks who view a news story primarily as a place to get their business and personal axes ground free should approve this bit of journalistic enterprise:

"Miss Jennie Jones and Bob Henry were married at the Jones mansion last night. The bride is the daughter of Constable Jones who has made a good officer and will undoubtedly be re-elected next spring. He offers a fine horse for sale in another column of this issue. The groom runs a grocery store on Main Street and is a steady patron of our advertising columns. He has a good line of bargains in his ad this week. All summer he paid two cents more for butter than any other store in town. They were married by Reverend Josiah Butterworth, who last week called at this office and gave us a nice order for handbills. He is also going to give some time to the real estate business and will write fire insurance. So say the business cards we recently printed for him. Jennie and Bob left on the 10 o'clock train for Milwaukee to visit the bride's uncle who, we understand, has lots of money."

The Journal has appealed from the ruling.

The federal wage-price order, freezing prices to exceed the prevailing prices during the base period of December 19-January 25, applies to printing, engraving and advertising specialties. While advertising and circulation rates of newspapers are not under price control, printing prices are limited to that of the base period mentioned above.

Newsprint Conservation

Coming on the report that newsprint suppliers are contemplating a voluntary cut or 5% is the appointment of Arthur R. Treanor, of the Booth Newspapers in Michigan, as Director of the Printing and Publishing Division, National Production Authority. He served as Director of the Division when it was part of W.P.B. in World War II.

This does not necessarily mean that government rationing of newsprint is certain but it could be a step in that direction. In the meantime, metropolitan newspapers throughout the country have been announcing moves for the conservation of newsprint. Some are rationing space and some issues have been minus advertising except classified and legals. Kiplinger reported the supply of all types of paper is short and will grow worse. Therefore, every newspaper should start conserving NOW. That may avoid government rationing.

"Snug up the ad a trifle loose. . . . The only other equipment needed is an old machine oil can and a box of patching plaster that can be bought in any hardware store for a few cents. Mix the plaster with water so that the mixture is thin enough to squirt freely out of the oil can spout, and fill in all the open spaces. In a few minutes the plaster will set and your ad is ready to go. This plan is better than hot lead because it is easier to pour, can be put easily into the smallest spaces and does not shrink when it sets. If some is spilled, just wait till it is time to put the form on the press, then take a wet rag and wipe off any residue. Be sure to wash off the oil can immediately after using."—The Graphic Arts Publishing Co.

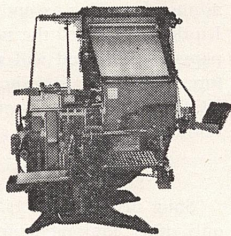
A. F. Hoffman, owner of the Mt. Vernon Signal, has purchased the Rockcastle Record, also a Mt. Vernon weekly, and will consolidate the two papers. The Record, established in October, 1949, was purchased from the Central Press, Lebanon.

An AP dispatch originating in Washington, D.C., under a Feb. 14 dateline quoted Selective Service Director Lewis B. Hershey as saying that local draft boards have the authority to make deferments without specific instructions from Washington. Some boards have held that they cannot make deferments without instructions from higher up. Keep this in mind, it may come in handy when dealing with your local boards when asking for deferments for your personnel. Printing has been listed as an essential industry and therefore deferment of key people is warranted.



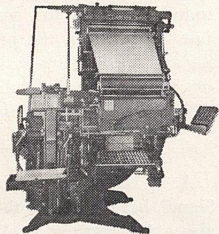
Here they are! Today's WRL's!

Meet the simplified Wide Range Linotypes
—Models 33, 34, 35 and 36



SINGLE-DISTRIBUTOR MODELS

Model 33 permits keyboarding type faces through normal 24 point and larger condensed sizes from wide 90-channel magazines, or through normal 36 point and the largest condensed faces from 72-channel magazines. **Model 34** has the additional capacity for wide 34-channel auxiliary magazines.



