

The Kentucky Press

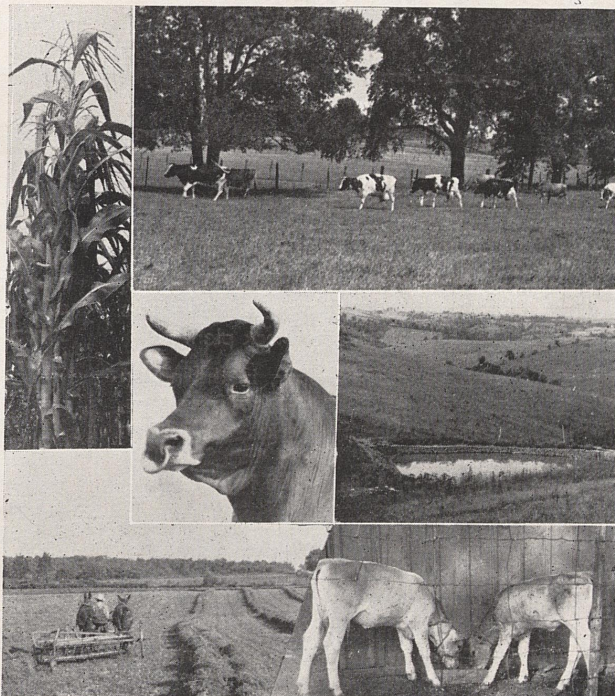
November, 1948

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



VOLUME TWENTY
NUMBER ONE

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



Kentucky's Wealth

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 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.

Responsibility Of Newspapers Emphasized

Grove Patterson, editor of The Toledo Blade in delivering the Don R. Mellet lecture at Boston University's Founders Day this year, after pointing out the vital role newspapers are playing, said:

"There are three major responsibilities which form the base from which today's newspaper ought to take off on its mission.

"First, it is the responsibility of the newspaper to make certain the people shall know. With information denied, they dwell in darkness. This responsibility calls for complete objectivity in the news columns.

"Second of the major responsibilities—the duty of publishers to assume the responsibility of interpretation and leadership, to see that their newspapers are honestly representative of the people as a whole and not of special interests, to deserve the freedom of the press, and to march with endless zeal toward the goal of the public welfare. . . ."

Under this classification, Mr. Patterson said:

"I wonder if a summary of the extended and critical discussion of a free press that has been so widely carried on of late would not come down to these four simple conclusions:

"(1) Newspaper publishers will have freedom of the press so long as they deserve it through devotion to the public welfare.

"(2) A newspaper can rise no higher than the intelligence and character of its owner.

"(3) With conscientious, public serving newspaper owners, we shall not lose the value of the press in America. It will continue to bear the chief responsibility for building public opinion.

"(4) If we do not lose the value, we shall not lose the freedom.

"The third and final of the three major responsibilities which I have chosen to discuss is that the hour has come for the publishers of this country to sense the high desirability, the vital duty, of making a specific, a constructive, a practical effort to raise the standards of American journalism. I am happy to say that such an ideal, such a purpose, is right now being translated into actuality. The American Press Institute, a project of American publishers, is in its second year of service to the working press, to the men who determine the standards of our journalism."

In his conclusion Mr. Patterson said:

"To summarize: American newspapers are confronted by these three major responsibilities. First, to provide objective report-

ing and to furnish the people with unslanted facts. Second, to represent the whole people and not special interests, to assume the task of interpretation and leadership, and to deserve, by moral behavior, the freedom of the press. Third, to join in a constructive specific and practical effort to raise their own standards."

♦ ♦ ♦ ♦

An editorial in a paper in another state points out briefly and logically that "We Don't Make the News; We Print It." Calling readers' attention to the fact that one of the biggest newspaper headaches comes from trying to report all news fairly and objectively without making someone mad, the editorial writer admits that some news is objectionable because of distasteful subject matter or because it is concerned with the wrong-doings of a prominent citizen. The fact is, however, that a newspaper cannot be a newspaper if it suppresses news and withholds events from the readers. Boiling the subject down to the backyard of the community, the editorial winds up by asking readers to always bear in mind that the paper does not make the news, but only prints what happens. In other words, as one editor so aptly put it, "If you don't want it printed—don't do it."

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News is easier to recognize than to define. News is an overt act; it is an animated picture of people doing something, not a still-life of the condition of society.

News is a record and a measurement of current human affairs. It is an event or a situation which is of importance or significance in the life of a community. It is a happening or a development—national, international, regional or local—which affects the public welfare, or claims the public interest.

