

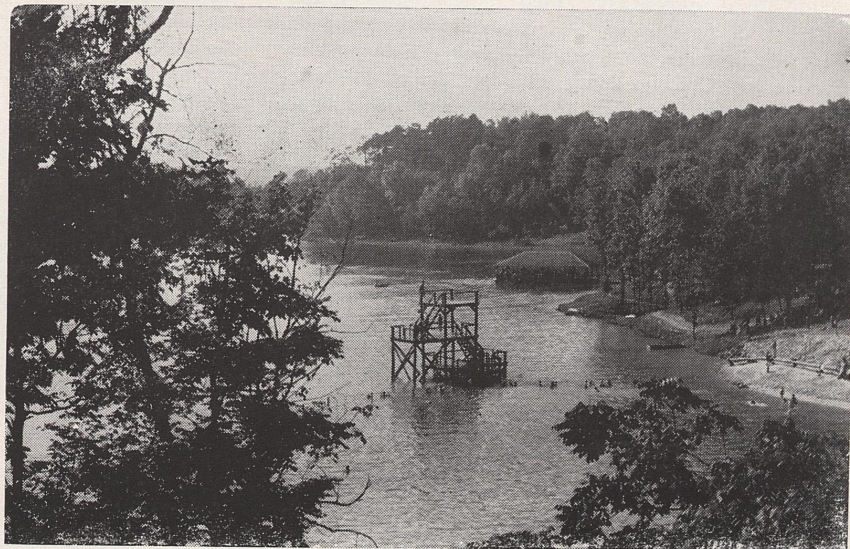
The Kentucky Press

August, 1948

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

●
VOLUME NINETEEN
NUMBER TEN

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



Lake At Pennyrile Park Near Dawson Springs

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.

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Scope Of Research Bureau To Be Increased

Extensive plans for expansion of the work of the Weekly Newspaper Bureau of the National Editorial Association were made at a meeting of the board of directors held in Chicago, Friday and Saturday, August 6 and 7.

P. G. Stromberg, Ellicott City, Md., former vice-chairman, was selected chairman of the board to succeed Ed M. Anderson, of Brevard, N. C., who resigned recently because of the pressure of personal business and other associational activities. Roy Schonian, manager of the Utah State Press Association, was elected vice chairman, and Edwin Larson, of Wellesley, Mass., was re-elected secretary and treasurer.

John M. Tyson, a native of Pennsylvania and a member of the headquarters staff of the National Editorial Association at Chicago, was appointed manager of the Bureau to succeed Howard Palmer. WNB headquarters will be moved to Chicago from Syracuse, N. Y.

Other members of the board of directors are Harvey Laffoon, Elkin, N. C.; S. E. Lee, Buffalo, N. Y.; James McCutcheon, Mt. Vernon, Iowa; Verne McKinney, Hillsboro, Oregon; Richard Ralston, Buckhannon, W. Va.; John J. Shinnors, Hartford, Wisc.; B. E. Esters, Houlton, Maine. Orrin Taylor, Archbold, Ohio and president of the NEA and Ray Howard, of London, Ohio, and president of Newspaper Advertising Service, are ex-officio members of the board.

Standing committees and state membership chairmen will be appointed by Mr. Stromberg in the near future. The Bureau's standing committees are readership studies, market studies, evaluation, improvement, promotion, and membership.

To gain greater recognition and more national advertising for the weekly newspapers of the nation, the Bureau has a four-point program of research, evaluation, improvement, and promotion.

Through the Advertising Research Foundation owned by the AAAA and the ANA, the Bureau is conducting a continuing study of weekly newspaper reading. Two studies have been made and released and others are planned for the future.

Market studies are being conducted for the Bureau by Archbold Crossley, Inc. of New York, one of the foremost research organizations in the United States.

The readership studies that have been made so far prove the exceptionally high readership of the weekly press and the market studies are showing the area that is served

by the weeklies and the importance of that market.

Crossley first study showed that over one half of the people of the nation live in towns of 10,000 and less and on the farms and that over 60 per cent of the homes in this important market take weekly newspapers. Ninety-two per cent of the nation's non-daily newspapers are published in towns of less than 10,000 population.

The second market study, which will be released soon, reveals that great progress has been made on the farms and in the small towns of the country during the past eight years. The buying income of this vast market has increased tremendously and the demand for commodities of all kinds is the highest it has ever been.

All readership and market studies are being mailed by the Bureau to national advertising agencies and national advertisers.

All material is likewise available to all organizations interested in selling national advertising in the weekly field, as well as to members of the Bureau and state press associations.

"We have made considerable progress with this pioneering effort in the weekly newspaper field," Mr. Anderson, retiring chairman of the Bureau, declared. "The weekly press is close to the people and is one of America's greatest servants. Through these continuing studies we are proving that they have the highest readership of any publication and that they serve an important market in which resides over half of the people of the United States."

Agencies and national advertisers, he said, have too long neglected to take advantage of the remarkable pulling power of these newspapers or to recognize the great contribution that they make to the preservation of Democracy and the American way of life.

