

The Kentucky Press

JULY, 1949

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



ANNOUNCING

Holifield Discusses Flaws
In State Printing Contract
Princeton Leader Sold
New Dailies In Glasgow

VOLUME TWENTY
NUMBER NINE

Publication Office:
Room 64, McVey Hall
University of Kentucky
Lexington



Official Publication Kentucky Press Association

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 cooperating 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.

State Printing Contract Under Fire

By HUGH MORRIS

An attorney general's opinion may be the basis for breaking up a 40-year virtual monopoly of the State's first-class printing business.

The State Journal Company of Frankfort, now owned by Perry Publishing Company, has been getting the State's first-class printing contracts at least since 1910, in the memory of old-timers at the job plant here. Usually, The State Journal bid is the only one received.

This is largely because of the law governing public printing. The law makes it impracticable for any out-of-town printer to bid competitively against The State Journal Company because:

1. The wide variety and large amount of first-class printing must be covered in one four-year contract.
2. The work must be done in Kentucky by a Kentucky firm.
3. If the work is done outside Frankfort, the printer must pay his own transportation costs for all copy, proofs, and delivering the finished work.
4. Printed bills and resolutions of the General Assembly must be delivered to clerks of House and Senate the day after introduction, or as soon thereafter as possible.

The last four-year \$1,000,000 contract with the Perry Company was awarded February 7, 1947. It was voided recently by Circuit Judge William B. Ardery. The State is planning to seek a new one this fall. Meanwhile, printing has been farmed out to several other companies in Kentucky, said Ben H. Lowry, director of the Division of Purchases.

M. B. Holifield, assistant attorney general, said that the new contract does not have to include all first-class printing jobs. The work may be advertised and contracted for in three sections, Holifield said.

The opinion was given to W. C. Hamilton, attorney for the Department of Finance. It pointed out that Section 247 of the Constitution required the General Assembly to enact laws to insure that all printing contracts would be let on competitive bids.

But, Holifield asked, did the Legislature know when it enacted the present public printing law:

1. "That the condition of the printing and binding industry in Kentucky would be such that only one corporation in the state possessed all the finances, the mechanical facilities, and the skilled labor to do all the printing and binding" called for in the first-class contract?

2. "That if the contract was advertised and let as required (by law), there would be only

one bidder on the contract because only one corporation in the state had the power to do all the printing and binding that is embraced in the first class?"

If the Legislature did know these things, Holifield continued, "its enactment of Chapter 57 was a futile thing, and an impractical act dishonestly designed to evade the mandatory directions of Section 247 of the Constitution"

Holifield said it was "ridiculous" for the Finance Department to be required to go to the expense of advertising bids for first-class printing "when we know that only one corporation can or will bid on the contract."

"But we have no legal or moral right to presume that the General Assembly knew or anticipated" this condition, he continued. "Neither have we any right to presume the Legislature intended to adopt a futile, useless, vain or impractical act.

"The only presumption we can indulge is that the Legislature intended that its first-class printing and binding should be contracted for under competitive bidding . . . to the best and lowest bidder . . . at the lowest cost," Holifield asserted.

The assistant attorney general said that when the Legislature enacted the public-printing law it was trying to put into effect the mandatory provisions of Section 247 of the Constitution.

"It's general intent, purpose, and will was to require competitive bidding," Holifield said. "To let the contract . . . as defined in the statute absolutely in one contract when there is only one qualified bidder in the state, is not only to defeat the purpose of Section 247, but the intent and purpose of (the laws) enacted to put that section of the Constitution in operation."

Holifield said the three first-class-printing-contract subdivisions could be all books and pamphlets, feed and fertilizer-tax tags, and all other flat-press job work.

There are small printing plants in Kentucky which possess the finances, mechanical equipment, and the labor necessary to bid on each of these groups, but cannot qualify to bid on all three groups" as required by the present law. Holifield added.

The assistant attorney general said the Finance Department would have to ask for bids on work in each of the three sections, and for one bid covering all the work. If the three sectional bids were lower than the bid on the combined work, three contracts could be awarded.

Lowry said the State is planning this fall to readvertise for a first-class printing contract lasting until January, 1951. The Finance Department has not yet decided definitely to split its request for bids into three parts, he added.

Holliday To Publish Menifee County News

Menifee county, one of few dwindling counties of the state that has not been represented by a newspaper for many years, will soon have a weekly newspaper, the Menifee County News, according to an announcement of M. H. Holliday Jr., Jackson.

The publication office will be in Frechburg, the county seat, with Mrs. Lela Powell as editor. For the present, the paper will be printed in Jackson.