News is a daily recording of the efforts of human beings to adjust themselves to their environment, and to each other. It is a chronicle of human frailties and human failures—of their perfections and triumphs; it is a record of their greed and lust, of their loves and generosity, their wisdom and their stupidity. It is a report of their strivings and aspirations, their hopes and their fears and their courage.

News is created out of shifting elements; it is relative, not absolute. It is an ingredient in the human awareness of related circumstances—not an isolated fact or incident suspended in time. Something might

be news today, and not tomorrow—or an event might be news next week and not today.

The highest form of reporting is the ability to understand and fit together certain isolated and apparently unrelated trends before they become news. The public knows what news is after it becomes news. Only the accomplished and skilled reporter or editor knows what it is before it becomes news.

News is a recording of the substance, as well as the spirit of things by which men live; a report of their buyings and sellings, of the things they create and build; it is a chronicle of their cultural and social yearnings. It is a report of their heartaches and tragedies, a record of their spiritual quest—and their goings to hell.

News is something unusual or fantastic or bizarre—or so uniquely commonplace as to be extraordinary.

News is a fist fight or a dog fight or a political fight; news is a contest between men, or between men and nature.

News is adventure, it is mystery; it is high drama and low comedy; it is wealth and poverty; it is splendor, and frequently squalor.

News is a description of what men pay for and women wear; a report of what people eat and drink, and how they live.

News is the death of a person—and the birth of one.

News is what your city editor says it is.

KPA Fund Growing

As another contribution to the Kentucky Press Crippled Childrens Fund, the Lexington Herald-Leader sponsored a charity wrestling show on November 12 which netted \$319.26. According to Chairman Thomas L. Adams, the fund now has reached \$3,587.99. Chairman Adams again emphasizes the opportunity that Kentucky newspapers have in promoting this worthwhile project. The newspapers should contact colleges, high schools, civic clubs, and other organizations in enlisting their aid in sponsoring sports and other community events from which all, or a part of the proceeds, can be earmarked for this growing fund. The newspaper's contribution to any event is the publicity that it would give to the project. We hope that every newspaper will join in this worthwhile project.

KPA Committee Formed To Promote Bond Sales

Sale of U. S. Savings Bonds is important in peace time — just as it is in war time, although for different reasons, was emphasized by Elihu E. Harris, advertising director for the Savings Bond Division of the Treasury, Washington. Mr. Harris addressed the newly formed group of state newspaper men who formed the statewide bond-advertising committee which met at the Pendennis Club, Louisville, on November 27.

Whereas during the war U. S. bonds were sold to finance the war effort, Harris said, they now serve to make the Government and the people more secure.

The way the national debt is handled, he said, will determine for many decades the nation's wages, prices, profits, and taxes. The savings-bond drive serves to spread the debt throughout the population and thus, as the same time, create wide interest in what is done about the debt.

"We are concerned with how the economic system shall best be maintained against those who would demolish it," Harris said. Interest on the national debt, he pointed out, now costs the U. S. \$540,000 each hour.

Another value of U. S. Savings Bonds, Harris said, is that they give the holder a feeling of security. "Since he is not afraid to look to the future, he is a better citizen and employee," Harris explained. He said this point should interest businessmen in both large and small communities.

The statewide committee, which will swing into action at once, is under the joint-chairmanship of Martin K. Speckter, Bozell & Jacobs advertising agency, Louisville, and Secretary Portmann, KPA. Members of the committee in attendance were James M. Willis, Branderburg; M. A. Holliday, Jr., Jackson; Thomas Wilson, Cynthiana; D. M. Hutton, Harrodsburg; Thomas R. Jones, Jeffersonton; W. L. Dawson, La Grange; W. E. Crutcher, Morehead; and George A. Joplin, Somerset.

Other members of the committee, who could not be present include Harry Lee Waterfield, Clinton; Gracean M. Pedley, Princeton; Joe Richardson, Glasgow; Lawrence Hager, Owensboro; Tom Holland, Pikeville; and Bennett Roach, Shelbyville. Others may be added later.

Representatives of Radio and the state Treasury Bond Department were also present. This committee will direct the intensive bond drive which will start in the near future. At the expressed insistence of the community editors present, the drive will be geared to the community newspaper

Bruce Haldeman Dies

Bruce Haldeman, 87, former president of the Courier-Journal and Louisville Times, died November 29 at his home in Glenview, Ky., after a brief illness.

Haldeman was born in Knoxville, Tenn. He was the son of the late Walter N. Haldeman, who founded the Daily Courier before the Civil War and was forced to leave Louisville because of his strong Southern sympathies.

