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Enoch Grehan



Marguerite McLaughlin

Official Publication Kentucky Press Association

Mrs. Bessie Hager Dies

Mrs. Bessie White Hager, 87 years old, mother of Lawrence and Bruce Hager, Owensboro newspapermen, died at her home April 15 after a lingering illness. Mrs. Hager was the widow of Judge S. W. Hager, who preceded her in death December 27, 1918.

Mrs. Hager was born August 5, 1862, at Highland Cottage, historic ancestral home of the White family in Clay County, Kentucky, being the daughter of Daugherty White and Sarah Ann Watts White. Mrs. Hager's father was one of Kentucky's pioneer salt manufacturers.

Mrs. Hager was graduated from Rosbury High School, Boston, and attended University of Michigan, graduating from its school of pharmacy in 1883, the only woman member of the graduating class. Upon returning to Kentucky she received the first pharmacist's license ever granted to a woman in this state.

Mrs. Hager was married in 1885 to Judge Hager of Salyersville. For several years they resided in Salyersville, where Judge Hager was a merchant. In 1887 the family moved to Ashland, where he engaged in the mercantile business and was the first Democrat ever to be elected in Boyd County.

In 1889 Judge Hager was elected State Treasurer and the family moved to Frankfort. He later served four years as State auditor, after which Judge Hager was nominated for Governor by the Democratic Party. In 1909 he purchased The Owensboro Inquirer and they moved to Owensboro. Mrs. Hager had resided there since.

Surviving Mrs. Hager besides Lawrence and Bruce Hager are four grandchildren, Wilber, Lawrence Jr., John Hager, and Mrs. Anne Bruce Hagerman.

Theodore L. Stanton, former publisher of the Clay Tribune, who recently sold that paper to J. La Marr Bradley, Providence Journal-Enterprise, decided to stay in Kentucky journalism and purchased the Earlington News from Emil and Edwin Calman on April 3. He took possession immediately. The Calmans will continue to publish the Sturgis News.

Parking meter advertising has been held by the Attorney General of Washington to be illegal. The opinion recited a number of cases, both inside and outside the state, which support the principle that public streets may be used only for public purposes and that commercial advertising is an encroachment on the public interest.

Upholds Libel Law

The California State Supreme Court last month upheld the validity of the 1945 Libel Law which was sponsored by the California Newspapers Press Association, reversing the decision of the Appellate Court.

The suit charged that "under Section 48a, of the Civil Code, a person who defames another must be fully responsible for any damage caused thereby." He said that the substitution of a retraction for all but special damages as allowed by the code was "an unconstitutional attempt to relieve newspapers and radio stations from full responsibility for abuse of free speech."

The opinion stated, "In view of the complex and far-flung activities of the news services upon which newspapers and radio stations must largely rely, and the necessity of publishing news while it is news, newspapers and radio stations may in good faith publicize items that are untrue but whose falsity they have neither the time nor the opportunity to ascertain.

"The Legislature may reasonably conclude that the public interest in the dissemination of news outweighs the possible injury to a plaintiff from the publication of a libel, and may properly encourage and protect news dissemination by relieving newspapers and radio stations from all but special damages resulting from defamation, upon the publication of a retraction."

"An advertiser wishes to introduce a new product using an insert only in those copies of our papers which are delivered by carriers, none of the copies with the insert going into the mail. May this be done?" This is prohibited by Postal Rules and Regulations. As has been frequently mentioned, an insert is a part of the paper whether it be one sheet, printed on both sides, or a magazine section. The Post Office takes the position that if a paper uses an insert of any character it must be mailed to all patrons. It also considers that it has jurisdiction over all copies of every issue of a newspaper, including those that are no mailed. (SNPA Bulletin)

U. S. Weekly newspaper circulations total 17,254,668, according to 1950 N. W. Ayer Directory of Newspapers and Periodicals. There are 10,158 weekly, semi-weekly and tri-weekly newspapers. Approximately nine percent, or 906, of these did not supply circulation figures and the 17-million-plus total is the per issue average circulation of the remaining 9,252.

Opinion On W-H Law

Wray Fleming, general counsel of the Hoosier State Press Association, is a practicing lawyer who is retained by newspaper publishers on an annual fee to advise them on publication matters. Fleming recently offered the following comment:

"No exempt newspaper with job plant should ever have to meet the requirements of the Wage-Hour law if the hours of employes are staggered to bring them within the regulation. Whether they are paid straight time or overtime is no concern of the Wage-Hour Division.