Mr. Holliday, for many years editor-publisher of the Jackson Times, also is publisher of the Booneville News, the Campton News, and the newly established Stanton Herald. He also finds time to support a vigorous program for the development and promotion of the Natural Bridge State Park, Powell county, as president of the association.

The Press congratulates Publisher Holliday on the establishment of the new publication.

This leaves only Martin county as the only county in eastern Kentucky without an established newspaper.

Store Scheme Is Not A Lottery

Here's a scheme to attract customers to a store that Assistant Attorney General Squire N. Williams, Jr., stated is legal on May 30:

Cal Turner, member of a Scottsville dry-goods firm, asked whether he could give 10 'black and white auction dollars' for every \$1 purchase, and then auction off a prize to the highest bidder with trade money. Williams replied:

"The Constitution of Kentucky as well as the statutes prohibit all conduction or participation in a lottery. However, in the event that your plan is carried out as stated herein, there would be no element of chance involved and it would not fall within the courts' definition of a lottery. We believe, therefore, that your plan is not contrary to the intent and purpose of the statutes prohibiting lotteries."

Grass Roots Digest Begins Publication

Your Central Office has received Volume I, Number 1, of the "Grass Roots Digest", a monthly publication which is being sponsored by the School of Journalism, University of Missouri. The purpose of the publication is "to try to reprint outstanding editorials from the small town press in all parts of the country."

"The Digest is our answer to the problem of the alleged decline of the editorial page in the country newspaper. Whether or not the editorial page has declined is not the point. It is obvious that there is plenty of room for improvement, and we believe it is possible to stimulate editorial leadership on the part of the Grass Roots Press by means of a device that will provide recognition to editors who are doing a good job, at the same time encouraging other editors to express themselves. The Digest serves this purpose, and also will be available to supply editors with good reprint material and with ideas that they can use in their own editions. We are being assisted by a committee of editors which we hope eventually to expand to include all states and the provinces of Canada. These gentlemen are proving very helpful, but we also need additional help if we can get it," states its publisher.

Roscoe I. Downs, Hancock Clarion, Hawesville, and Fred J. Burkhard, Casey County News, Liberty, have been selected as member of the Advisory Committee of 48 publishers. Sample copies of the Digest are being distributed by sections to various states. Kentucky may be next on the list in August.

H. R. Long, Missouri School of Journalism, is heading the publication. He stated, "We would appreciate it very much if you would encourage your members to send us copies of their better editorials, and if it is not asking too much, to put us on their exchange list in order that we may be able to read their papers and select material suitable for reprinting in the Digest."

The subscription rate is \$1.00 per year. The publication will fill a need for editorial material and will give editors an opportunity to study editorials of other sections of our country. Perhaps you might want to subscribe today. Incidentally the first issue contained a reprint of an editorial, "Cultural Centers", from the Providence Journal-Enterprise.

William Matthews, University of Michigan journalism student, has joined the editorial staff of the Shelby Sentinel, Shelbyville, as reporter and feature writer.

Frank P. Bush Dies

Members of the Kentucky Press Association mourn the death of a man who has helped to improve Kentucky journalism, especially the mechanically format of newspapers for many years, Frank P. Bush, 84 years old, chairman of the Board of Directors and former president of Bush-Krebs Company, Louisville, died at his home, 2124 Cherokee Park. Mr. Bush continued his interest in the development of Kentucky newspapers all his business life. His kindly advice will be sorely missed.

Employee Suggestion Pay Ruled "Wages"

Awards for employee suggestions may constitute "wages" under the Fair Labor Standards Act, depending upon the circumstances, according to an opinion letter of the Wage and Hours Administration dated June 29, 1949, states Wolf and Company, our consultants.

"Where the suggestion is of a complicated nature requiring a substantial expenditure of the employee's time, such as a blueprint for a new machine, the time spent is time worked and the compensation received must be included in the regular rate. If, however, the suggestion is one of a simple nature which requires no substantial expenditure of time in its preparation, such as one which need merely be stated or put briefly, in writing, the award received is not required to be included in the regular rate. On the other hand, if the employer sponsors a contest for a particular purpose, such as a sales promotion idea, the offer of an award constitutes an invitation to perform work, and the compensation received must be included. The mere establishment of a suggestion box and the award of prizes for suggestions deposited therein are distinguishable from the sponsoring of such contest."

Early openings now available for non-veterans. Milo Bennett's School, English, Indiana. Write for free catalog and application blank.

Floorman available: G. S. Sanders, Shepherdsville, writes that he is looking for a position on a weekly newspaper. Formerly a machinist and tool maker, he has two years experience in the back shop as floorman, but no experience on the linotype. He is a veteran. Write him for further reference if you need a man.

