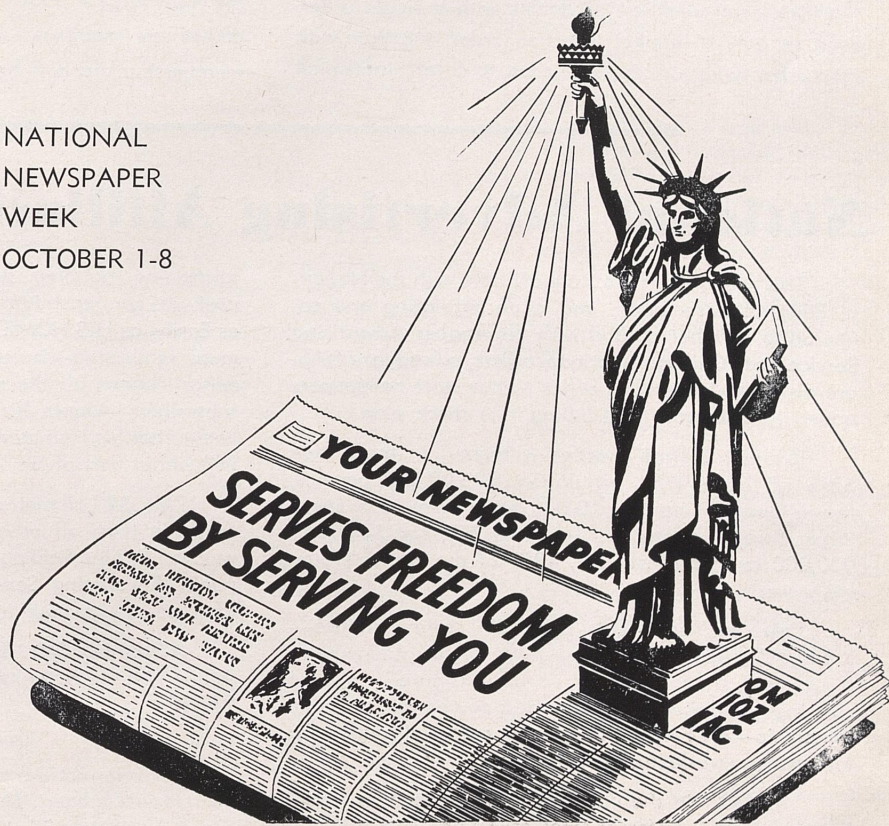


The Kentucky Press

September, 1947

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

NATIONAL
NEWSPAPER
WEEK
OCTOBER 1-8



VOLUME EIGHTEEN
NUMBER ELEVEN

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 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.

New Printing Methods Undergoing Tests

The Chicago Journal of Commerce carried the following dispatch from its New York bureau: The long-touted revolution in printing, sought in several minor refinements which have appeared recently, is still a long way off. At least, that's what experts in the field think. However, there are a couple of new developments, either in the making, or just introduced, that remain to be proved, but give promise of contributing to the art of printing.

One is a pressureless electronic printing press which can be used either for job printing or daily newspaper production. Another is a lino-type machine which makes photo negatives for direct transmission to rubber plates for offset rollers. A third is a method of photographing copy typed by a proportional spacing typewriter, and the negative of this photograph is used to guide the engraving of a magnesium sheet which prints directly.

Other departures include automatic margin justifiers on typewriters with or without removable type wheels, principally for use in offset.

The pressureless electronic printing machine is now under development by Huebner Laboratories in Brooklyn, N. Y. The first unit, near completion, is now being built to order for McGill-Winesheimer, Chicago printer, according to William C. Huebner, head of the laboratories. A second is on order for a foreign daily newspaper.

This machine brings the paper into contact with the printing surface without pressure. The ink is transferred from the plate surface to the sheet by electronic lines of force. Contrary to report elsewhere, it does not work by static electricity, and the ink does not "jump" onto the paper.

Advantages, similar to those offered by offset, are said to be elimination of the "make-ready" step in printing, lower costs, use of lighter machines, and a much lower rate of machinery depreciation as a result of lack of pressure.

The photonegative machine, now under development by Intertype Corporation, works much the same as does a lino-type machine. It eliminates the step of setting type before casting a matrix from which a rubber plate is made for offset. The operator types the words on the machine which automatically make either a negative or positive. The negative can be photographed directly onto the rubber plate. For bulk printing only, the machine is said to have been used to print a book by offset whose appearance

closely resembles printing. Costs on it, however, were not disclosed. The machine is now being tested in the Government Printing Office in Washington.

The Perry-Higgins method of printing directly from a sheet of engraved magnesium made by photographing copy typed by a proportional spacing typewriter was scored by an impartial source as "nothing new," in that it was attempted years ago by the Literary Digest, and "still is a lot slower than present methods of printing." It is now in use on two Florida newspapers.