Haldeman started his career in 1885 as a reporter for the Louisville Courier-Journal, formed in 1868 after his family's return to Louisville, by the consolidation of the Courier, the Democrat and the Journal. In succeeding years he served as city editor, night editor, Sunday editor, and managing editor of the newspaper.

During this period he also worked for the Associated Press and for many years his stories of early Kentucky Derbies were carried by newspapers throughout the country.

Haldeman became president of the Louisville Courier-Journal Company following the death of his father in 1902. He remained head of the firm until 1918 when the papers were bought by the late Robert Worth Bingham.

Survivors include his wife, Mrs. Annie F. Milton Haldeman, three daughters and a son.

A New Trick

A free-lance writer, desiring to cash in on years of experience and extensive travel in the United States and Europe, reportedly wrote a number of newspapers offering a series of articles for a fee and requesting an answer as to whether the papers wanted the articles. Subsequently, those papers which did not answer the letter and offer received a postal card which was to be returned. The articles were sent to the paper anyway on the assumption that if the editor failed to state he did not want the articles there was an implied indication that he wanted them. These papers were billed for the cost of the articles, even though the articles were not published. Of course, if the articles were not published it is not necessary to pay for them. If they were published, payment is due whether they were ordered or not. A slick trick and there are plenty of them these days.

Patronize Press Advertisers.

level rather than as that of the past.

Incentive Plan For Ad Staff

The request for an incentive plan to spur advertising staffs brought a response from Charles Hodel, publisher of the Beckley (W. Va.) Post-Herald and Raleigh Register, and a member of the Board of Directors of SNPA. He writes that after years of research for a formula to spur the advertising department he finally hit on a plan that has been in successful operation for three years and discussed it as follows:

"Fix a minimum dollar volume per month of local display advertising beyond which the bonus will start. The bonus must not be for individual showings, but for the staff as a team. In the beginning our minimum dollar volume was fixed at the average for the preceding six months. The figure was \$9,000. On all business over \$9,000 per month, 5 percent goes into a pool. Also into the pool goes 1 percent of the volume of each new contract secured during the month, and 1/2 percent of the volume of each renewal of a contract expiring during the month. On the other hand, if a contract expires and is not renewed, a penalty of 1/2 percent is charged against the pool, for that month. As soon after the last of the month as the figures can be gotten together the bonus pool is divided between the members of the staff in proportion to their weekly salaries.

"As volume grows, and particularly as circulation growth and trade territorial expansion increase the advertising potential, and the staff has to be enlarged, adjustments in the base have to be made. That must be provided for in setting up the plan. We are right now in the process of such an adjustment, and fortunately, are able to bring it about painlessly. The members of the staff recognize that more business is to be had by putting on another competent man or two at good salaries, and that they will not lose anything, but actually stand to gain."—SNPA Bulletin.

James S. Pope, managing editor of the Louisville Courier-Journal, was recently elected a director for three years of the Associated Press Managing Editors organization at Chicago.

Frank H. McMillen, 42 years old, former Associated Press financial news writer, died November 17 at Rahway, New Jersey. He was born in Paducah where his father, Robert D. McMillen, was for several years general manager of the former Paducah Evening Sun.

A Pension Plan For A&P Employees



Recently Mr. John A. Hartford, president of A & P, informed the company's 110,000 employees of the adoption of a retirement plan, the entire cost of which would be borne by the company.

The plan is only the latest of many employee benefits pioneered by A & P, such as the first five-day week for food store employees.

It is in line with A & P's traditional policy of sharing with its employees and customers the savings achieved through efficient distribution.

While the company has voluntarily set up this plan, it is the employees themselves who have made all these things possible.

As Mr. Hartford said, "The company is giving recognition to the loyal service of its employees who have aided in the progress and success of the company."

It is this loyal service by the men and women of A & P that has enabled them to do the nation's most efficient job of food distribution for 89 years. Now it has made possible this further contribution to their own security.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume Twenty, Number One

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Herald-Leader, Lexington

James M. Willis, *Vice President*
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University of Kentucky, Lexington

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**NATIONAL EDITORIAL
ASSOCIATION**
1948 *Action Member*

Volume 20, Number 1

Nineteen years old—and out of its teens! With this issue, the Kentucky Press enters into its twentieth volume of service to Kentucky newspapers and Kentucky publishers. We reiterate the slogan that has been carried on the masthead for these nineteen years—Published in the Interest of Community Journalism—Of, By, and For Kentucky Newspapers—and pledge our continued interest and service always toward that end.