MIXER MODELS

Model 35 is available with 90-channel magazines or combinations of wide 72- and wide 90-channel magazines. In addition to mixing matrices from adjacent magazines, this model accommodates faces through 36 point—or larger in condensed sizes. **Model 36** has the additional capacity for wide 34-channel auxiliary magazines.

Today's Wide Range Linotypes have been newly engineered to help speed production of text and display faces, to make operation easier, and to minimize maintenance. Their extra-wide main magazines accommodate small text faces or giant display faces—making these machines the answer to the most stringent composing-room requirements. Progressive newspaper plants meet deadlines and cut costs by routing advertising display, heads and text copy to their Wide Range Linotypes, while many job and commercial shops have found that a single Wide Range Linotype fills all their needs for text and display composition. The versatility of today's Wide Range Linotypes often makes the difference between profit and loss on close-margin jobs. Ask your Linotype Production Engineer for complete information.

Wide Range Linotype Features

New Electromatic Safety System—

To guard against machine or matrix damage, this new safety system prevents magazines from being shifted until the distributor box and bar and channel entrances are cleared of matrices.

Standard Swing-Out Keyboards—

In only eight seconds, the simplified keyboards on these Wide Range Linotypes swing out for easy inspection, cleaning or servicing.

Improved Magazine Elevating Mechanism—

Magazine shifting is easier than ever . . . no adjustments to check, no motors to service. Entire mechanism is solidly anchored to base.

New Feather-Touch Mixing Control—

On Models 35 and 36, a simplified operating mechanism transfers keyboard action from one magazine to the other at the touch of a convenient lever.

New Swinging Keyboard Rod Frame—

On machines with 72- and 90-channel main magazines, the proper set of keyboard rods pivots into operating position when operator uses the new mixing control. Action is direct, maintenance simpler.

• LINOTYPE •

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street • Brooklyn • New York

Linotype Times Roman, Erbar and Spartan Families

Free Copies For Armed Personnel

A Louisiana Press Association bulletin summarizing discussions at a recent circulation clinic, says in part:

"Sending of complimentary subscriptions to men and women in the service is a dangerous and unsound policy, according to the views expressed by numerous publishers at the circulation clinic. All publishers seemed to agree that the impulse behind the idea is commendable, but that the eventual load on the newspaper may become prohibitively high.

"Servicemen move around so much, with consequent frequent address changes, that it's almost impossible to keep up with a large free list. During World War II, several newspapers lost heavily through the policy.

"Most service men and women wanting the paper are glad to pay for it. When they do, they are likely to keep the newspaper well formed on address changes and share the problem with the publisher. This is not true complimentary subscriptions."

KPA dues are due.

A new Linotype agency, headed by Charles (Barney) Borntraeger, was opened officially in Cleveland, Ohio, on March 1. This is the third new agency established by the Mergenthaler Linotype Company within the last 12 months. The Dallas Agency, with Karl E. Smith as manager, was opened in June, 1950, and an agency in Atlanta was established under the direction of Manager Joe Schuman in October of last year.

The Cleveland Agency, which occupies a modern, one-story building at 2536 St. Clair Ave., has an extensive stock of replacement parts and matrices and will handle the needs of Linotype customers in Ohio, and parts of Michigan, Indiana, Kentucky, West Virginia, Pennsylvania, Maryland, and New York.

"The Mechanism of the Linotype and Galleys" — This attractive book is 4 7/8 x 6 7/8 inches, 3/8 inch thick, flexible fabrikoid cover, 122 pages besides forward, index, etc., 204 illustrations. Twenty-eight chapters deal with Keyboard and Cams, Magazine and Capments, Assembler, Space-band Box, Line Delivery Slide, Clutch, Main Cams, Elevators, Galleys and Justification, Distributor, Imp, Mold, Knife Block, Metal Pot, Elector, Making Changes, Cleaning, "The Five Steps," Causes of Defective Matrices, Mechanical Terms, Adjustments, Removing Galleys. Authors are well known instructors at the School of Printing, South Dakota State College, Brookings; Windsor A. Straw and Oscar R. Abel. The book sells for \$5.00.