Gracean Pedley Sells The Princeton Leader

Gracean M. Pedley, owner-publisher of the Princeton Leader for the past decade, has announced the sale of the newspaper to Mr. and Mrs. John S. Hutcheson Jr., effective August 1. The Leader had been the leading newspaper in Caldwell County for more than 80 years.

It was in the possession of the Catlett family for many years, and, before purchased by Mr. Pedley, was known as the Twice-A-Week Leader. Under Mr. Pedley's guidance, the Leader is known as one of the best community newspapers in the state and has won many prizes in the annual KPA contests.

Mr. Hutcheson is 28 years old. He was graduated from the University of Kentucky, Department of Journalism, in 1947, and has been managing editor of the Pineville Sun the last two years. While in college, Mr. Hutcheson worked as a reporter for the Lexington Leader. He was in the U. S. Army Air Force 36 months during World War II.

Mrs. Hutcheson is the eldest daughter of Mr. and Mrs. T. M. Roach, of Midway. She is a graduate of Centre College and was for some time secretary to Lyman Ginger, head of the University of Kentucky Training School, Lexington. The Hutchesons have a baby son, John III, 8 months old. They are in residence at the Hutsaker Apartments.

There will be no changes in The Leader's news staff or shop personnel, the new owners announced, other than the change in editors. One new printer is expected to join the compositors within the next week, Mr. Hutcheson said.

G. M. Pedley, who bought The Leader in July 1940, from the Catlett family, will continue to reside in Princeton and to operate the Lyon County Herald at Eddyville.

New Publisher Named On Frankfort Journal

Appointment of Norman A. Perry Jr., publisher of the Carrollton News-Journal, to the similar post on the Frankfort State Journal, the capitol city's only daily, was announced July 28 by the Perry Publishing Company, John H. Perry, president.

Mr. Perry succeeds Frank S. Newell who resigned, effective July 31, to devote his time to his farm and other business interests in Woodford county, and, as he expressed, "To get a needed rest from long years in newspaper work".

Mr. Perry's successor at Carrollton has not been announced.

Patronize Press Advertisers.

A Big Event On Main Street



Last month in a small New England town A & P opened a fine, new, modern super market to replace a store that had been there for many years.

The night before the store was opened for business, a public preview was held. In this town of 12,000 population, more than 3,000 persons came to inspect their new shopping center and meet the store personnel.

Apparently the people along America's Main Street consider the opening of an A & P store a civic event of interest and importance; for the same impressive turnout occurs in big cities and little towns whenever A & P opens a new store or remodels an old one.

That so many people are attracted to a super market opening is, of course, evidence of great public interest in food.

But it is also a tribute to the important place A & P occupies in the daily lives of millions of American families . . . a place the men and women of A & P have won through the years by consistently doing 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

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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

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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.*



State Goes Over Quota In Opportunity Drive

Kentucky went over the top in the Opportunity Bond Drive just concluded, the final sales of Series E Bonds, \$16,308,829 against a quota of \$13,430,000, represent 121.4 per cent of that quota, according to Norman L. Rockey, State Director. Our state newspapers can be proud of the publicity that was given to the Drive which played a large part in its success.

Mr. Rockey stated further, "We believe no other state has received such wonderful cooperation and assistance as the Kentucky State Office has received. Newspapers and radio stations constantly reminded the public of the Savings Bonds message; banks and post offices did a remarkable sales job; our volunteers worked long and hard for the success of the Drive; and in addition, the Selective Service System in Kentucky gave us some fine assistance in assuming a \$100,000 cash sales quota, and selling \$244,266 in Savings Bonds at cash value, to the citizens

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.

of Kentucky.

"The Selective Service System in Kentucky is leading the 55 other Systems throughout the United States and Possessions in attaining and maintaining 100% Payroll participation."

A citation was presented to the Kentucky Press Association, for its members collectively, at the mid-summer meeting. A further citation was presented to Secretary Portmann as chairman of the newspaper publicity committee. The chairman wishes to extend his thanks to the members of the Publicity Committee for their assistance and co-operation during the drive—characteristic of the always helpful cooperation of the members of the Association.

Newspapers Should Have National Representation

In answer to the few weekly papers that cannot understand, or see the necessity, of establishing a representative in the national advertising field, the following extract was found in the Texas Press Messenger and presents the answer in a forcible manner:

"Advertising is the newspaper's stock in trade. When an agency places an advertisement with your publication the customary discount is 15 and 2%. For the sake of easy figuring, let's call it 17%. Your representative charges you another 15%. Again for easy figuring, let's call it a total discount of 32%. In other words the net to you is at least 68% of the total sale.

"How many merchants in your town sell their stock in trade at a 68% margin? Some merchants make as much as 50%, but in the main the average dealer will more likely operate on a margin nearer 33 1/3%.