Six more years of good times are predicted by economists of the Department of Agriculture, reports the Journal of Commerce. Even if a moderate recession should come, they regard living standards as "sure" to remain "far above" the 1935-39 level. Under conditions of high employment, spending power would be as high as in '48.

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.

But with a prospect of lower prices, this amount of money actually might buy 10% more goods and services than this year, and 50% more than in the pre-war period. However, it is not expected that the general level of prices will return to the prewar level.

The Third Freedom

The First Amendment to the Federal Constitution established, in order, freedom of worship, freedom of speech, freedom of the PRESS, freedom to assemble and freedom for redress of grievances. With the exception of the third freedom in the order named, there is fairly good understanding that these are rights granted to the people and not to any special group or class.

A survey of the membership of a leading service club in an Indiana city recently disclosed that not a single man could give a complete and accurate answer to the question: "What is meant by freedom of the press?" The majority expressed a partially correct opinion in stating that freedom of the press meant the right to PUBLISH the news. None of the group considered that third established freedom in the light of a right granted to the people as is necessarily done in construing the constitutional grants in the Bill of Rights.

While the right to publish and interpret the news is the foundation on which newspapers were established, that right confers no special privilege on newspapers to any more extent than it gives special privileges for the establishment of any one religion. The first of the five freedoms in the first amendment has always been construed as meaning the right of the people to worship in the religion of their choice, so it must be assumed that the third freedom in that amendment falls in the same category.

The fact that some leading business and professional men in a typical American city are not fully aware of the meaning of a free press may explain all the sniping at news-

papers in communities throughout the nation. Within the year, officials of five cities in four states have attempted to impose punitive taxes on newspapers because those newspapers have seen fit to perform their duty, as they saw it, in protecting the rights of the people. But there was no uprising of the people in those five states even though one of their constitutional rights was in jeopardy. It can be imagined what the uproar would have been had the city officials attempted to impose a punitive tax on all the churches in those towns because the churches dared to oppose gambling or denounced lax law enforcement.

What can be done by newspapers to produce the same appreciation and reverence for the third freedom as is felt by the people toward the first freedom? Is it possible for newspapers to acquire the same attributes of an institution that are associated with churches? It is and should be.

Publishers of newspapers are trustees of a right granted to the people in the third freedom. If any given newspaper acquires the stature of an institution it is because the publisher and members of the staff are completely aware of the trust which they are administering. They must not only be continually conscious of the obligation imposed by that trust, but they must also strive constantly to impress upon the people they serve that the third freedom is being protected and preserved by the one medium established to perform that task—the newspaper.—The Indiana Publisher.

Today's business leaders compared with those of thirty years ago, reveal similar motivating forces despite changed conditions.

The Allen County News, Scottsville, has moved into its new building on Maple Street. Construction, started June 10 on the two-story brick structure, cost \$30,000 according to Henry A. Ward, Publisher. One edition of the paper was missed in moving from the old building half a block away.

Minister Publishes Unique Newspaper

(From Indiana Examiner)

The Rev. James M. Thomas' Newspaper, World-Wide Circulation of 7,000, is printed on homemade press made of odd planks and cross ties—type is set by hand.

Last summer when Vernon Beal, Examiner shop foreman, who has printer's ink in his blood, was vacationing in Murray, Ky., he heard rumors of "the most unusual newspaper in the world." This summer when he returned there for another vacation, he investigated that rumor.

The newspaper he found measures 6½ by 10¼ inches when folded. Its publisher, the Rev. James Thomas, is also a reporter, typesetter, pressman, poet, composer, and scholar. The paper, "The Model Star" is printed annually on a homemade cylinder press and sent to Siberia, India, Persia, Iran, Mongolia, Palestine, Bolivia, Brazil, Canada, the Philippines, Bora Bora, and Alaska.

All of that is unusual, Mr. Beal reported, but "you should have seen the press!" With few exceptions it is constructed entirely of wood. For the cylinder, mounted in metal friction bearings, Mr. Thomas uses a section of cylindrical porch column. The wood bed moves on roller skate wheels on strips of steel buggy tires.

Mr. Thomas, who is 71 years old runs off 6,000 or 7,000 copies of the Star by himself, approximately 4,000 of which go overseas. It goes to press anywhere from March to May, depending on the weather. Setting, printing, folding and mailing the world-wide edition takes about a month.

In his youth the printer worked one week in a printing office. Working up a great fondness and unusual ability for the job, he decided to go into business for himself, but he lacked the money to buy metal type.