President Douglas Cornette of the Kentucky Press Association has been named by Gov. Lawrence Wetherby as a member of the Kentucky State Committee to Employ the Physically Handicapped.

"A Handy Digest of Today's Most Popular Body Faces" is Linotype's answer to the question, "What type face shall I use?" Fifteen type faces are listed in this folder together with practical information on their effective use. Kentucky now comes under the Atlanta branch agency; write that branch for your copy.

Had a good profitable Advertising Idea the past year? Submit tearsheets, copy, or copies, with a brief statement if you wish, to Prof. Phillip Ward Burton, School of Journalism, University of Florida, Tallahassee, Fla. Winner gets a plaque from Publishers Idea Exchange, Des Moines, and nationwide publicity plus local prestige.

A money saving idea is picked up from an exchange regarding tax on long distance telephone calls. Since long distance calls made for news-gathering purposes are not subject to the 25% tax, if you have two telephones in your office, all such long distance calls (and only those) should be placed over one line. The telephone company then, when so instructed, will not charge the 25% tax on long distance calls placed over that line.

John Clifford Kane, 67, linotype operator for the Louisville Courier-Journal, died recently at a Louisville hospital. Kane, a past president of the Louisville Typographical Union No. 10, had worked in the Courier composing room since 1918. Survivors include his widow, Mrs. Catherin W. Kane, and a son, George E. Kane.



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



The Franklin Price List will make you money.

Are you getting your share of ABC advertising dollars?

KUP—KOT

For Press-Room—Bindery—Stockroom

The Efficient, Sanitary Aid to Paper Handling
 Inexpensive—Durable—Attractive

Worn like a wrist-watch, it is always where you need it, and eliminates the mess and discomfort of old paper-handling methods

Order one for every press-feeder bindery girl and paper handler

INTRODUCTORY PRICE:
 KUP-KOT Dispenser and Bottle of lotion,
 both for

\$2 Postpaid

Order from your Association office, or send check with order to:

Vegas Manufacturing Company
 P.O. Box 1174, Salt Lake City, Utah

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

Central Press Clipping Service

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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.

Cost Study Survey

We would like to call your attention to the form for the Weekly Newspaper Cost Study — 1950, prepared by the Weekly Newspaper Bureau of the National Editorial Association, which appeared in the February issue of *The National Publisher*. We urge our KPA-NEA members to check this study, the plan for the study, carefully, then participate in the nation-wide research by filling out the form on page 9 and sending it to the NEA or Joe Terry, manager, Wolf & Co. Each participating paper will have an opportunity to receive the completed study and to compare his operation with the average over the nation and the average for his size of newspaper. These studies are good places to find tips for improving your own business.

Filling Ad Kuts

"What's the best way to keep track of cuts?" Time was when everybody threw them into a big box, then pawed through it when need arose for a certain one. Now the favored practice seems to place them in drawers, or in type-high boxes set on edge like books. But here is a warning against trying to keep them alphabetically. Some lettered drawers or boxes soon get full, while a few cuts go in those marked U to Z. The solution is an alphabetical card file. Entries on the cards show the NUMBER of the drawer or box, so that each can be filled before starting a new one. The file cards can have a column for noting to whom and when a certain cut was loaned — and maybe the date of its return.

1. A small mirror, such as one found in a woman's old compact, is handy around a Linotype, especially when used to direct light into dark corners of the machine. Dentists, too, "use up" their little round mirrors and will be glad to give you one.
2. One beat-up broken old spaceband will give you two useful instruments. Break it in two longitudinally. Grind the thin end of one side square into a fine screwdriver. Sharpen the other side of the band for a knife or pointed punch.
3. When recasting lines or border on a Linotype, the second elevator transfer lever will often have enough play to jam the line or casting block. To avoid this accident, disconnect the transfer lever by removing the pin which holds the lever to the operating arm.