"True, a newspaper is in one sense a manufacturing plant. However, the product manufactured includes many varieties of "stock in trade" (advertising)—classified, display and legal.....all produced in the same manufacturing process, and all wrapped in the same package.

"The point we are trying to make is that the percentage is greatly in your favor and that fact should be kept in mind when you consider whether or not you should sign up with a national advertising representative."

(Note: While Texas newspapers pay 32% total commission to the advertising department of the State Association—many other states have similar net discount—Kentucky publishers pay a net 29% to KPA advertising service department.)

Coca Cola Launches New Advertising Campaign

The Coca-Cola company in June launched a long-range nationwide advertising program in 48 trade publications with copy along an educational theme aimed to encourage the proper use of its trade names in print.

Believed to be the first such campaign ever conducted by a national advertiser, the monthly ads are appearing in 15 nationally circulated publications in the advertising and publishing field, as well as 33 state and regional trade publications, including The Kentucky Press.

The series of advertisements, being produced by the D'Arcy Advertising company of New York, uses black and white illustrations with copy, is prepared for editorial staffs on the working level in the nation's newspapers, magazine and periodical field. The Coca-Cola ads, besides pointing out the specific story of the company's trademarks, will tell the general story of trademarks and the legal protection accorded them in such a manner that the entire industry will profit.

Congratulations to the Morehead News for their supplement of children's pictures that appeared with a recent issue. Approximately 150 children's pictures were used and the supplement should create additional goodwill for the News.

ABC is advertising insurance.

New Daily Tabloids Established In Glasgow

William J. Jones, Jr., owner and editor of The Glasgow Republican, announced July 3 the inauguration of morning and afternoon daily tabloid publications. The Republican is a weekly newspaper published each Thursday.

The first edition of The Morning Sun was dated July 23. The companion tabloid, The Evening News, will soon be in production. The Sun will be published Tuesday through Saturday mornings, and The News Monday through Friday afternoon, both five-day dailies.

Billy Beaty Jones, World War II veteran, son of the publisher, will be editor of the two papers. He has worked in the Republican office all his boyhood, leaving only to attend the University of Kentucky where he also worked with the sports department of the Lexington Leader, and army service. He received the degree of BS in Commerce in 1948.

Theodore Jackson "Jack" Eversole, Louisville, also a veteran, will be associate editor of the two papers. After war service in the Pacific, he also attended the University of Kentucky, receiving his AB degree in Radio-Journalism in 1948. He has been a member of the staff of radio station WVLK, Versailles-Lexington.

Gordon B. Crump, Woodsonville, graduate of Lindsey Wilson Junior College with a Certificate in Journalism, is advertising manager. He had experience in sports and feature writing with the Nashville Banner and general newspaper work with the Campbellsville News-Journal. He will also "double" in sports on the two papers.

First edition of The Sun, 5-column, 4-page paper, was issued July 3. The News ran its first edition Monday, July 25. Jones said present plans call for the tabloid to be enlarged to full 8-column paper when equipment, now on order, arrives.

J. Walter Thompson has published a 28-page analysis of market potentials indicating "an open opportunity to every seller of goods and services." Citing Federal Reserve Board figures, the report says: "... consumers have been digging into savings considerably less than during prewar years." Conclusion: "Consumers will have more than \$100-billion to spend as they please."

A man should never be ashamed to own that he has been in the wrong; it is but saying, in other words, that he is wiser today than he was yesterday.

Hoosier Press Counsel Advises on "Nowadays"

From the Hoosier State Press Association, comes this advice on Nowadays: "Several publishers under contract for distribution of the supplement Nowadays as part of their newspaper have asked for advice on final settlement of their account with the magazine, which has folded up and gone out of business. Since the State Office does not have a copy of the contract with Nowadays, it is difficult to pass an opinion.

"It appears that the contract provided participating newspapers were to pay \$3 per thousand for the copies they received. Nowadays was to issue Certificates of Participation in Advertising (scrip) under which the participating papers were to receive a percentage on the advertising content of the magazine. We are advised that the scrip was never delivered and several publishers have declined to pay for the copies they accepted and distributed. Nowadays executives are now demanding payment. What should be done about it? Apparently there has been a breach of the contract by both parties. It is not likely that Nowadays will sue, since the unpaid account for copies owed by publishers can be offset by the unpaid revenue from advertising content. Any publishers having this problem should offer to settle the bill for copies less the amount due them on advertising revenue under the contract.