So far, no margin justifying typewriter, of which there are several, is known to be on the market which does not require two manual typings of the same line. International Business Machines, however, is understood to be developing a single machine which contains two typewriters, both operated electrically. This will operate by typing the line onto a ribbon which is fed into another machine which justifies the margin. While it will eliminate a second manual typing, it will still require a second machine for the justifying.

IBM's new proportional spacing typewriter does not justify margins automatically. An IBM spokesman said the market for this machine would be mainly in stenographic work for distinctive correspondence, and also for use by direct mail house which have used standard machines for years. Its use, however, is not expected to compete with printing or offset.

The Vari-Typer, made by Ralph C. Coxhead Corp., is a margin-justifying machine requires two manual typings of the same line, but has the advantage of having a removable type wheel which can easily be replaced by another wheel with a different type face. It is said to be finding favor with offset printers, principally because it eliminates the need for setting up metal slugs. However, it can be used only for body type, and not for advertisements, where proofs are necessary.

An informed observer said that Vari-Typer, which is attractive enough for fancy commercial printing, will probably be favored over letter press printing where the choice is optional from the standpoint of machinery available, so long as Vari-Typers are not paid as highly as printers, inasmuch as its chief advantage now lies in lower labor costs.

Fairchild Camera & Instrument Company, of Jamaica, N. Y., has a new "lithotype" machine which, while it does not justify margins in one operation, is relatively simple

in that it does not require the second typing of the same line immediately after the first. A full page of copy can be typed before the second typing is required. This machine has changeable type faces, which are really printer's type cast from monotype, in sizes up to 24 points—a moderate-sized headline.

New Paper Mill Planned In Indiana

J. R. Snyder, publisher of the Gary (Ind.) Post Tribune, announced September 15 that construction would start in October at Gary on a \$500,000 plant to produce newsprint by a de-inking process utilizing old newspapers.

Snyder is president of the Gary Paper Mills, a new company in which six Midwestern daily newspapers are associated.

Newspapers associated in the enterprise are the Chicago Journal of Commerce, the Hammond (Ind.) Times and the Beckley (W. Va.) Post-Herald.

The plant will be the first in the United States built expressly for the purpose of utilizing a new technique for reclaiming newsprint by a cold water process, Snyder said. The process was developed by B. F. Oldham of Buffalo, N. Y.

The plant will have a rated annual capacity of 16,000 tons of newsprint. Production is expected to get under way next May or June. The bulk of the output will be utilized to supplement news press supplies of the six newspapers associated in the project.

Snyder said the company expected to produce newsprint at a price which would compete effectively with that of Canadian production.

Former Kentucky Publisher Dies

Glen Ford Mott, 67, former four-time Mayor of Ceredo, W. Va., editor and author, died September 16 after a long illness.

Mott at one time published a newspaper in Catlettsburg, Ky., and later was editor of the Point Pleasant, W. Va., Register.

He had written a number of short stories and had published two books, one of which was "Push Boat," a narrative of boating and logging activities on the Big Sandy River.

Advertise — and again — your commercial printing service.

President Dyche

Russell Dyche, publisher of the London Sentinel-Echo and director of Kentucky State Parks, was elected president of the Association of Southeastern State Park Directors at Westmoreland Park, Montross, Virginia, on September 18. He succeeds Randolph O'Dell of Richmond, Virginia. The Association will hold the 1948 meeting at Cumberland Falls in September.

Advertisers Demand Better Press Work

Good press work should be a matter of pride for community newspapers; there should be no excuse for bad appearance of the printed product each week. There are usually three factors that insure good newspaper reproduction, a hard-packed tympan, equal and sufficient ink distribution, and good rollers.

Too often community newspapers show evidence of poor tympan packing. This is mostly due to two reasons which can easily be rectified: First, the packing is not changed often enough. Good printers always change the packing for each job on the platen press; poor printers seldom. It is just as important that a good, hard impression be obtained on the newspaper press as on the platen. Second, some printers neglect to change the packing after running a big job, such as sale bills, on the newspaper press and then wonder why they get such poor impressions on the weekly newspaper run. This is especially evident after the printer has run cardboard, or forms containing large wood type, on the newspaper press.

Good ink distribution is easily obtained with the set screws on the ink fountain; yet some publishers never touch these adjusting screws. Unequal ink distribution always results, so easily rectified. Again, printing ink has a special affinity for dust and dirt which collects in the ink fountain; good printers make a regular practice of cleaning old ink from the fountain at regular intervals, and, far more necessary, keeping the ink fountain covered when not in use.

Good rollers are essential and it is a poor economy to use damaged rollers. It is also important to change for warm-and-cold seasonable variations; good printers change with the thermometer changes—and order their change-rollers plenty of time in advance. Cut and pitted rollers are a poor economy on any press.