"Through the Bureau we are scientifically showing the true facts and I urge all publishers to support this wonderful work in order that great results may be achieved," Mr. Anderson stated.

Plans are underway to launch an evaluation and improvement program that will likewise be of much benefit to the industry.

The Bureau has a membership of approximately 1,000 newspapers who pay annual dues on the basis of one penny per subscriber. The goal of the Bureau is 3,000 members. State associations contribute on the basis of \$1.00 per membership and sustaining members pay \$100 per year. The National Editorial Association also contributes liberally to the Bureau's budget and continually urges

its members to be affiliated with WNB.

Contributions to the work of this organization have also been sought of the Newspaper Advertising Service and the American Press Association.

"I am delighted that the board of directors have decided to consolidate the offices of the Bureau with NEA's headquarters office in Chicago," Orrin Taylor, president of NEA, stated. "In my opinion this is a great step forward and again I take pleasure in urging every NEA member to join the Bureau."

Don Eck, general manager of NEA, said that he welcomed the consolidation of the offices and pledged his full cooperation in helping to raise money and to carry forward the Bureau's program.

"We need and can use to a great advantage the 'tools' that are developed by the Bureau for selling more national advertising in the weekly newspapers," he declared.

NAS Offers 9,000,000 Coverage To Advertisers

A weekly newspaper circulation of over nine million is now being offered to advertisers and agencies through the one order-one bill-one check system of Newspaper Advertising Service with the cooperation of many state press associations.

The 5,311 weeklies now represented by NAS represent a total weekly circulation of 9,809,826. According to a market analysis made by Crossley, Inc. last year, there are an average of 3.7 persons per weekly newspaper family. This could put the total readership at well over a staggering 36 million—36,296,356!

These amazing results were tabulated by the NAS staff here this month.

Nationally, the average cost per inch of advertising space is just over 51 cents—\$.517. Advertisers may purchase the entire package for only \$2,745.10, the aggregate rate per inch. This means that the cost per thousand readers per inch is about 7.6 cents!

In Kentucky alone, the 107 weeklies represented by NAS represent a total circulation of 187,574 with an aggregate rate per inch of only \$49.39.

Congratulations to Joe Betts, editor of the Farm Bureau News, on his election as president of the National Conference of Farm Bureau Editors at their convention at Saybrook, Conn., the first of this month. The Conference will meet at Kentucky Lake next summer.

Tom Wallace To Retire As Louisville Times Editor

Tom Wallace, internationally known editor of the Louisville Times, who has never stopped being a working newspaperman, will become editor emeritus, September 15. Wallace, 73 years old, became chief of the Times editorial staff in 1923, and has been editor since 1930. His retirement is in conformity with the retirement policy of the Courier-Journal and Times.

He will continue to contribute a column to the editorial page of the Times three days a week.



A fifth generation Kentuckian, he started his newspaper career on the Times, without pay, in 1900 when he asked that he be put on the police beat, writing a daily feature called "Little Dramas of the Police Court." "I used the Times as a lever to get a paying job. After six weeks the St. Louis Dispatch offered me a salaried job," he later recalled.

He worked successively for the Dispatch, the old Evening Post, Louisville Herald, St. Louis Republican, Cincinnati Post, and again for the Times, serving at various times as Frankfort and Washington correspondent.

When he was 31, he joined the editorial staff of the Courier-Journal at the invitation of "Marse" Henry Watterson, who said that he wanted Wallace "to give the editorial columns the point of view of youth." He was the youngest member of the staff. He took over the Times editorial at his own request when Watterson resigned.

Wallace said that he went into newspaper work because "I hated all kinds of business." He first tried working as a bookkeeper in Richmond, Va., managing an ice company in Shelbyville, and a tooth powder factory in New York City.

Although he traveled all over the world, he describes himself as a "Kentuckian by

birth and inclination." He turned down many newspaper job offers in New York, including an offer to take charge of the editorial page of the New York Sun when Frank A. Munsey was owner and publisher.

He has never been content to be merely "an executive"—close associates know his keen reportorial instinct, his zest for the "good story," and attention to deadlines. He often visits the Times newsroom to give tips on stories.

He is at his desk each morning earlier than most members of the staff. He writes most of the Times editorials, usually on the morning they are published. Besides his newspaper work, his two great interests are conservation of natural resources and promotion of better understanding between the United States and Latin America. He has gained widespread recognition and renown as a leader on both fields. Cumberland Falls state park, saved as a park to Kentuckians, mainly through his efforts, is a living memorial to his work.

Wallace is also a working farmer, managing his 150-acre farm at Prospect, arising daily at 5 a.m. to tend his poultry flock and bring the milk from his Jersey herd into town.

He and Mrs. Wallace have two children, both in newspaper work. Their daughter, Mrs. Augusta Handel, is a Times editorial writer, and their son, Henry French, is a newspaperman in Havana, Cuba.

Russell Briney, chief editorial writer for the Courier-Journal, has been named to succeed Wallace as Times editor. Briney also served as associate editor of the Times from 1927 to 1942.