"Since a few publishers may have felt the State Office was 'riding' Nowadays, the inside story of that deal will now be told. Mr. Ames presented his entire proposition to HSPA counsel two years ago and asked for approval. When this was refused because of policy reasons, he asked for an opinion on the merits of the project and was told frankly that it was objectionable because it involved participating newspapers in publishing a part, (section, supplement) of their newspaper over which they would have no control either as to news or advertising content and particularly national advertising. Mr. Ames then asked that this opinion of the deal not be passed on to HSPA member papers. He was told that it would be passed on, but was assured that beyond this HSPA would take no part in influencing publishers for or against the deal. Despite the merits of the supplement, and its discontinuance is regrettable, the proposition under which it was produced and distributed was far too involved to operate successfully over a long period."

One reason why so few recognize opportunity is because it is disguised as hard work.

A stitch in time saves embarrassing exposure.

Sag Kash Joins Cynthiana Democrat

Brown Lee Yates resigned his position as editor of the Cynthiana Democrat and has joined the editorial staff of the Special Feature department of the Western Newspaper Union, Frankfort.

Sag Kash, editor of the Carlisle Mercury for the past two years, has been appointed to succeed Mr. Yates as editor of the Democrat. His resignation, announced by Warren R. Fisher Jr. of the Mercury, will be effective July 30.

Kash resigned as assistant sports editor of The Lexington Leader to become editor of the Mercury in June, 1947. He returned to Kentucky in October 1945, as managing editor of the Central Record in Lancaster from a position as sports editor of the Troy (Ohio) Daily News.

Kash, who stresses the use of local news pictures, took pictures himself for the Mercury during the past two years. Mrs. Kash will remain in Carlisle until they find a residence in Cynthiana.

Minimum Wage Bill

75 Cents hour minimum for wages paid in interstate commerce is recommended by the Senate Labor sub-committee. The present minimum is 40 cents. Senator Claude Pepper, author of the bill, estimates about 1,250,000 persons would be affected. The bill would authorize the wage-hour administrator to sue in behalf of an employee for wages due him under the law. The committee eliminated an exemption from the child labor section of the law for those who deliver and sell newspapers. Attempts have been made by federal administrators to include the "Little Merchant" or independent contractors as employees subject to wage-hour regulations. It is clearly to the interest of newspapers to have their exemption restored to Bill S. 653.

There's Gold in the tourist vacation field, reports Advertising & Selling. A consumer survey shows the average family plans to spend 28% more for vacation benefits than last year, despite the current economic deflation. Nearly 30 million workers both salaried and wage earners, are getting vacations this summer with pay. July is the peak month with August and September the next two most important months. The vacation trend has resulted in enormous increases in consumer expenditures for recreation of all kinds.

Paul Brannon Purchases Paris Kentuckian-Citizen

Paul Brannon, Paris, announced the purchase of the Kentuckian-Citizen, which claims to be the country's oldest newspaper in continuous publication, on July 18.

Brannon bought the weekly from James and Laurence Shropshire, Ed Muehler and Coleman Smith. He will take possession August 1. Brannon had operated the newspaper for two years under a lease. He also owns and publishes the weekly Nicholas County Star at Carlisle.

The Kentuckian-Citizen was founded in 1807 as The Western Citizen. It later merged with The True Kentuckian which was founded in 1866.

Brannon plans to make it a semi-weekly again. He said he would take his sons, Jimmy and Larry Brannon, into partnership in both papers.

Nieman Fellowship

William M. Stucky, city editor of The Lexington Leader, is one of 12 American newspapermen awarded a Nieman Fellowship for an academic year of study at Harvard University. He will study American and European history.

The city editor, a graduate of Phillips-Exeter Academy and Yale University, became a member of The Leader news staff in May, 1946, shortly after four years of service with the Navy and he has been city editor since 1947. Prior to entering military service, he was a member of The Herald news staff.

Stucky is the fourth applicant from The Leader to receive a Nieman fellowship. The others were John F. Day, now with the Courier-Journal's Washington bureau; A. B. Guthrie Jr., author of "The Big Sky" and now a free-lance writer; and Henry Hornsby, author of "Lonesome Valley," on the newspaper's editorial staff.

Rules For Correspondents

This idea for improving the efficiency of your country correspondents comes from a weekly newspaper in Canada which sets forth ten rules to guide correspondents in doing a good job for the newspaper.

The rules are printed in the back of the copy paper provided the correspondents. The paper is ruled, with blanks at the top for correspondent's name and address. A bold face warning on the ruled side, top of page, says "Please Read Instructions on Other Side." The rules combine ethics, style and suggestions for news gathering.