A recent communication from national advertising service agencies gives this grim warning: "Advertising agencies have in the past few weeks called our attention to several

cases in which weekly newspaper reproduction of ads has been very poor. Unless publishers take better care in casting mats and printing advertising, we are going to be faced not only with deductions, but with deletion of some newspapers from certain schedules." In some instances, the agency has permitted a newspaper to reprint the offending poor reproduction as a make-good, but this is not general practice.

With this warning before us with the inevitable penalty, it behooves every publisher to watch his press work every week.

Shelbyville Printer Takes Own Life

The body of William Lewis Morris, 55, printer on The Shelby Sentinel, was taken from Benson Creek, Frankfort, September 10. Coroner Louis LeCompte said Morris had cut his wrists yesterday in Shelbyville and that he believed Morris jumped in the creek. He was identified by his daughter, Mrs. W. D. McNeese, Frankfort. The creek was dragged after Morris' hat, coat, and pocketbook were found during the forenoon on a bridge near where Benson Creek flows into the Kentucky River at Bellepoint, a suburb.

Otto Ruthenberg Dies In Paducah

Otto H. Ruthenberg, 54, mechanical superintendent for The Sun-Democrat, Paducah, for 15 years, died at his home, 458 North Thirty-Sixth Street, Thursday, September 4, after an illness of several months.

Mr. Ruthenberg, a native of Sheboygan, Wis., went to Paducah 27 years ago as an employe of the Paducah Evening Sun. He continued to work for The Sun-Democrat after the consolidation of the Sun and the News-Democrat in 1929.

Lisle Baker Elected SNPA President

Lisle Baker, Jr., vice president and treasurer of the Louisville Courier-Journal and Times, was signally honored by his election as president of the Southern Newspaper Association at its 45th annual meeting at Hot Springs, Ark. Prior to his election, Baker had served efficiently on the Executive Board as director at large for two years.

Another progressive Kentucky publisher was likewise honored. Lawrence W. Hager, former KPA president, president of the Owensboro Messenger and Inquirer, was

L-MR Act Is Now Fully Effective

On August 22, 1947, changes in the National Labor Relations Act which are contained in the Labor-Management Relations Act of 1947 became effective. Highlights of the changes are:

The closed shop is outlawed and a restricted union shop is designated as the maximum type of union security.

Six unfair labor practices are established for labor unions: (1) Restraining or coercing employees in the exercise of their rights to join or refrain from joining a labor organization, or an employer in the selection of his representative; (2) Causing or attempting to cause an employer to discriminate against an employee in violation of the union shop regulation; (3) Refusing to bargain collectively if the union is the authorized agent; (4) Engaging in secondary boycotts or other similar prohibited practices; (5) Requiring employees covered by union shop agreements to pay excessive initiation fees; (6) Causing or attempting to cause an employer to pay for services which are not performed or not to be performed.

Employers need no longer bargain with supervisory employees. Employers are assured of the right of free speech. Employers are given the right to petition for an employee election when a representation question is raised.

Unions, as well as employers, are required to bargain collectively. When a collective bargaining contract exists, neither party may terminate or modify it without first serving a 60-day written notice on the other party prior to the expiration date. During the 60-day period the agreement must be continued in full force and effect without resorting to a strike or lockout.

A six-months statute of limitations is placed on the filing of charges of unfair labor practices.

No labor union may file unfair labor practice charges, or a petition with the Board until it first files with the Secretary of Labor affidavits by each officer, stating that he is not a member of the Communist Party or affiliated with it. Detailed financial and other information must also be filed.

Contracts requiring union membership as a condition of employment, which were executed before June 23, 1947, are allowed to run their course. Any such contract signed after that date, and before August 22, must continue for not more than one year.

among the five directors named at the meeting. He will represent his home state on the board.

FARMERS OF TOMORROW



Last year an 18-year-old Albany County boy was crowned champion of all New York State 4-H Poultry Club members by successfully demonstrating his home-made mechanical poultry picker.

His winning exhibition dominated the statewide contest which is sponsored annually by A & P to encourage young farmers in the study and practice of modern methods of producing, handling and marketing poultry and eggs.

This boy and this contest are not unique. They are typical of many thousands of farm boys and girls participating in hundreds of such contests sponsored by American industry in all parts of the country.

A & P is only one of many business organizations, large and small, backing these projects. Manufacturers, retailers, chain stores and independent merchants all see eye to eye on the importance of encouraging each new generation of the nation's agriculture to do a better job for the nation. For American business recognizes that national prosperity and agricultural prosperity go hand in hand.

Through such active encouragement of the future farmer by the nation's industry, working in close cooperation with farm youth leaders, the quantity and quality of the food produced on our farms may be improved—and the high American standard of living maintained.