He began his newspaper career in 1920 as reporter for the Courier-Journal, and, seven years later at the age of 27 years, became associate editor of the Times. He has always

ANPA Plans To Fight Baltimore Gag Ruling

If directors of the ANPA give approval, the Publishers Association will actively enter the fight against the Baltimore, Maryland, courts' restriction on the publication and broadcasting of crime news. Five radio stations and a news commentator have been cited for contempt in the handling of a case involving the confessed murderer of two young girls.

The Baltimore court code prohibits publication of any statements an accused person makes after he is arrested, any reports about his actions, any discussion of his past criminal record, or any disclosure about evidence found by police. The National Association of Broadcasters and two county press associations in Maryland are carrying the matter to the Maryland Court of Appeals in attacking legality of the Baltimore court code, which has been proposed for adoption on a state-wide basis.

In seeking authority for the ANPA to file a petition with the Maryland Court of Appeals against legality of the Baltimore code, Elisha Hanson, ANPA counsel, declared the code is "absolutely in conflict" with U. S. Supreme Court decisions on freedom of press and freedom of speech.

The situation in regard to newspapers was highlighted when near-by Washington, D. C. newspapers ran stories about the murder case in usual detail, while Baltimore papers were completely silent. Application of such a statute in connection with the recent West-Daniels murder orgy, for instance, would have prohibited papers from running the detailed stories that were carried following the arrest of Daniels.

A publisher is one who becomes the forgotten man until election time.

been a close student of politics and government and has traveled extensively in Europe and America.

In his reportorial days, he worked in both the Frankfort and Washington bureaus of the Courier-Journal; he covered the U. S. and Canadian tours of Lord Robert Cecil in the interest of the League of Nations in 1923 and the American tour of David Lloyd George the same year; and he covered the famous Scopes "monkey trial" at Dayton, Tenn.,

He was promoted to day city editor of the Courier-Journal and later was manager of the promotion department, holding that position until named as the Times associate editor. He was born in Paris, Mo., and was educated in the Louisville public schools and the University of Virginia.

MORE MEAT ON YOUR CHICKENS



On June 24 in Georgetown, Delaware, leaders of the poultry industry gathered from all parts of the country to select the Chicken-of-Tomorrow, thus culminating the first three years of a nationwide search for a better meat-type chicken.

The purpose of this contest, sponsored by A & P Food Stores and conducted by representatives of the U. S. Department of Agriculture, state agricultural colleges and poultry organizations, was to develop a quick-growing, quick-feathering bird with more meat, that would bring added satisfaction to the nation's consumers and increased returns to poultry producers.

A flock of 400 Red Cornish-New Hampshire crosses, bred by the Vantress Hatchery of Marysville, California, took first prize money of \$5,000 in competition with flocks, hatched and raised under identical conditions, entered by 40 of the nation's top breeders from 25 states. The finalists were selected because of their outstanding showing in state and regional contests conducted during 1946 and 1947.

Poultry industry leaders hailed the contest results as proof of the 3 billion dollar poultry industry's ability to produce better meat-type chickens. They expressed the belief that the next five years would see even greater progress along these lines.

To the men and women of A & P the contest was another successful application of the 89-year-old company policy of cooperating with producers to bring better food to the nation's dinner tables and build better markets for American agriculture.



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 Nineteen, Number Ten

Kentucky Press Association Officers

Fred B. Wachs, *President*
Herald-Leader, Lexington
 James M. Willis, *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, Douglas Cornett, Courier-Journal, Louisville; Fourth, Albert S. Wathen, Sr., Standard, Bardstown; Fifth, Virgil P. Sanders, News-Democrat, Carrollton; Sixth, Enos Swain, Advocate-Messenger, Danville; Seventh, Thomas Holland, News, Pikeville; Eighth, J. W. Hedden, Advocate, Mt. Sterling; Ninth, H. R. Chandler, Mountain Advocate, Barbourville; State-at-Large, Earle J. Bell, Advocate, Morganfield; State-at-Large, William Caywood, Sun, Winchester; Immediate Past President, Tyler Munford, Advocate, Morganfield.

NATIONAL EDITORIAL ASSOCIATION
 1948 *Active Member*

On July 1, 1947, total population of the continental U. S. was 143,414,000, excluding armed forces overseas, reports a forthcoming Census Bureau release previewed in Advertising Age. This is a gain of 8.9% over 1940.

Spartan Book with Heavy is a new type face which has just been cut and is now available by the Linotype Company. Sizes now ready include 6, 8, 9, 10, 11, 12, 14, 18, and 24-point.

The lawyers and the doctors are finding that not only is there nothing wrong with advertising but that it is profitable and a protection to society. They are doing it as groups rather than individuals, but the copy is not different from what probably would have been used by individuals had they advertised as such.

The dentists and certified public accountants also will probably see the light before another generation passes.

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.