This didn't stop him. He carved the letters of the alphabet on the ends of cedar sticks and, using them as stencils, printed with them. When a Cadiz, Ky., physician loaned him a 5x8 Excelsior hand press and three fonts of obsolete type, young Thomas was in business.

The annual newspaper was set up to 1902 to give J. M. Thomas a means of reaching a larger audience with his ideas on theology, philosophy, politics and related subjects. By this time he had become an accredited minister of the Church of Christ in Christian Union. His first cylinder press was built in 1917. The present one is thirteen years old.

The latest and last edition of "The Model Star" was June 1947. This paper, which is mostly editorials, contains among other articles, two columns, one in English, and one

in Spanish, on "The Brotherhood of Man." The 1941 edition, last paper printed before the war, carried a message in Singhalese, translated to that language by a correspondence friend in Kalyana, Ceylon. Other editions have contained messages in French, Latin, Tahitian, and Spanish. Of course, Mr. Thomas sets everything by hand himself.

Most of the foreign language articles are translated by the University of Tennessee instructors, but he has a French dictionary of his own and digs up a translation now and then. He speaks Spanish. In the interest of accuracy, Mr. Thomas has bought a set of foreign language "accents" for setting French and Spanish type.

"The Star" has no subscription price. For foreign distribution, Mr. Thomas depends largely on missionary societies and acquaintances. Many of his friends in Kentucky and Tennessee donate to the publication, and the little advertising covers the cost of the newspaper. The rest comes out of his own pocket, about \$100 for the 1947 edition.

In the first column of this strange little paper is a poem by the publisher explaining the paper's purpose. It is followed by an exotic essay by "H. C. Wilson and E. R. Mitchell, two California ladies (who) tell of their "hitch-hike" in Central Asia." And that is just what the essay does.

The second and third columns are Mr. Thomas' "Brotherhood of Man" articles. Inside the four-page issue, the publisher tells of some recent distinguished visitors, a staff cameraman for the Universal Newsreel, which made a film of the publication, a staff correspondent from the St. Louis Post-Dispatch and another from the Nashville Tennessean magazine. (Mr. Beal now belongs in this list).

Mr. Thomas took his latest visitor from Independence to the one-room frame building which houses the printing press and a 50-year old job press which he still uses. The printing shop is at his farm home near Hazel, Ky., Printing is not Mr. Thomas' only interest by far. He is a horticulturist par excellence. In the small greenhouse, and on the farm property he grows several banana trees, now bearing fruit; pineapple plants; and a ten foot fig tree heavy with figs.

The elderly printer enjoys setting up the type to go into the publication of his paper. In fact, it takes him all year to ready the news for printing. He and his wife are content with their life, and have been, the printer told Mr. Beal, since he went into the Tennessee hills many years ago to cut railroad ties to earn the \$10 needed for their marriage. They have three daughters, all married.

Virginia Press Aids Printing School

The Virginia Press Association, by resolution, is giving active support to the establishment of a school of printing. The VPA Bulletin published this urgent appeal for aid:

Governor Tuck released the special \$35,000 appropriation to the Danville School Board for use in setting up the Virginia School of Printing at Danville. Now the big job will be to secure enough equipment for the school. \$35,000 won't go very far in buying new equipment, enough to give 35 students the tools for basic printing instruction. Therefore the school will of necessity have to depend upon gifts of used equipment from Virginia publishers to get started. Letters were sent out from your Richmond office early this week asking you to let us know what you had that you would contribute? Wooden type cases, type racks, stones, casting boxes, discontinued fonts of type, jobbers, sticks, chases, rules, cutters, perforators, and in fact everything on up including newspaper flatbed presses and Linotypes will be accepted. Equipment worthy of repair will be put in first class condition, etc. What have you???—Virginia Bulletin.

Warn Your Businessmen

From another state association comes a warning that newspaper publishers are being contacted by high-pressure salesmen who want to sell business men on flattery write-ups of their firms. Invariably the history of such space selling is unsatisfactory to the newspaper, as the salesman buys the space at his own price and then re-sells the space at two or three times its original cost. In addition these write-ups are to be set as news stories, although they are advertisements and according to postal regulations must be plainly marked as "paid advertising." While the usual practice is to solicit the write-ups from outside of the city in which the newspaper is published, nevertheless considerable damage is done to the good-will of the newspaper, and this practice leads only to complaints of merchants and dissatisfaction.

In closing the four-page edition this year, Mr. Thomas printed a hymn, "I Never Felt Him Nearer Than Today," which he composed, set and printed. It seems to be a symbol of the philosophy of his life and the resourcefulness with which the minister-printer makes it work.