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 Eighteen, Number Eleven

Kentucky Press Association Officers

Tyler Munford, *President*
Union County Advocate, Morganfield
Fred B. Wachs, *First Vice President*
Herald-Leader, Lexington
James M. Willis, *Second Vice President*
Messenger, Brandenburg
Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

District Executive Committeemen

Chairman, Joe La Gore, *Sun-Democrat*, Paducah, (First); *Second*, John B. Gaines, *Park City News*, Bowling Green; *Third*, J. M. Wynn, *Courier-Journal*, Louisville; *Fourth*, Albert S. Wathen Sr., *Kentucky Standard*, Bardstown; *Fifth*, Virgil P. Sanders, *Sun-Democrat*, Carrollton; *Sixth*, Enos Swain, *Advocate-Messenger*, Danville; *Seventh*, Norman Allen, *Floyd County Times*, Prestonsburg; *Eighth*, J. W. Heddon, *Advocate*, Mt. Sterling; *Ninth*, H. R. Chandler, *Mountain Advocate*, Barbourville; *State-at-Large*, Seymour B. Goodman, *Enterprise*, Elizabethtown; *Immediate Past President*, Harold A. Browning, *Whitley Republican*, Williamsburg.

NATIONAL EDITORIAL
1947 ASSOCIATION
Active Member

PO Circulation Form Due October 1

All postmasters have now been supplied with Form 3526, the new sworn statement of ownership, management and circulation as required by Act of Congress. Item No. 5 calls for "the average number of copies of each issue sold or distributed, through the mails or otherwise to paid subscribers during the 12 months preceding the date of Oct. 1." This statement must be executed in duplicate not later than Oct. 1. It must be published in the second issue printed after its filing. Therefore, weekly papers are required to publish the statement during the week of October 5.

Your figure of paid circulation should include counter sales, street sales, and all sales which are paid for at the rate of 50 per cent or more of the subscription price. The requirement for "average number of copies . . .

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.

during 12 months" is intended obviously to prevent a temporary spurt in paid circulation, as of Oct. 1, from being used as the bonafied paid-in-advance paid circulation of the newspaper. If a newspaper has a permanent paid-in-advance circulation on Oct. 1 greater than the average of its paid circulation per issue over the preceding 12 months, it is difficult to see how a legitimate complaint of fraud could be made and prosecution undertaken.

POD with reference to circulation records states: "Some publishers continue to send and postmasters accept for mailing at the pound rates or free-in-county, copies of publications . . . addressed to persons whose subscriptions are more than one year in arrears and have not been expressly renewed either by payment of the subscription price or by bona fide promise of such payment. It is important that publishers maintain adequate records to establish that their claimed subscribers are such in fact. Copies circulated to persons whose subscriptions are in arrears more than one year may not be included in the paid circulation figures required to be shown in such annual statements.

"When undeliverable copies bearing the publishers' pledge to pay return postage are returned they must be rated with postage due at the rate of one cent for each two ounces or fraction thereof, regardless of weight or distance, with a minimum charge of two cents. They must be endorsed to show the reason they are undeliverable, together with the new address of the addressee, if known."

Retail Sales Will Reach New Heights

Retail volume will remain at high levels for next few months, predicts Business Week. As personal incomes rise to new highs, retail trade, measured in dollars, will break all records after allowances for seasonal variations. Barring a serious drop in prices within

the next few months, three major factors will contribute to the sustained rise in personal income: 1. Farmers' marketings of cash crops will be large and prices so far are the highest on record. 2. Wage increases are in the offing; a "third round" of wage demands is being sought by labor to counteract the ever increasing cost of living. 3. Cashing of veterans' terminal leave bonds. To these three could be added a fourth factor; the lifting of consumer credit controls on November 1. Although this factor won't add to personal incomes, it will add to consumers' ability to anticipate income which will mean some billions more of spending, concluded BW.

Fall business will culminate in biggest holiday volume of all time, says Godfrey M. Lebhar, Editor-in-Chief of Chain Store Age. Fall business in most retail lines will be maintained at a level somewhat higher than that of last year. Because of higher prices retail volume in most lines continues to show gains over the corresponding months of last year, even though these gains were not as great in the second quarter of the year as they were in the first. Lebhar looks for retail gains in most lines to hold at present levels throughout the fall and expects this year's Christmas business to exceed last year's by between 5 and 10% which will mean the largest holiday volume that retailers have enjoyed in history.

Here's a tip for your job department—many stores offer gift certificates to be used for presents, especially at Christmas time. Why not print an attractive, decorative certificate to which a store's name can be imprinted later, and sell to your various merchants.

During 1946 Newspaper Week, Editor Gracean M. Pedley addressed a service club in Providence on the good and bad points of newspaper production and/or the Journal Enterprise. This 1947 Week, Editor LaMarr Bradley will have a chance to relate before a Princeton club as guest of Pedley.

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KCC Publicity Committee Formed

Initial meeting of the statewide Public Relations Committee of the Kentucky Chamber of Commerce was held Saturday, Sept. 13, at the Seelbach Hotel, Louisville. Chairman Barry Bingham, Courier-Journal, presided.