The NEA monthly mat service will please you, and give you service plus.

Paper Salvage Campaign

Industry officials recommended February 19 that the government revive World War II paper collection programs to save paper for defense. The suggestion was made to the National Production Authority which is studying ways of easing a possible paper shortage "due to anticipated reduction in imports" and cuts in the supply of sulphur. Industry officials said pyrite chemicals might be used as a substitute for sulphur in the paper and paper savings might be obtained by limiting paper production specifications but NPA made no comment on the suggestions.

Having trouble with static? Wet the floor, and keep it wet. Set a bucket of water on the radiator. Keep the bucket filled. Rub the edges of the reams with a damp sponge. A little glycerin on the tapes of the folder helps. Keep the pressroom warm all the time. Be sure the press or folder is grounded and not sitting on a plank. If it is, run a wire from the press to the water pipe.

Binding News Files

Is Our Specialty
Write for Information

O. J. Forman Company
Monmouth, Illinois

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

After you have opened a can of ink a little vaseline inside the rim of the can will open a lot easier the next time.

Save Wrapping Time

Ned Thomas, Moses Lake (Washington) Basin Herald, recently noted in a bulletin on how to wrap single wraps comes back with what he claims to be a faster and better method.

Here is what Ned says: "We eliminated single wrapping a year ago after I learned the trick from a California publisher. Quarter fold our singles, put one staple each, and away they go, just like that. Our checks with subscribers indicate they are in good shape and like the system. Certainly saves time with us. The post office has to accept them that way, too, as there have been rulings on it, I understand."

Sounds like it might be a good idea for a time-saver.

More type has been ruined with tweezers than with any other tool in a composing room. A letter that can be lifted from a galley without tweezers slipping very likely will have been just as easily lifted with your fingers.

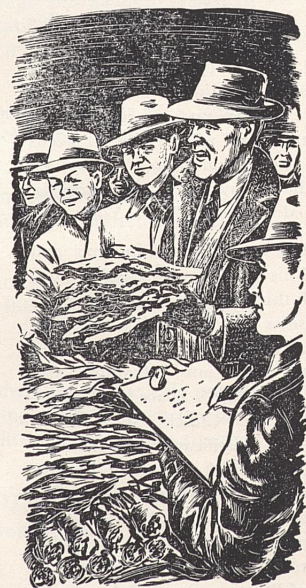
ONE OF KENTUCKY'S TRADITIONS

Tobacco Auctions

To most Americans there's little meaning in the melodious chant of the tobacco auctioneer. To the Kentuckian born and raised in the burley belt it's the sweetest music in the world. For it means good times and welcome cash after long days in the tobacco beds. Tobacco auctions with their row upon row of golden leaf are a pungent tradition in Kentucky.

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

Like tobacco auctions, BEER BELONGS in Kentucky. And since the earliest tobacco auctions, sellers and buyers alike have retired after the sales to enjoy beer, *the beverage of moderation*.



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1523 Heyburn Building • Louisville, Kentucky

The Kentucky Press Association

is an organization representing 160 weekly and semi-weekly community newspapers, 22 small dailies, and 7 major dailies, whose publishers desire to provide for advertisers the greatest possible coverage and render

the placing of advertising in their papers more easy and satisfactory. The Association maintains a Central Office in McVey Hall, University of Kentucky, Lexington, which provides for the all-inclusive plan of

One Order - One Billing - One Check

without additional cost to agency or advertiser. This office through a complete file of its newspapers attends to proof of publication through tear sheets and cares for the many details of placing advertising. Given a list of newspapers to be covered with mats or plates necessary, the office will place the orders, check the publication, provide tear sheets, and render one bill for the entire account. This eliminates a considerable expense to the agency or advertiser.

You can place space in any number of Kentucky weeklies, semi-weeklies, or dailies with a single order. Send us only a blanket insertion order, together with mats, stereotypes, or copy sufficient to cover. Individual

insertion orders will be issued the same day from the association office. No charge is made to the advertiser or agency for this service.