Advertising agencies occasionally send out advertising orders calling for a re-run of a mat previously used. Sometimes the publisher is instructed to "hold the mat for further use." More frequently, he is not so instructed. At any rate, to hold all mats used in your newspaper for a reasonable length of time appears to be sound procedure. Ideally, all mats and cuts for all advertisers should be sorted and filed under their names.

In order to serve best the community newspapers of Kentucky and the nation, the National Editorial Association made a forward, progressive step in moving the Research Bureau to the main office in Chicago. By this step in consolidating all activities—research and readership studies—with Newspaper Advertising Service in one office, NEA will be better qualified to give the highest and most efficient service to the community newspapers. We congratulate NEA on this important step.

Congratulations to Editor Jody Gozder on his splendid 40th anniversary edition for Campbellsville, and on the 39th birthday of the News-Journal. The special edition reflects his work of planning and the enterprise of his staff. Also more congratulations to Editors Paul and Larry Brannan on their special anniversary edition of the Paris Kentuckian-Citizen. Their enterprise is highly commendable and Bourbon county benefitted thereby.

ANPA reports: "Postal Bulletin of July 27 issued changes in its Manual of Instructions for Postal Personnel, one of which relates to placing of newspaper receptacles on rural mail boxes. Following are the instructions now governing: A receptacle may be placed, by the patron, below the rural mail box and on the post or support of the rural mail box, for the receipt of newspapers. The receptacle should be placed in such a manner that it will not interfere with the delivery of mail nor create a hazard for the rural carrier. The

receptacle must not be restricted to any particular newspaper and should not contain any advertising matter."

Don't under any circumstances loan or rent your subscription list to "outsiders." It has taken you many years and many thousands of dollars to build up your present list. It costs you hundreds of dollars a year to maintain it and have it audited. It is all you, as a publisher, have to sell. And the only way it should be sold or rented is through your advertising columns. Do not permit anyone to use it.

One of the gems of the recent Wisconsin Press Association convention in Milwaukee was put forth in a brief discussion of local advertising rates by Ted C. Radde of Sparta, former Minnesota publisher. He called it "the sliding scale plan in reverse."

Rates fixed for a certain number of inches in a specified time look something like "cut rates" and almost invariably lead to trouble of the advertiser fails to use the required amount of space to earn the contract rate he has been billed at. Under Mr. Radde's plan everybody starts even the first of the year at 49c an inch. As soon as an advertiser has used 500 inches the rate drops 2c, retroactive; next 500 inches another 2c; maximum reduction 10c for 2,500 inches or more of advertising. On the break Mr. Radde and his advertising man drop in on the advertiser and hand him a \$10 bill. The rest of the retroactive reductions in rate are simply credited to the account.

H. J. Lacy, editor-publisher of the Owingsville News-Outlook, is in critical condition in a Louisville hospital with a recurrent attack of virus-pneumonia.

Erl Sensing, editor of the Fulton Daily Leader, resigned his position on August 4. He had been associated with the newspaper for more than a year. H. L. Williams, general manager, assumed the duty as editor.

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NEA Appoints 1948-49 Committee Members

President Orrin Taylor, National Editorial Association, has appointed his official committees to serve with him for 1948-49. Kentucky publishers, and their committee assignments, are Russell Dyche, London Sentinel-Echo, ABC; James M. Willis, Brandenburg Messenger, Community Service; R. C. McDowell, Louisville Post-Sentinel, Suburban Newspapers.

Russell Dyche, Newsprint; Kerby Jennings, Murray Democrat, Legislative; KPA President Fred B. Wachs, Lexington Herald-Leader, Schools of Journalism; Tyler Munford, Morganfield Advocate, State Presidents; Joe Richardson, Glasgow Times, Public Relations; J. Earle Bell, Morganfield Advocate, Local And National Advertising; Enos Swain, Danville Advocate-Messenger, Daily Newspapers.

John L. Crawford, Corbin Tribune, Memorials; Miss Mildred Babbage, Cloverport News, Women's; J. LaMarr Bradley, Providence Journal-Enterprise, Pre-Convention; Harry Lee Waterfield, Clinton Gazette, Program Objective; Harold A. Browning, Williamsburg Republican, and Miss Sue Hoover, Louisville Daily Record, Legal Publications; Bennet Roach, Shelbyville News, NEA Publications. Prof. L. Niel Plummer, head of the department of journalism, will represent the University of Kentucky on the Publications Committee.

A. S. Wathen, Bardstown Standard, Agricultural; and George A. Joplin, Somerset Commonwealth, Mechanical Production. We congratulate our KPA members on their appointments and know that they will give their counsel and advice on the many problems that confront our community newspapers today—the problems that NEA hopes will be met and solved by these important committees working together.

C-J Printers, Stereotypers Sign New ITU Contracts

Composing room employes of the Courier-Journal and the Louisville Times have accepted a new contract calling for a \$9 weekly pay increase. About 200 members of Louisville Typographical Union No. 10, ITU, voted unanimously Aug. 8 to ratify the contract, which is retroactive to Feb. 1, 1948. It runs until Aug. 1, 1949.