Highlight of the meeting, called by Bingham to enlist the aid of state newspaper, radio and advertising executives in furthering the chamber's industrial expansion program for the state, was an address by H. Fred Willkie, Seagram executive and vice-president of the Kentucky C. of C.

Willkie stated that "Kentucky has everything a state could ask for, but most people don't realize it and don't take advantage of it," adding that "through our new Kentucky Chamber of Commerce, and with your help, we can correct these things and speed up our progress."

Louis Quinn, Chamber secretary, outlined the organization's program for promoting new industry, expanding present plants, and coordinating the efforts of all Kentucky organizations and individuals through the state Chamber.

Robert A. Thornbury, public relations director, reviewed past publicity accomplishments and outlined a future program for consideration. He said that an advertising campaign to solicit new industries for the state would be inaugurated in national business magazines in October.

Bingham welcomed the members and told them that "we now have a splendid organization and we know that the members of this committee will be happy to have a part in the success of its program."

Kentucky publishers serving on the committee include B. F. Forgey, A. S. Wathen, Carlos Embry, John B. Gaines, James M. Willis, Mrs. Edith Lawrence, Virgil Sanders, Larry Stone, Edward Hamlet, John L. Crawford, Enos Swain, Warren J. Shonert, R. Paul Wetpheling, Joe Richardson.

D. M. Hutton, R. D. Maney, Douglas Cornette, Victor Portmann, Edgar Arnold, J. W. Hedden, Tyler Munford, Lawrence Hager, E. J. Paxton, Jr., Herndon Evans, J. LaMarr Bradley, Mrs. Byrne A. Evans, George A. Joplin, and Harold A. Browning.

Manager wanted—All around country newspaper man, capable of managing business. Must be financially able to bear own expenses until first monthly check is due. Reference and employment history required. The Embry Newspapers, Inc., Beaver Dam, Kentucky.

Carter New Editor Of Linotype News

Kentucky newspapermen will be interested to learn of the appointment of Wesley E. Carter, former owner-publisher of the Hardin County Enterprise, Elizabethtown, to succeed the late John E. Allen as editor of the Linotype News. This is a signal honor for our former fellow editor and he has the congratulations and best wishes of his Kentucky friends.

Wesley was a graduate of the department of journalism, U. of K., class of 1934, serving as editor of the Kentucky Kernel in his senior year. He also operated the Linotype in the Kernel printing plant. He also attended Columbia University, and is a member of Sigma Delta Chi.

After his graduation, Wesley was connected with several Kentucky newspapers until he purchased the Enterprise. During his tenure, the Enterprise was a consistent prize winner for typographic excellence.

After retiring from the Enterprise, he joined the Federal Bureau of Investigation, serving in the New York area. His present home is in Bronxville, N. Y.

Mrs. Carter, the former Lucille Myers, is the daughter of Mrs. Mordecai Myers and the late Mr. Myers, Yarnelton Pike, Lexington. They have two children.

In announcing his appointment, the Linotype News adds, "He brings a wealth of experience both in and out of the graphic arts and is the second editor of The Linotype News during its twenty-five years of publication."

Advertising Bills New Suit Started

Restrictions on liquor advertising copy, rather than an outright ban of liquor advertising, are recommended by a senate subcommittee of the senate committee on interstate and foreign commerce. The subcommittee suggested two substitutes to the Capper bill to prohibit advertising of liquor in empowering the Federal Trade Commission to restrict copy. A similar bill has been introduced in Oregon.

Although many leading cases establish the right of newspapers to refuse publication of advertising, suit has been filed against a daily newspaper in Kansas for a writ of mandamus to compel the defendant to publish the plaintiff's advertising. It is unlikely that the court in Kansas will upset the established rule which holds that a newspaper is not a public utility and therefore may publish or reject either news or advertising matter as it chooses.

Rural Mail Boxes Must Be Approved

The following order has been issued by the Postmaster General:

Attention is called to the order of the Postmaster General appearing in the **Postal Bulletin** of May 20, 1942, whereby it was directed that patrons of rural delivery service would be allowed during the national emergency to make use of any suitable receptacle having a signal device which would adequately protect the mail from the weather. At the present time approved boxes are being manufactured in large quantities and should be sufficient to meet the demand. Therefore, new service should not be initiated until the patron involved provides a box of the No. 1 or No. 2 size bearing the approval of the Postmaster General. However, service to any receptacle previously begun should not be withdrawn, even though the box involved does not bear the approval of the Postmaster General, unless any such box lacks a signal device, or is so constructed as to have rough or sharp edges which might injure the hands or clothing of the carrier, or fails to protect the mail from the weather. If any such condition exists, the box should be replaced by one which has been approved by the Postmaster General.

Pass this on to your readers.

The Franklin Price List will make you money.