W-H Regulations For Records-Forms

No particular order or form of records is prescribed by the regulations of the Wage and Hour Division of the U. S. Department of Labor for employers generally. Only for home workers and for employees for whom an overtime exemption limited to 14 workweeks in a year is taken must employers maintain the form of records required by regulations. For all others, it is required only that employers keep clear, accurate, and complete records which shall reflect the information and data required by the regulations.

What Records Must Show

For most employees covered by the Wage and Hour Act, the employer's records must be in such condition that an inspector can easily obtain the following information:

- (a) Name in full
- (b) Full address
- (c) Date of birth, if under 19
- (d) Occupation in which employed
- (e) The day and hour on which the employee's workweek begins (where the workweek for the entire force begins on the same day and hour, a single notation for the whole work force will suffice).
- (f) Hours worked each workday and total hours worked each workweek
- (g) Basis on which wages are paid
- (h) Total daily or weekly earnings at straight time (do not include in this item any extra pay for overtime which may be due the employee under the Act)
- (i) Total wages paid each pay period, the date of payment, and the work period covered by the payment
- (j) Total additions to or deductions from wages paid each pay period

When extra compensation is due the employee for overtime work under the Act, the records must also show:

- (1) The employee's regular hourly rate of pay and
- (2) His total extra pay for overtime worked each week.

Special provisions are contained in the regulations for records regarding employees to whom the various exemptions provided by the Act are applicable, and for home workers, for whom the Division prescribes a handbook in which entries are made by employees. Additional information also is required with respect to employees to whom board, lodging, or other facilities are furnished and for employees depending on tips as part of wages.

Records Must Be Kept For Three Years

The records containing the information

required by regulations of the Wage and Hour Division must be preserved for three years either at the place of employment or in an established central record-keeping office.

In addition, the employer must preserve for two years any of the following records which he maintains in the course of his business operations: basic employment and earning records (such as time cards and piece-work tickets), wage rate tables, work-time schedules, and order, shipping, and billing records, and records of additions to and deductions from wages.

Records Must Be Made Available

All records shall be open at any time to inspection and transcription by the Administrator of the Wage and Hour Division, or his duly authorized and designated representative.

Each employer shall make such extension,

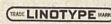
re-computation, or transcription of his records and shall submit to the Wage and Hour Division such reports concerning persons employed and the wages, hours, and other conditions and practices of employment set forth in his records as the Administrator, or his duly authorized and designated representative, may request in writing.

Publishers: Note Milo Bennett's ad in another column. If you have any prospective students in your town, call their attention to this ad.

From other state association bulletins, we find the following listed: Robert L. Cruet, printer, wants a job. Can operate Kluge or Miller Feeders or cylinder press. Is experienced at hand composition and bindery work and as floorman. Address care of Acorn Press, 1023 M Street, Lincoln, Nebraska.

Genuine Linotype Parts and Supplies

have always been the best
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Small Businesses Need Strengthening

The number of small businesses in the country today, per thousand of population, is as large as at any time in our history, and numerically, there is no downward trend in sight, according to A. D. H. Kaplan, economist, whose report, "Small Business: Its Place and Problem," has been issued by the Research and Policy Committee of the Committee for Economic Development.

This does not rule out the possibility that the next few years will see a weeding-out among the small businesses that mushroomed in the wartime and postwar sellers' market.

While small business has maintained its strength in numbers, it has lost some ground in the proportion it does of the nation's business. Three main factors will affect its future vitality, according to Kaplan: (1) improved management, (2) greater availability of equity capital, and (3) an improved long-range program of federal taxation.

With production and marketing demanding increasing skills. Kaplan cites the improvement of small business management as the most necessary step toward strengthening it. Action is needed particularly in these areas:

1. Colleges, especially schools of business administration, should lay less stress on students acquiring specialized skills for big business and should emphasize general instruction that will encourage their graduates to take the responsibilities and opportunities of small business management and ownership.

2. Trade associations should place more emphasis on making their members alert competitors and less emphasis on protective legislation. More attention needs to be given to organizing trade information so that it is directly usable by the small businesses in the trade. Trade publications, also, should go further in adapting their supply to the needs of small businesses.

3. Business organizations such as Chambers of Commerce should conduct continuing local educational programs for small business. They can help, for example, by sifting and recasting business information—such as that provided by the United States Department of Commerce—so that its relevance to local markets is apparent.

4. Manufacturers should aid their small business customers by supplying more helpful information about merchandising their products. A notable example is the work done by automobile manufacturers in schooling dealers. Manufacturers in a number of fields have developed useful means also for helping small customers gauge their financial position, work that needs continued at-

ention from the banks as well.