Members of Local 32, Stereotypers and Electrotypers Union, voted unanimously Aug. 9 to ratify a similar contract.

Both contracts provide a \$5 raise retroactive to Feb. 1, plus a \$4 raise retroactive to June 13. The printers' agreement calls for

an increase to \$85 on Feb. 1 for day workers earning \$80 and for a further raise to \$89 on June 13; it provides an increase to \$90 and then to \$94 for night workers earning \$85. The contract calls for a 37½-hour week. The stereotypers' contract provides a raise to \$84 on Feb. 1 for day workers earning \$79, and an increase on June 13 to \$88; a raise to \$89 on Feb. 1 and then to \$93 on June 13 for night workers earning \$84.

Local No. 10 has been operating without a written contract for more than a year, a joint management-union statement said. The statement added that, in the opinion of counsel for both sides, the agreement conforms with the Taft-Hartley Law. "Early in 1948," the statement continued, "when the union asked for a wage increase, the company stated its willingness to grant such an increase only within the framework of a contract that conformed with the law "The newspapers and the Louisville Typographical Union No. 10 have had harmonious relations for the past 95 years. The new contract maintains those relations."

The contract contains provisions assuring the union of the maximum protection and security under the Taft-Hartley Law. It does not mention the varitype process by name, but does provide that the newspapers may use any substitute process outside the jurisdiction of the union so long as the process is not used in publishing the newspaper. This clause does not prohibit the use of substitute printing processes for practice purposes or for producing material which is not printed in the papers or which is not run through the composing room.

Are you interested in knowing the average pay for country correspondents' material? The average pay as revealed in a poll of 513 newspapers published is 4.2 cents an inch. Payment varied from one cent an inch to 25 cents an inch. Correspondents paid on a regularly monthly or weekly basis, second most common form of compensation, received an average of \$3.56 a month and 93 cents a week. A few publishers stated that they paid correspondents nothing, but the majority stressed the belief that the paid correspondent is a better worker, writes better items and gives more attention to getting new subscribers. Remember, however, if you pay correspondents a regular stipend, they become "employees"—whereas, those who work on a space basis without the publisher exercising "control" over their work are not classed as employees.—Iowa Press Bulletin.

Write your Central Office for ABC applications, or 165 West Wacker Drive, Chicago.

WNU Syndicate Services To Locate In Frankfort

John H. Perry, president of the Western Newspaper Union, announced August 18 purchase of the land and buildings of May-Bilt Company, Frankfort, to house the syndicate division in the near future. This division services the community newspapers of the nation. W. W. Brown, New York, vice-president and general manager, completed the negotiations.

If the syndicate's operation here proves successful, it is possible it will be the forerunner of a much larger venture, Brown said.

William H. May, head of the May-Bilt firm, has made arrangements to continue operating his company's business on the property, using three of the buildings and part of the grounds. May is a former State agriculture commissioner and was Democratic nominee for lieutenant governor in 1943.

Brown said the syndicate's personnel would be editors, artists, engravers, printers, and pressmen. Only a few key men will be brought to Frankfort because it is the intention to employ local people mainly, he said.

Former Newspaperman Dies At Shelbyville

As an editor and newspaper writer, George L. Willis, of Shelbyville, who died Monday after a short illness at the age of 86, developed fields in Kentucky research and literature that others had neglected. He wrote a number of books including "Kentucky's Contribution to History" and "The History of Kentucky Democracy." The latter is frequently used for references, since much of Kentucky's political history has otherwise been overlooked. Mr. Willis was the editor of "Kentucky Highways," a state magazine that was very popular and successful and was the forerunner of "The Kentucky Progress Magazine" and "In Kentucky" and other publications. He also wrote a number of articles which were developed into a book on "Kentucky Constitutional Conventions." Therein he gave the background of the earlier and present constitution of Kentucky leading to awakening on that subject.

Former editor of The Shelby Sentinel and correspondent of the Courier-Journal in Frankfort, Mr. Willis in earlier days was an outstanding Kentucky newspaper man. He was a man who would have made an outstanding success in any field of journalism or letters. In selecting the one that he did, Mr. Willis rendered a great service to Kentucky.

—Thomas Underwood.

Patronize Press Advertisers.

'Incentive Plan' Tried By Iowa Publisher

Here's how an Iowa publisher works this plan in his organization: "THE INCENTIVE PAYMENT plan which I use is so simple that it seems no good. I have found however that it works for our situation.

"We predetermined from our past experience and general observation what we could pay in the way of labor costs. Then we told our employees we would pay them their present wages plus whatever remained of that predetermined amount as a quarterly incentive.

"Not for public consumption but we set a figure of 33 1/3%. At the end of the first quarter there was a sum left to divide which made a \$120 payment for the foreman and comparative amounts for others. Payments are made on the basis of the amount of regular pay they received for the period. There was a slight drop in the second quarter and the boys saw that when they started coasting their earnings went down.