Tries New Methods

In the interest of increasing box car capacity the Louisville Courier-Journal and Times, is experimenting with the unconventional method of loading newsprint on its side rather than on end. Two cars have already been shipped with less than average transit loss. Improvement in the stowing arrangement within the box cars has been worked out and will be used on additional shipments that are to be made. It is expected that future transit loss will be considerably reduced.

The Courier-Journal and Times report that sufficient experience has not been obtained to warrant a specific outline of the on side loading method at present. It reports, however, that approximately 37% more newsprint can be loaded in a box car on side than the standard on end method of loading. With a severe box car shortage threatened this is of major importance. We are advised that mills dislike side loading. Also to efficiently unload, newspapers are required to use a mobile mechanical unloader.

Bills Introduced On Communication Act

Bills have been introduced in the House and Senate by Senuator White (Me.) and Rep. Wolvorton (N. J.) to amend the Communications Act of 1934. The bills are S. 1333 and H. R. 3595 and have been referred to the House and Senate Committees on Interstate and Foreign Commerce.

The bills change the organization of the Commission so as to make it function more expeditiously; modify the functions and procedure by the Commission to insure equality and treatment of applicants and licensees; contain modification in appellate procedure and provision for declaratory judgments; provide equality of right and opportunity to use radio facilities in political campaigns and in discussion of public questions with separation of fact from editorial opinion; set up further protection against censorship over programs or stations operation by Government; and provide monopoly by limitations on station ownership.

Under the provisions of the White Bill the FCC, one year after enactment of this measure, could not permit any person to own or control in the same area more than one broadcast station in any single band nor could any person own stations in any single band which, in the aggregate, serves more than twenty-five per cent of the total population of the United States. Otherwise the Commission could not make any rules fixing or limiting the number of broadcast stations which may be licensed to any person.

New Photo Racket

Several publishers have recently drawn attention of ANPA to the activities of so-called photographers offering to supply interested persons with photographs at a price.

One concern, the Northeastern Photocopy Service, located in New Haven and Bridgeport, Conn., subscribes to newspapers and apparently makes a habit of clipping pictures and news items from these newspapers, reproducing them, and offering them for sale to the person mentioned in the news item or whose photograph appears, at varying costs.

The Better Business Division of the Chamber of Commerce in New Haven stated that operators of this particular "service" are within the letter of the law because they supply what they say they will supply although the offer is, in itself, misleading.

Patronize Press Advertisers.

Special Tax Bills Affect Publications

Tax bills affecting newspaper and periodical circulation were introduced in two state legislatures last month.

In Massachusetts, a bill was proposed to levy a cent-a-copy tax on each newspaper sold in the state, two-cents on each magazine, and 10% of each radio station's gross income. The bill was designed as a sales-tax substitute. The Boston Post said the tax would mean each Boston daily would pay 1½-million dollars circulation tax annually. The one-cent tax would represent 50% of the revenue per copy—since distributors pay two cents a copy.

Opposition to the bill won deferment of action.

In Florida, a bill to tax newspapers was introduced which would primarily affect chain newspapers. Any chain of ten or more

daily and weekly newspapers under single ownership would be taxed \$4,000 a year each.

John H. Perry is the only newspaper-chain owner currently subject to this proposed tax.

VA Reports 22,091 GI's In Training

22,091 veterans are printer trainees under the G.I. provisions for on-the-job training, the Veterans Administration has revealed. 10,000 ex-servicemen are studying journalism in schools under the G.I. bill of rights. Of the mechanical trainees, 4,260 are learning to be compositors and type-setters, 9,213, pressmen, and plate printers, and 8,618 have elected miscellaneous printing occupations.

You take no financial risks when you give people credit for sense.

MERE
wishful thinking
NEVER WON
a ball game,
NOR SOLVED
a personal problem

But, Blue Streak Linotypes have helped many, many owners to change red ink into black through increased composing room production.

Perhaps your Linotype Representative, through his training and experience, can counsel with you. He knows that there's a Linotype for every need.

LINOTYPE · BROOKLYN 5, NEW YORK

TRADE MARK
LINOTYPE

Linotype Garamond Bold No. 3 Series

Indiana Court Upholds Price Advertising

Wray Fleming, general counsel and manager of the Hoosier State Press Association, discusses the subject of anti-advertising legislation sponsored by professional groups and

a recent opinion by the Indiana Supreme Court in upholding "truthful price advertising", as follows:

"Led by a national organization which made an impression before its real purposes were discovered, the trend for control of advertising has gained a foothold that is still

far from being overcome. There is every reason to believe the present efforts toward a national grade labeling plan is an outgrowth if not even a continuation of the movement that has gained a following among groups which would least be expected to favor any limitations of personal liberties.

"For some years now, state legislatures have enacted laws prohibiting the advertising of prices for professional or personal services. In many instances these have been extended to include the advertising of prices of merchandise which is the direct or indirect product or result of those services. At least one law of this character has been upheld by the United States Supreme Court.