1. Write on one side of paper only.
2. Write on ruled lines, leaving space for editorial corrections. Leave blank line between items.
3. Everything that happens has news value: Illness, deaths, accidents, weddings, anniversaries, misfortunes, other losses. Also good news—prizes, presentations, promotions, business changes, visitors, and those visiting elsewhere. Don't try to be humorous, but be good humored; be friendly, not personal.
4. Remember, some things that you write may be left out. DO NOT include advance notices advertising plays, lawn socials, banquets, etc. These MUST BE PAID FOR as advertising.
5. Copy should be in our hands by Monday afternoon of each week — earlier if you have it ready. You can always send a second batch if you send your first copy to reach us Saturday morning. This doesn't mean that

we can't use your copy early Wednesday morning. Until the presses are running, we want news.

6. This newspaper's policy is strict fairness to everyone without regard to political, religious or social affiliations.

7. When the big news in your district breaks too late for mailing — murders, robberies, tragedies of any kind; fires involving heavy losses — be sure to telephone at our expense.

8. Please take special care with proper names and dates; write plainly.

9. We appreciate suggestions and want to cooperate with you in every way.

10. Do not seal envelopes; tuck flap inside.

If those rules do not suit your own particular purposes, you can devise your own. The idea, however, is a good one since it prevents misunderstanding on the part of your correspondents, and insures better, cleaner copy.

ASSURE EASY EJECTION

CUT MATRIX DAMAGE

CUT MAINTENANCE COSTS

WITH

Linolized^{*} MOLDS

● Linolizing is a new method of processing Linotype molds to prevent metal adhesion to the casting surfaces. Linolized molds remove one of the principal causes of hard ejection. Linolizing prevents metal build-up on the face of the mold, as well as on the interior surfaces. Type metal cannot become fused to the mold, requiring special cleaning. The use of abrasives or sharp tools to remove metal deposits is eliminated. Linolized molds last longer and eliminate the biggest cause of mold trouble and maintenance expense. Linolized spacebands are also available. Clip coupon below and mail for complete information.

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



LEADERSHIP THROUGH RESEARCH

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn 5, New York

Gentlemen:

Please rush my copy of the 12-page brochure on Linolizing.

NAME _____

COMPANY _____

POSITION _____

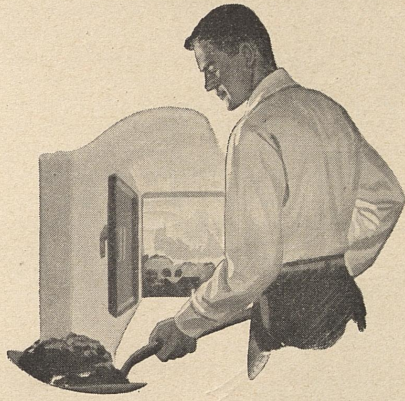
ADDRESS _____

CITY _____ ZONE _____ STATE _____

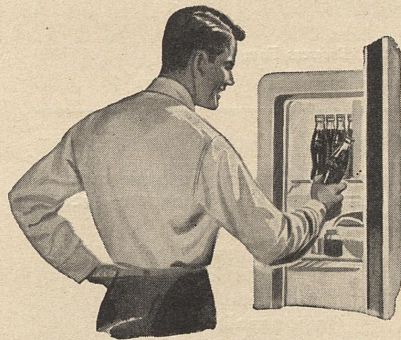
*Trade mark—surface treated

Set in Linotype Times Roman, Erbar and Spartan

You want your coke red hot



but your Coke ice cold*



Spelled with a lower-case "c", *coke* means a certain type of fuel—and nothing else.

Spelled with an upper-case "C", *Coke* means Coca-Cola—and nothing else.

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

Your cooperation is respectfully requested, whenever you use *either* Coca-Cola or *Coke* in print.

***Coke = Coca-Cola**

Both are registered trade-marks that distinguish the same thing—the product of The Coca-Cola Company.

THE COCA-COLA COMPANY

ONE OF KENTUCKY'S TRADITIONS

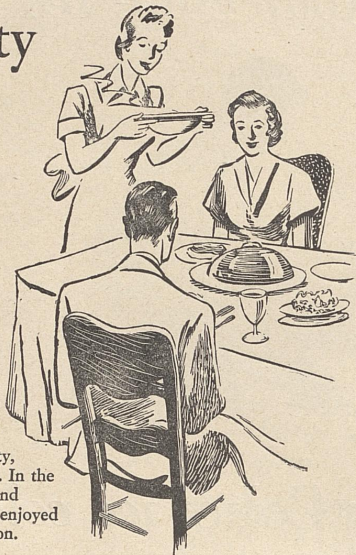
Hospitality

"Pass your plate, Henry. Plenty of chicken left—lots of thick gravy, too."

Hospitality . . . as much a part of Kentucky as Churchill Downs or Lincoln's birthplace . . . a memory that travels to the ends of the earth with those who have tucked a Kentucky napkin beneath their chins. Open-handed hospitality is a welcome tradition.