"We do not consider our office supply department as a part of plant production, consequently income from that department is not considered in figuring the payment. No management salaries are considered in arriving at the 33 1/3% labor cost figure. To further clarify the point above in regard to division of the quarterly jackpot—each employee gets the same per cent of the jackpot that he received from the total wages paid for the period.

"Maybe there are some 'bugs' in this plan. If there are, I have failed to find them."

The sale of the Carrollton News-Democrat by Virgil P. Sanders to John Perry was announced the latter part of July. Norman Perry Jr. is the new editor-publisher, and we welcome him to the fellowship of the Kentucky Fourth Estate. We have not learned of the future plans of Mr. Sanders.

Publication Status Of Delinquents Reviewed

Since seven states have enacted laws which prohibit publication of the names of delinquent children, the following statement of an Indiana publisher is rather significant:

"Recently, 12 local boys, ranging in ages from 15 to 18, were slated in Justice of the Peace court on misdemeanor charges involving vagrancy for the use of profanity on the public streets, and in one instance the charge was speeding.

"Our policy would cause us to forego using the names of the boys in reporting the case, although under the circumstances, we felt that the name of the boy arrested for speeding should be used. However, a

probation officer at the trial informed us that names of juveniles charged as delinquents cannot be published by newspapers. Just what is the regulation on using names of youngsters? Does it vary according to the nature of the crime or the age of the offenders?"

There is no law, rule or regulation in Indiana which prohibits or prevents newspapers from publishing the names of juveniles charged with misdemeanors or crimes. Some judges have attempted to construe the law pertaining to proceedings in juvenile court cases as giving them the authority to withhold from inspection the final record and names of minors involved. On three occasions when the Hoosier State Press Association has questioned that interpretation of the law the judges have admitted they have no such authority. Therefore, the probation officer had no authority for the information he gave.

Seven states—Arizona, Arkansas, Colorado, Michigan, Nevada, New Hampshire and North Dakota, have laws which forbid publication of the names of minors involved in juvenile court proceedings. The Michigan statute even forbids release of publicity in actions taken against parents or adults in juvenile court proceedings. It is a question whether these laws can be applied to newspapers which obtain information and names of minors from sources outside the courthouse.

The thief of time robs us of a lot of accomplishments.

Anyone who says we don't have inflation in this country has never seen a kid chewing bubble gum.

Europe is becoming known as a collection of countries with chips on their shoulders and none on the table.

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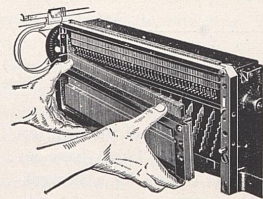
To change a magazine on the Blue Streak Linotypes is simplicity itself. Linotype's exclusive Inbuilt Vertical Lift pivots the magazine into a safe, vertical carrying position. A new magazine is in operating position in a matter of seconds.

The Inbuilt Vertical Lift is representative of exclusive Linotype features which cut machine preparation time—**increase production.**

... Machine Maintenance Time

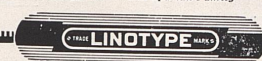
Practical engineering throughout the new Linotypes minimizes maintenance time. The keyboard, for instance, swings out and the keybars are removed as a unit. Inspection and maintenance take just a fraction of the time otherwise required.

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New Weekly Planned For Madisonville.

A new weekly newspaper, featuring county news coverage, feature articles and pictures will be established the latter part of September and will be published in Madisonville, the county seat, under the name of The Hopkins County Times, according to an announcement made August 13.

Articles of Incorporation have been granted The Hopkins County Times, Incorporated, with Mack Sisk and Niles Dillingham, co-publishers of the Dawson Springs Progress; Thomas W. McConnell, managing editor of The Caldwell County Times for the past six years, and Lowell Davis, pressroom foreman for the same plant, as the principal stockholders. McConnell and Davis have resigned their positions with the Princeton newspaper, effective September 1 when they will actively start preparatory work for the first issue of The Hopkins County Times.

Sisk and Dillingham will continue to publish The Dawson Springs Progress, and the new county weekly will be printed in the Dawson Springs plant until printing machinery and a suitable location can be arranged in Madisonville. A complete editorial and advertising staff will begin operation in the Madisonville office September 1.

Sisk has been editor of The Progress since March 1946, and in August of that year Dillingham became his partner and has been business manager of The Progress since that time. Both are veterans of World War II and served as combat soldiers. Davis entered the printing trade in 1932 and is a combat veteran also.

Ethridge Appointed To US Commission

Mark Ethridge, publisher of the Louisville Courier-Journal and Times, has been named by President Truman as Chairman of a commission to advise the State Department on its world-wide information programs. Erwin D. Canham, editor of the Christian Science Monitor and President of the American Society of Newspaper Editors, is the other newspaper man on the commission. Three other members are Mark A. May, Director of the Institute of Human Relations at Yale University; Judge Justin Miller, president of the National Association of Broadcasters and Phillip D. Reed, Chairman of the General Electric Company.

The commission was authorized by the 80th Congress to recommend to the Secretary of State an information policy that will promote better understanding of the United States and other countries.