In reviewing the present state of small business, Kaplan points to its importance for a healthy free enterprise economy and for our democratic society. In 1939, small business represented the source of 11 million jobs. If it is to contribute its further share to high productivity and employment, we should look to small business for 14 million jobs.

YOUR LINOTYPE

By

Leroy Brewington, Supervisor
Department of Printing
Kansas State Teachers College

TO RESET BACK KNIFE

An operator sets several lines of 13-em type on a 27-em slug. He cuts off the blank part of the slug leaving only the 13-em lines of type. Putting the micrometer caliper on the slugs to check the type height, he finds one end of the slug type high (.918) and the opposite end less than type high (.916). How could he correct the trouble?

To correct this condition, place a 15-pica liner in the mold and adjust the back trimming knife so that the 15-pica line will measure the same from one end to the other. The left-hand (starting) end of the slug (when facing the machine, rib side up) is trimmed by the outside end of the back knife, and the right-hand end will be trimmed by the inside of the back knife.

Adjusting the back knife so that both ends of the slug at 15 picas will measure the same, slugs of all measures will be delivered at true height. Remember the importance of the mold disk guide.

* * *

SOME REASONS FOR SQUIRTS

Dirty plunger or well. Metal pot too full. Leaky mouthpiece. Hot metal. One of the eight pot leg screws loose. A pot leg cap loose. Pot lever spring broken. Pot lever spring misadjusted. Warped mouthpiece. Warped mold-uncommon.

Broken roller bearing, pin or washing in pot lever.

Pot lever roller rubbing on the side of cam.

Half a mouthpiece hole cut off the end of the slug.

Misadjustment of pot leg.

Faulty operation of rheostat, due to rheostat about to burn out or to loose connection.

Mold posts bent.

To test the latter, run a straight edge across the face of the mold.

To test the lock up; Clean mold and mouthpiece thoroughly. Remove the back

mold wiper. Set the ejector blade short enough to go through the shortest mold. Pull the plunger pin.

Spread a thin coat of a creamy mixture of red lead and oil evenly on the back of the mold and let the machine run around. Examine the mouthpiece to determine the evenness of the transfer of the red lead.

Less red lead will be distributed about the machine if you will place the mold in casting position, hold out on the mold disk pinion; and allow the machine to turn over. This will keep the disk from turning.

Some say that because the pot locks up with yielding pressure, a good transfer will sometimes be made even though the lock-up at the time of the cast is not good. If you suspect this, back the machine until the disk using a pinch bar behind the top of the pot is forward and bring the pot forward by lever.

If a high spot is found on the mouthpiece, hold a perfect stone flat on the mouthpiece and rub with short strokes. Spread valve grinding compound and oil on the stone.

Some prefer to use a file. Do not overdo the job. Test often.

Because of the rocking nature of the pot, if the pot is obliged to rock too far forward the transfer will show across the top of the mouthpiece and vice versa. We are assuming here that the mold posts are not sprung.

This transfer that may be stronger on the top or bottom of the mouthpiece will help you to determine whether to move the pot forward or back. Bringing the pot forward does not give a tighter lockup as is sometimes supposed.

Of course if the red lead transfer shows only on one end, the pot leg must be moved to even the lockup. To bring pot forward, turn in on the front screw first. These screws must not be set especially tight lest you crack the pot leg. The pot leg screws are only to even the lock-up. The pot lever spring exerts a pressure of 900 pounds. It is remotely possible that the spring is weak.

A worker who is deemed to be "unreplaceable" in an industry essential to the national health, safety or interest, may be deferred from military draft for a period of one year under regulations in effect at Washington. The following will determine whether a position is essential: (1) If the registrant is engaged in such activity; (2) If the registrant cannot be replaced because of a shortage of persons with his qualifications or skill; (3) If the removal of the registrant would cause a material loss of effectiveness in such activity. Deferments may be renewed on a 1-year basis.

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Don't Give It Away!

Midwest Features of Chicago is reported offering comics and cartoons to Tennessee weeklies in exchange for advertising space in which they would place copy for nationally known products. This is the No. 1 act in the continuing drama of space chiseling. I still say if advertising space in your newspaper is worth anything, then it should be paid for in good old U. S. currency. On the contrary, if the cartoons or comics are worth running in your newspaper, they should be purchased in the customary manner and used as the publisher wishes.

Remember when a nickel could do something besides make a phone call or buy a copy of a newspaper?