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

The very essence of hospitality, BEER BELONGS in Kentucky. In the pleasant company of family and friends, Kentuckians have long enjoyed beer, the beverage of moderation.



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

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

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

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.

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

Central Press Clipping Service
 309 North Illinois St.
 Indianapolis, Indiana

Binding News Files

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



Let's Quote From Franklin—

(Not Benjamin)

You quote with confidence when you use the Franklin Printing Catalog as your guide in valuing printing orders. It provides a consistency in valuing that you can depend on.

Send Today for 60-Day Free Trial
PORTE PUBLISHING COMPANY
 P. O. BOX 143 SALT LAKE CITY 5, UTAH

Utah Court Rules On Publication Solicitation

There is a difference between soliciting subscriptions for magazines on the streets and the distribution of newspapers by carriers on the streets. The former is a business activity and the latter is a special service to the people, according to an opinion of the Utah Supreme Court. A Salt Lake City ordinance prohibits solicitation of magazine subscriptions in the city's business district. A test suit was filed charging discrimination since the ordinance does not prohibit sale of or solicitation of newspaper subscriptions. The Utah Supreme Court held: "What is prohibited is the sale of a subscription to be derived from the sale of a subscription to a person who may not receive the magazine for weeks or even months thereafter. The sale of newspapers has become a public service by making the news events of the day available to all. To permit the selling of newspapers and prohibit the selling of subscriptions to magazines is not such an unreasonable classification as to label the ordinance void."

Uses Mat Sig Kuts

The publisher of the Talmage (Nebraska) Tribune has adopted an experiment which seems like a time, money, and floor-space saver. He had mats rolled from a number of standing ad signatures and a few standing ads. He comments: ".....I have shell-cast two sets of the signatures. One set has been mounted and the other set is being kept for use with shell-cast ads that because of their borders—have to be mortised for the signatures. Hereafter, on an ad that has to be mortised, it will not be necessary to mortise the wood base on which it is mounted. Much high-priced 24, 30 and 36 point foundry type has been returned to circulation. Furthermore, a few pounds of metal was released, and a quantity of leads and slugs in frequently-used lengths were returned to the cases. There is no danger of signatures falling apart, and the possibility of workups on the press is eliminated. If signatures are damaged in any manner they can be recast."

MACHINIST

Typesetting Machine Repair
 and Adjustment
 Write or Wire
Marion J. Miller
 601 South Limestone
 LEXINGTON, KENTUCKY

Lottery Law Further Defined

An Oklahoma daily newspaper publisher sent the Central Office a letter received by his postmaster from the Solicitor, Post Office Department, Washington, D. C., which indicates the department may be liberalizing its policy toward lotteries. The local postmaster had inquired about the following advertisement: "Yes, you may be a lucky winner! \$50 in merchandise daily for only four more days! Then everyone registered will take part in the BIG GRAND PRIZE DRAWING Saturday, April 30th at 7 p.m. Anyone may take part. Simply come to our store and register. It's as simple as that. It is not necessary to be present to win! Register now! Attend if possible!" The Solicitor's comments on the above advertisement were these: "The awarding of these prizes was, of course, dependent upon chance. However, if the sole requirement for eligibility to receive a prize was registration of one's name, and registration was in no way coupled with the making of purchases or payments on account, the plan would not appear to have been in conflict with Section 601, P. S. and R., 1940. In this connection, your attention is invited to a notice which appeared in the Postal Bulletin on February 13, copy herewith."

The notice enclosed with the letter read in part: "In order for a prize scheme to be held in violation of this section (Section 601, P. L. & R., 1940), it is necessary to show (in addition to the fact that the prizes are awarded by means of lot or chance) that the 'consideration' involves, for example, the payment of money for the purchase of merchandise, chance or admission, ticket, or as payment on an account, or requires an expenditure of substantial effort or time. On the other hand, if it is required merely that one's name be registered at a store in order to be eligible for the prize, consideration is not deemed to be present."

When To Stop Advertising

When every man has become so thoroughly a creature of habit that he will certainly buy this year where he bought last year.

When younger, and fresher, and spunkier concerns in your line cease starting up and using the newspapers to tell people how much better they can serve them than you can.

When nobody else thinks "it pays to advertise."

Texas Editor Endorses Letters To The Editor

The Editorial Page, filled with opinion of the editor, is very much in need of increased use of the page by readers through the open forum of "Letters to the Editor." Out in Amarillo they used to have a week set aside as "Cuss the Editor Week," and the fun the readers had in talking back was unlimited.

Cussing the editor and violent disagreement with his views has always been an American privilege, just as anyone has the right and privilege of disagreeing with the government without fear of punishment. There are countries where even the editor does not have the privilege of free expression, much less his readers.