Draft Law Provisions For Your Information

Calls under Draft Bill S 2655 start about Sept. 24, or 90 days after the President signed the bill. Length of service will be 21 months. Men called will be 19 to 25 years old, inclusive. Men who must register are all those 18 to 25, inclusive.

Exempt from service are: those exempt from registration; veterans of 1 year's service between Sept. 16, 1940 and June 24, 1948 (90 days' service if they are members of the reserves or 90 days served between Dec. 7, 1941, and Sept. 2, 1945); members of the National Guard or reserves who attend drills or have equivalent duties and those who join before reaching the age of 18½ years; those honorably discharged since June 24, 1948, after 3 or more years' service; those discharged after 21 months of training if they enlisted between ages 19 and 26, or one year if they enlisted before they became 19, ministers and theology students.

Students Deferred

Deferred will be high school and college students; men with dependents; men in work essential to the national health, safety, or interest; physical, mental or moral deficient; ROTC enrollees, naval reserve midshipmen, and accepted aviation cadet applicants. Conscientious objectors may be deferred or assigned non-combat duties.

Reemployment provisions are similar to those of the 1940 Selective Service law with these additions: If unable, because of a service-connected disability, to do his former job, the employee must be given a job he can do, if one is available, that will give him closely similar seniority, status, and pay; on reemployment the employee must be given the status he would have had if he had not been called: The first person called has priority. Subsequent employees subsequently called must be given other jobs.

Numbers available are estimated at 1,552,000, of whom 14.8 per cent are 22 to 25 and neither veterans nor fathers; 222,000 aged 21; 475,000 aged 20; and 625,000 aged 19. It has been estimated that selection would center around the 21-year-age group and replenishment would come from those just turning 21 because those men are of age, mature enough for good trainees, and subject to minimum disruption of education.—Calif. Newspaper Publisher.

Send the Press your personal news items.

J. W. Heddon, Mt. Sterling Advocate-Democrat, is in urgent need of a printer-operator, or all-around floorman. If you know of a man, write him immediately.

Write For Your Mats For Newspaper Week

This is the official emblem for 1948 National Newspaper Week. The emblem comes in three sizes, with a two-column size that will be suitable for a cartoon for your front page. Mats of the emblems will be available to newspapers with the regular Metro Newspaper advertising mat service.



If you are not a Metro subscriber, you may obtain these mats free for advertising and promotional material by writing on your official stationery and requesting same to the Metro Associated Services, 80 Madison Avenue, New York City. Send for yours today.

The September Kentucky Press and bulletins will give further information, with enclosures, for your participation in Newspaper Week, October 1-8. We hope that you plan on participating in this worthwhile activity.



Donald B. Towles, 20, Lawrenceburg, was appointed assistant director of the State Publicity Division by Conservation Commissioner Henry War, August 17. A journalism major, Towles was graduated from the University of Kentucky, August 14. He has worked for the Lexington Herald and UK Public Relations Department.

As assistant to Director Clay Wade Bailey, Towles' chief duty will be getting out the quarterly magazine, "In Kentucky," published by the Conservation Department.

Towles' father, J. Sterling Towles, is city editor of the Frankfort State Journal, and former state representative from the old 46th House district, then composed of Boyle county alone.

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Right Of Fair Comment Upheld In New York

Rights of newspapers to criticize acts of public officials, even to questioning of competency, without subjection to libel action was definitely established in a New York case just settled.

A New York newspaper published two articles concerning the manner in which a district attorney had handled a criminal case. The first article petitioned the Governor to name a "competent lawyer to conduct a thorough investigation of the entire matter." The second article criticized the manner in which the criminal case was handled. The district attorney filed two suits for damages, charging he had been libeled by innuendo. Attorneys for the newspapers moved to dismiss for reasons of insufficiency; the court sustained the motion, and the cases were thrown out of court. Several comments of the court are interesting:

"The request that 'a competent lawyer be named' is incapable of libelous interpretation. Certainly the petitioner (newspaper) could not ask for less."*** "Where it appears upon the face of the complaint that the matter was of public interest, then the law of fair comment may be applied as a reason for dismissing the complaint. *** One of the most cherished prerogatives of a free people is the right to criticize, and to criticize freely the acts of their public functionaries. The comment herein complained of was based on facts, truly stated, and contained no imputation of corrupt or dishonorable motives. As such, it constituted an honest expression of opinion and is not actionable."

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

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

To Reach Higher Levels

Newspaper publishers were jolted twice recently with blaring headlines which told a sad, sad story of further increases in three raw materials which go into newspaper production. Newsprint went up \$4 a ton, making it \$100 per ton on contract basis—highest ever, of course. Then two days later came the announcement that zinc was up 25% and lead up 11%. Dealers were quoted by AP out of New York as attributing the metals increase to the world scramble for scarce metals, the new American dollars in the coffers of European Marshall Plan nations, and the U. S. Government's pressing desire to stockpile strategic materials against the possibility of war. Lead prices were held at 6½ cents during the war, rode to 10½ cents after OPA, to 15 cents March 3, 1947, and then to 17½ cents last April 6., according to AP. The present price at New York is 19½ cents.