This office will service advertising accounts covering all or any part of this entire list. The cost of covering the community newspaper field, exclusive of the small and major dailies, is approximately \$64.00 a column inch for a circulation of 385,000 readers, almost all on a cash-in-advance basis. Seventeen weeklies are members of the Audit Bureau of Circulation; twelve dailies are members. More than 40 applications for membership are now on file.

National Advertising Affiliating Service

This Association is a state affiliate with the National Editorial Association, and is an affiliating and co-operating member of and with Newspaper Advertising Service, Inc., Chicago. National orders, placed thru NAS, are distributed from this office to our state newspapers under the one order, one billing, one check plan.

While our state average is higher, in the nation 52% of the nation's population, 70,200,000 persons, live in towns of less than 10,000 population—only seven larger cities in Kentucky. This "Mr. 52" had \$44,000,000,000 to spend last year, 43% of the Nation's buying power.

"Mr. 52" represents 6,000,000 farm families—2,000,000 electrified farms—60% of all automobiles, trucks and tractors—50% of all furniture—46% of clothing—and the Nation's highest percentage of Home ownership—IN FACT, the greatest potential market for far-seeing manufacturers.

"Mr. 52" in the past has been difficult to reach, living in 15,000 different small towns and on 6,000,000

farms—no national publications, no national radio hook-ups can reach him as Economically, as Thoroughly, as Easily, as HIS HOMETOWN NEWSPAPER with maximum readership—because "Mr. 52" knows the local editor—knows all the merchants—knows all the other subscribers—knows his Senator and Representative—knows that his Hometown newspaper is a Warm, Living, Influential part of his life—and directly influences it.

"Mr. 52" Hometown newspaper offers MORE local coverage than all other media combined—he can be reached by One Package and One Check through Newspaper Advertising Service, Inc., 188 West Randolph, Chicago, and through the Kentucky Press Association.

Remember "Mr. 52" and make him a customer by selling him today through his own HOMETOWN NEWSPAPER.

For information, call or Write Victor R. Portmann, Secretary-Manager, McVey Hall, University of Kentucky, Lexington 29, Kentucky.

Were Playing for Keeps Again

Once more American enterprise is being called upon to save our freedom.

Production is the order of the day, production that is dependent upon electric power. Ten years ago that power was there when we needed it. Today the electric industry is ready with twice the power supply we had 10 years ago. And its cost is lower.

We have five times the power supply that Russia has, 100 times as much as China.

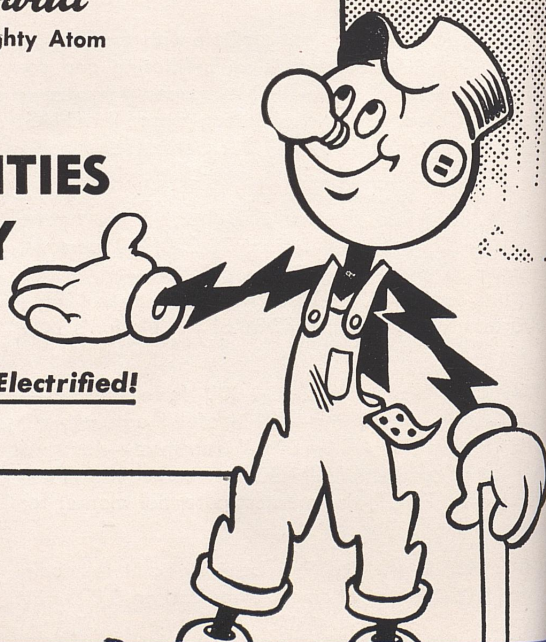
The U.S. can go to three shifts a day anytime. The business-managed electric companies have seen to it that the power is there, ready.

Reddy Kilowatt
The Mighty Atom

KENTUCKY UTILITIES COMPANY

159 West Main Street Lexington

America is Strong . . . It's Electrified!



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