The Times-Tribune covets a more generous expression by the readers, and strange as it may seem, the newspaper would much rather have disagreeing letters than those which are complimentary. Our ambition for America is that more people will not only give freedom of thought to the nation's problems at hand, and that includes local issues, as well, but that those who think independently will write down their thoughts for others to ponder.

It's unimportant that people follow our view. The important thing is that they express, vote and back their own opinions and, like the editor, try to get others, by reasoning, to follow their ideas and ideals.

When population ceases to multiply and the generations that crowd on after you, and never heard of you, cease to exist.

When you have convinced everybody whose life will touch yours, that you have better goods, and lower prices than they can ever get anywhere outside of your store.

When you perceive it to be the rule that men who never do and never did advertise are outstripping their neighbors in the same line of business.

When men stop making fortunes right in your sight, solely through the discreet use of this mighty agent.

When you can forget the words of the shrewdest and most successful business men concerning the main cause of their prosperity.

When you would rather have your own way and fail than take advice and win.

When you want to get rid of the trouble of waiting on customers.

When you want to go out of business with a stock on hand.

The American newspaper which carries Drew Pearson's column on one side of a page and Westbrook Pegler's on the other is at least giving the people the extremes on both sides. The same should prevail locally.

Editorially, this newspaper seldom takes sides in local races, although it reserves the right to do so whenever it deems it important to do so. Issues rather than personalities are preferred as topics.

We'd prefer to advocate a modern, home rule charter than to advocate Joe Zelch for mayor. We'd rather tell why we believe a bond issue for a million dollars will be helpful in building a city than in supporting John Doe for city commissioner. And we'd like ideas, right now, for city development, via the letters to the editor.

The rule of signature is always required and honest-thinking people never mind signing their names to what they write.

—From A Texas Daily

Advertising's Role

The following article is from the Editor & Publisher, June 18. The Press heartily endorses the last paragraph — why not print this as a front page box in your newspaper?

The clearest exposition of the role played by advertising in the American economy to be presented in many years was contained in the testimony of Thomas D'Arcy Brophy, chairman of Kenyon & Eckhardt, before the Senate Post Office Committee. It is a role generally misunderstood by the public-at-large and too frequently forgotten by advertising men themselves.

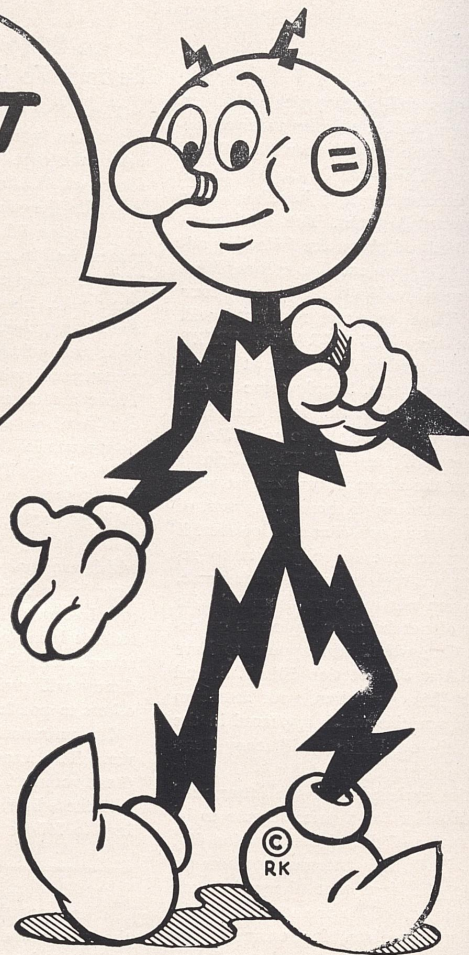
"Advertising is the counterpart in distribution of the machine in production. By use of machines, our production of goods and services has been multiplied. Advertising multiplies selling messages and appeals.

"Hence, advertising has the greatest opportunity and the greatest responsibility for moving goods fast enough to keep the machines in our factories running."

That is the heart of Mr. Brophy's statement. It follows that, if advertising is prohibited, curtailed or discouraged, sales will decline, production will be stopped, and the whole economy will slump. Advertising, the keystone of our distribution system, keeps our great mass production machine operating.

Here is an effective answer to the detractors of advertising. It should be published in every magazine and newspaper for every American to read.

**GOVERNMENT
IN BUSINESS
COSTS YOU
MONEY!**



Government in business usually loses money — and seldom pays its share of taxes on anything it owns.

You pay the losses in taxes.

So, the more business that government gets into — the more money it costs you.

If the government will get out of all business, the people will benefit.

Reddy Kilowatt
Your Electric Servant

KENTUCKY UTILITIES COMPANY

Incorporated

Striving For A Better Kentucky