A new law enacted by the 1948 Louisiana legislature prohibits newspapers from charging political candidates a rate higher than that charged for regular commercial advertising.

Although this measure was opposed by LPA on the ground that rate-fixing is outside the proper sphere of legislation, the bill was enacted into law. The essence of the new law is as follows:

"It shall be unlawful for any daily, bi-weekly, weekly, semi-monthly and monthly newspaper, journal, periodical and other publication, radio stations, chains and networks or radio stations, operating in the State of Louisiana, to assess, on political announcements and advertisements, any amount or charge in excess of those rates charged on regular commercial advertising."

The act also imposes penalties of fine and imprisonment for violation.

An amendment to Act 206 of 1944, adopted by the legislature, makes more severe the provisions of the law prohibiting anonymous attacks on other candidates in political advertising.

The new law provides that any advertisement which contains any statements relative to another candidate must also contain the name of the person or persons responsible for such statements. If such advertisement is inserted by a committee or organization, then the ad must include the names of the entire membership of such organization. The new law imposes drastic penalties for violation.

The obvious purpose of the act is to prevent anonymous attacks on candidates. The act does not apply to advertising inserted in support of a candidate if it contains no statements concerning other candidates.

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Augusta, T
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Bardstown,
Bardwell, C
Beattyville,
Beaver Dam
Bedford, T
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Brownsville,
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Burlington,
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 Benton, Tribune-Democrat
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 Brandenburg, Meade County Messenger
 Brooksville, Bracken County News
 Brownsville, Edmonton County News
 Burkesville, Cumberland County News
 Burlington, Boone County Recorder
 Cadiz, The Cadiz Record
 Calhoun, McLean County News
 Campbellsville, The News-Journal
 Campton, Wolfe County News
 Carlisle, Carlisle Mercury
 Carlisle, Nicholas Co. Star
 Carrollton, 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
 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
 Earlinton, 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
 Harrodsburg, Harrodsburg Herald
 Hartford, Ohio County News
 Hawesville, Hancock Clarion
 Hazard, Plainedealer
 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 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, Republican
 Mt. Olivet, Tribune-Democrat
 Mt. Sterling, Advocate
 Mt. Sterling, Sentinel-Democrat
 Mt. Vernon, Signal
 Mumfordsville, 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 Citizen
 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
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 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, Advance-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

Collegiate Section

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
 The Progress, Eastern State Teachers College, Richmond
 The Stub, Nazareth College, Louisville
 Orange And Black, Union College, Barbourville

Farm Papers

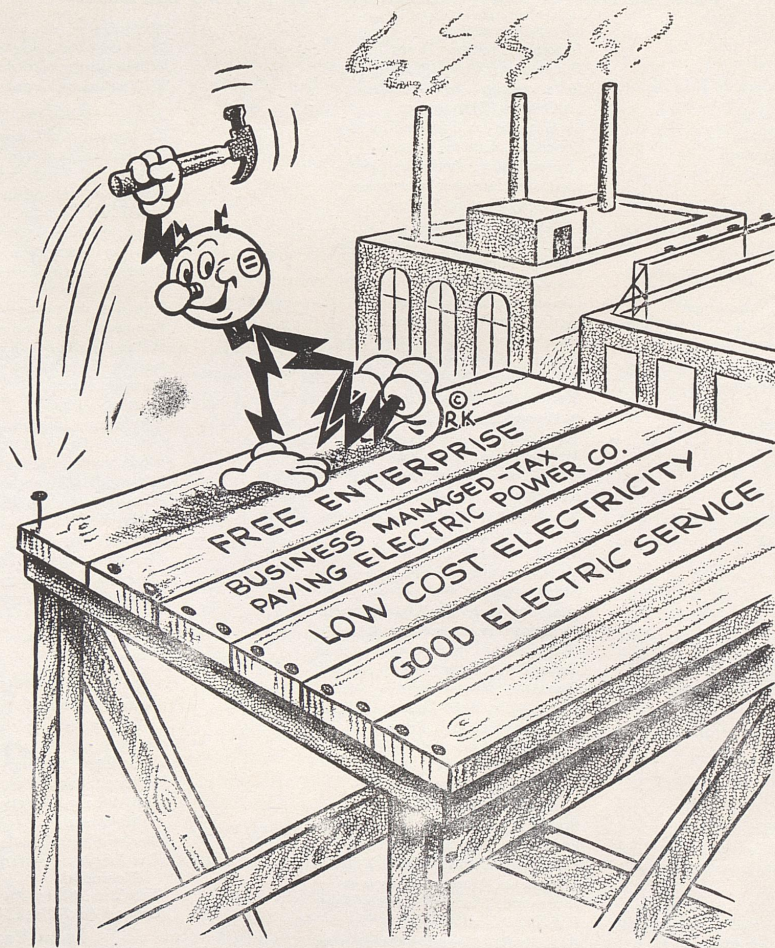
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