"The Indiana Supreme Court is one of the few which has struck out against this modernistic theory for in a case decided last year it held that 'truthful price advertising is a legitimate incident to a lawful merchandising business, and deprivation of the right so to advertise violates the due process of law clause of the Fourteenth Amendment.'"

FAMOUS FABLES!

THERE NEVER WAS
A UNICORN!



● In ancient days people used to hear about a Unicorn — a fabulous creature, like a horse, but with a single, twisted horn projecting from its forehead. There never was a Unicorn!

And...

THERE NEVER WAS A
"DRY" COUNTY!



No county ever was truly "dry." Ask the people who live in so-called "dry" counties. They'll tell you about the bootleggers, the gin mills, the blind tigers, and the "joints" that make their home wherever legal sale has been prohibited.

A "dry" county is an illegally "wet" county!

KENTUCKY BREWERS, DISTILLERS & DISTRIBUTORS

One of Kentucky's Valuable and Historical Industries

Figures Speak Loudly For Themselves

Here are a few figures for your information and editorial comment if interested. Total appropriations for state universities for 1947-48 are interesting and illuminating for comparison; our neighbors are not forgetting their future. The appropriations are:

Illinois, \$28,039,275; Ohio State, \$18,816,350; Indiana, \$6,689,673 (plus an emergency appropriation for 1946-47 of \$550,000 for operations and \$1,406,125 for capital outlay); Purdue, \$6,670,353 (also state supported); Missouri, \$6,658,825; Tennessee, \$6,073,000; Virginia, \$5,805,588; West Virginia, \$5,660,000; and Kentucky \$2,967,675.

In addition to Ohio State, Ohio supports four other universities, Bowling Green, Kent-Miami, and Ohio. Likewise Virginia supports VMI, VPI, and College of William and Mary; West Virginia supports Marshall College; and Tennessee supports its Polytechnic Institute.

The Press believes that these figures are worthy of study.

Every once in a while we are taken to task for something that did or did not appear in the Press. This is the organ of KPA and belongs to you more than to the editor. If you want to see an item about yourself, your family, or your plant, sent it in.

If you don't want to be criticized, then say nothing, do nothing, and be nothing.

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

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.

You can't go wrong with ABC.

SIEGRIST ENGRAVING CO.

Commencement Invitations
Christmas Cards
Wedding Invitations
Calling Cards
Business Stationery

926 Oak St. Kansas City 13, Mo.

The McClure Agency

Phone 4431 Eminence, Ky.
Kentucky Newspaper Sales
Appraisals Consultants

"NOW You Can Value Your Printing Orders ACCURATELY The EASY Way!"

Conserve your time by simplifying the routine of valuing your printing orders. The Franklin Printing Catalog gives you actual selling values for all your letterpress work. Start your firm on the way to more successful business—

Write for FREE TRIAL OFFER Today!

PORTE PUBLISHING CO.

P. O. Box 143 Salt Lake City 5, Utah



FTC Interprets Use of Word "Free"

Publishers might be interested in the position taken by the Federal Trade Commission on the use of the word "free" in connection with advertising. The Commission does not issue general regulations and none has been given out on this specific question. An outstanding case, however, Bradley Boston, Inc., et al., Docket No. 3461, fairly well clarifies the position of the Commission, which has jurisdiction over false advertising in interstate commerce. If an article is advertised as being "included free of extra charge" if some other article is purchased there would be no violation. But, if an article is advertised as being given away FREE and there are conditions attached to the gift then it would be a violation.

Newspaper Rewards Reader's Advice

Actually you readers are better judges of a good advertisement than anyone else. What you think makes it either a success or a flop.

Experts may have ideas about technical matters but the really important question is: "Which ad will do the advertiser the most good?"—and you, the reader, and only you know that.

Our advertisers know by years of experience and by the way you buy newspaper advertised merchandise that their ads are an important service to you in your daily activities. If any improvement can be made in that service, you readers are best qualified to tell us what that improvement may be.

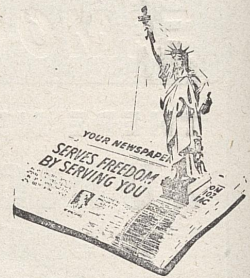
In most surveys someone calls you on the telephone and asks what radio program you are listening to, or knocks on the door and asks what soaps or foods you prefer.

This COMMUNITY SURVEY is different. It is for YOUR benefit. It deals with the advertising information which our stores present to you to help you in choosing what

you wish to buy for your home—and—to justify your friendly help there will be \$1,000 in awards for readers who assist in this effort to improve our service to you.

More national advertising on its way to you.