Christopher D. Kapp, 62 years old, a pressman for the Louisville Courier-Journal and Times for 43 years, died November 12, following a skull fracture suffered in a bus-automobile collision.

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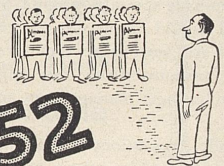
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Hardware Promotion Guide and Merchandising Calendar is now available. The Guide is the planning book for the Association's newspaper advertising and window display service. It is now available to Association Hardware Members — retail, wholesale, etc. Have your local Member Dealer write: Hardware Retailer, 333 No. Penn., Indianapolis, Ind.

Independently owned grocery stores are still the most popular places to trade in many of the cities of the land of free enterprise, that is — if they keep on telling the home-folks about their stores, their merchandise, their personnel and their service. A recent survey in Knoxville shows that 57 percent of the women prefer to trade at the independents. 41 percent prefer chain stores. Lower prices accounted for nearly 24 percent of those shopping at a particular store. Chain stores can take very little business from independent stores IF the independents are willing through advertising and sales plans to keep their business.

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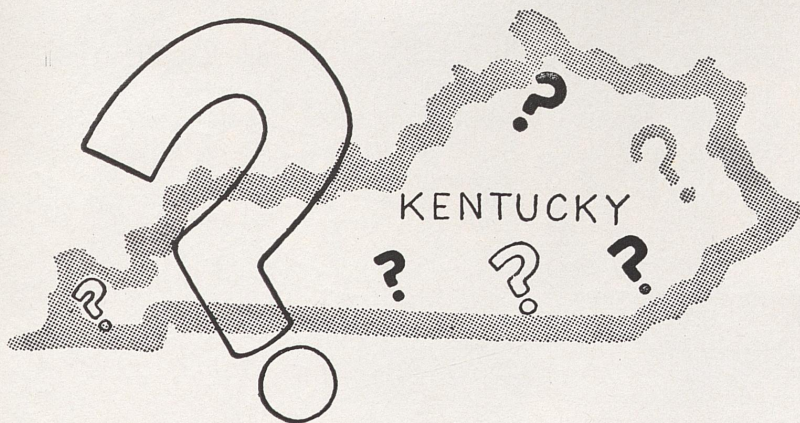
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Kentuckians have a choice between two ways for alcoholic beverage sales. One is legal sale and the other is "dry" and illegal sale.

Legal Sale is above-board, and is regulated by state authority in conformity with the wishes of the people.

The other way—"prohibition" so-called—is uncontrolled and operates only for the benefit of bootleggers and their kind.

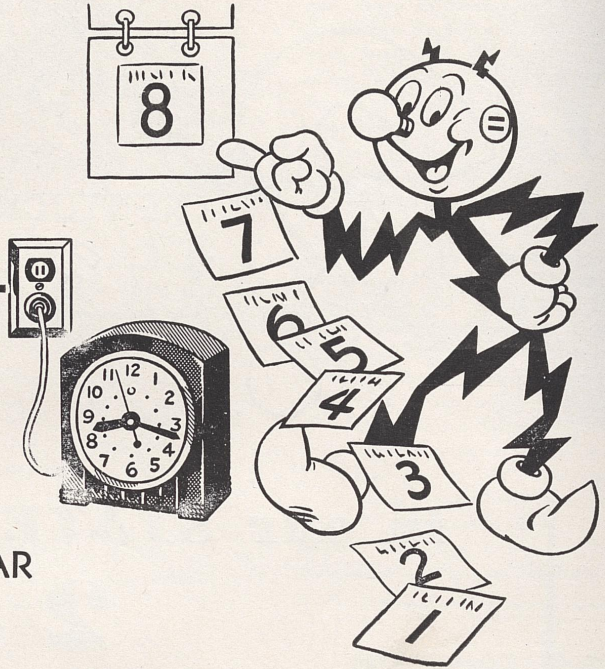
Kentuckians deserve something better than bootlegger-gangster control. They deserve the actual, practical safeguards of Legal control.

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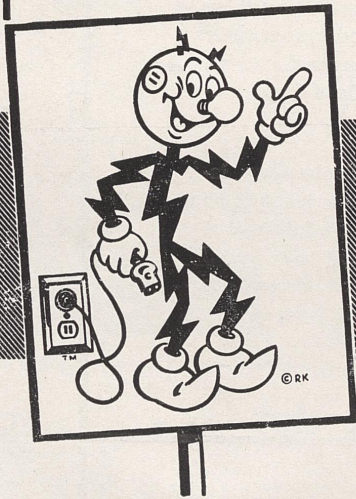
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