Annual Newspaper Week, October 1-8



EXTRA HOLIDAY PROFITS

YOUR CHOICE OF 3 GREETING AD PACKAGES—

- 1. Type-hi Greeting Ad Kit \$15
2. 'Extra-Profit' Greeting Ad Kit \$20
3. Special Economy Package, consisting of both the Type-hi Kit and Extra-Profit Kit \$25

ORDER NOW!



... FOR BETTER NEWSPAPERS ...

Prog

W
Adairville, E
Albany, The
Auburn, Th
Augusta, Th
Barbourville
Bardstown,
Bardwell, Ca
Beattyville,
Beaver Dam
Bedford, Tri
Benton, The
Benton, Trib
Berea, The
Brandenburg
Brooksville,
Brownsville,
Burkesville,
Burlington,
Cadiz, The
Calhoun, Me
Campbellsvi
Campbellsvi
Campton, W
Carlisle, Ca
Carrollton, T
Cave City, C
Central City,
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Clinton, The
Cloverport, T
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Columbia, A
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Danville, Boy
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Eddyville, Ly
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Flemingsburg
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Franklin, The
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Greenville, L
Hardinsburg,
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Hartford, Oh
Hawesville, H
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Hickman, Hi
Hindman, Hir
Hodgenville,
Horse Cave,
Hyden Thous

Progressive Members Of The Kentucky Press Association

Today we boast of 100% membership; 100% strong and united.

Weeklies

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

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

Vanceburg, Lewis County Herald
Versailles, Woodford Sun
Walton, Walton Advertiser
Warsaw, Gallatin County News
West Liberty, Licking Valley Courier
Whitesburg, Mountain Eagle
Wickliffe, Ballard Yeoman
Williamsburg, Whitley Republican
Williamstown, Grant County News

Dailies

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

College Papers

Kentucky Kernel, University of Kentucky, Lexington
College Heights Herald, Western Teachers College, Bowling Green
College News, Murray State College, Murray.
Trail Blazer, Morehead State Teachers College, Morehead
Alumni News, University of Kentucky, Lexington

Farm Papers

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

Associate Members

Louisville Automobile Club
Louisville Paper Company
Miller Paper Company, Louisville
Davis Advertising Agency, Louisville
Mergenthaler Linotype Company, Louisville
Bush-Krebs Company, Louisville
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Frankfort, Kentucky Pharmacist
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Atlanta, Ga., The War Cry, Salvation Army

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U. S. Brewers Foundation, Louisville

Kentucky Leads The South

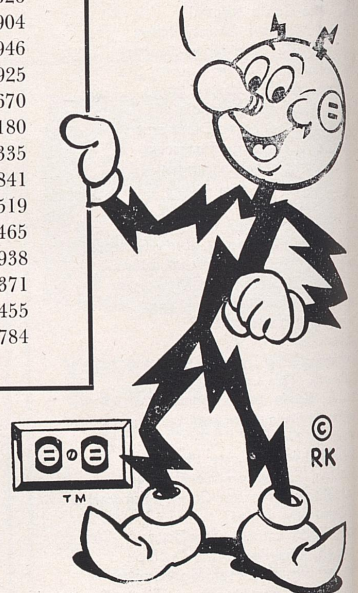
Kentucky's cash receipts from farm marketing soared to a new high of \$257,626,000 for the first half of 1947, according to figures just released by the Bureau of Agricultural Economics.

This is a rise of \$58,221,000 in farm income in Ken-

tucky during the first six months of this year, and puts Kentucky at the top of the heap among the 14 Southeastern states.

Comparative figures for the first six months of 1946 and 1947 for these states follows:

| | 1946 (add 000) | 1947 (add 000) |
|-------------|-------------------|-------------------|
| Kentucky | \$199,405 | \$257,626 |
| Tennessee | 157,258 | 200,904 |
| Alabama | 81,957 | 110,946 |
| Mississippi | 99,660 | 108,925 |
| Arkansas | 118,695 | 161,670 |
| Louisiana | 74,090 | 86,180 |
| Delaware | 38,185 | 39,335 |
| Maryland | 75,825 | 90,841 |
| Virginia | 116,961 | 160,519 |
| W. Virginia | 31,136 | 36,465 |
| N. Carolina | 132,824 | 175,938 |
| S. Carolina | 73,138 | 86,371 |
| Georgia | 113,684 | 141,455 |
| Florida | 269,734 | 221,784 |



Once again we find proof that the Kentucky farmer, working on his own initiative, has outstripped his neighbors.

Certainly electricity has played, and will continue to play an important part in adding to the farmer's productive ability and profits. That's why Kentucky Utilities Company has always worked to further farm electrification, both through the extension of its own lines, and through

out the state. Besides the many thousands of farmers it serves directly, additional thousands are served indirectly through 19 Co-ops in 36 locations.

That's why, too, that K.U. maintains a staff of experienced agricultural engineers to help the farmer make the most profitable use of his electricity.

KENTUCKY UTILITIES COMPANY

Incorporated

VOLUME
NUMBER

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