"The best way to understand the regulation on job printing in exempt newspaper plants is to start from the beginning. First, newspapers with circulation under 4,000 are exempt from both the maximum (40 hours a week) and minimum wage (75c an hour) provision of the law. So, on such papers, the workweek may be any number of hours required for production.

"While many plants have a fixed number of hours as a standard work week, they need not conform to that standard every week. For example, suppose an exempt newspaper with job plant has a standard work week of 48 hours, which would permit any employe to work 24 hours on job printing that week without the plant being subject to Wage-Hour Law coverage then suppose it would be necessary to extend the work week to 60 hours some weeks, which would permit any employe to work 30 hours on job printing and still the minimum wage and overtime pay requirements of the law would not apply. The Administrator he held that if more than 50% of the work week is spent on work directly essential to the newspaper and the rest of the week on job printing, the exemption applies."

The Paris Kentuckian-Citizen and the Carlisle Star, edited by Paul and Larry Brannon, has gone to eight columns.

James B. Rhody, 43 years old, was named managing editor of the Frankfort State Journal, on April 29. Rhody, known to his friends as "Bummy," broke into newspaper work on The State Journal 20 years ago as a reporter and columnist, and since then has had a varied career in news work, radio, and other activities. He has been acting managing editor since Delmore T. Caywood left that post several weeks ago to undergo an operation. Caywood, now recovering, indicated he will announce his plans shortly.

Mail Schedules Will Need Revision Following New Postal Regulations

Curtailed of postal service effective May 18 will require some changes in press run schedules for many newspapers. While local daily and weekly newspapers are exempt from some of the acceptance and sorting restrictions, the limitation to one delivery a day in residential areas will necessitate timing alterations in delivery in the local post office with the alternative of a day's delay for non-compliance. For instance, a newspaper heretofore delivered to the local post office in time for a carrier's afternoon route delivery will be required to be deposited for mailing several hours earlier and ready for the new one-trip service, states our NEA Washington office.

Instructions issued to all postmasters authorize the readjustment of city delivery routes in residential areas so as to provide one delivery each weekday, Monday through Saturday. These routes are to be readjusted on a permanent one-trip basis as rapidly as possible, and should be completed not later than July 1, 1950. On Saturdays, in the business area, normal three-trip routes will be given not more than two deliveries and normal two-trip business routes, not more than one delivery, adds Bill Daley, our representative.

The postmasters are advised "that neighborhood stores and professional offices do not require more than the one delivery each day. In mixed business and residential territory, where a second delivery is necessary to provide for other businesses and factories dependant upon the mail service, efforts should be made to consolidate delivery to these areas to the minimum number of carries required to make a second trip.

Compared with other mail categories, daily and weekly newspapers are given preferential treatment in the Postmaster General's order. Item No. 11 in the official instructions reads: "At the main office and stations where mail matter is received from the public in large quantities over loading docks and platforms, the acceptance of such mail matter will be restricted to the hours of 8 a.m. to 6 p.m., except for first-class mail, air mail, including air parcel post, daily newspapers, and weekly newspapers of local origin having the characteristics ordinarily recognized as those of a publication devoted to the dissemination of current news of general interest.

Item 12 specifies "first-class mail, air mail, including air parcel post, and newspapers, will be accepted in the post office at any time

that employees are on duty." Item 13 states: "All bulk mailings of second-, third-, and fourth-class matter, other than that previously mentioned will be accepted for mailing only between the hours of 8 a.m. and 6 p.m.

On this point, Item 19 explains: "Postmasters are directed to rigidly enforce the requirements that bulk mailing of second- and third-class matter prepaid at special rates, be separated by mailers into direct packages as prescribed by the regulations governing acceptance of such matter. There should be no deviation from this requirement." This so-called "directs" packages have always been made up by the publishers to expedite handling for a specified destination when many subscribers are located, usually out-of-town delivery. **One effect of earlier mailings for weekly newspapers is the need for early closing days on advertising and news copy.**

The new directive "discontinues newspaper treatment for publications of the second-class other than the regular daily and weekly newspapers as previously mentioned," and stops during the hours of 6 p.m. to 6 a.m. the distribution of all mail, both incoming and outgoing, other than air mail, first-class mail, daily newspapers as described in the previous paragraphs, and parcel post."

Subscribers stencils and addresses should be checked as Postmasters will immediately discontinue directory service on ordinary mail other than perishable matter and parcels of obvious value.

Publishers using third-class mail for promotion matter (third class rates) will be adversely affected by Item 14 which will discontinue preferential treatment of so-called time-limit third-class matter. Mailers desiring such handling of their circulars will be courteously informed that in order to secure immediate service, it will be necessary to prepay the mail at the first-class postage rate.

Postmaster General Donaldson's letter to the postal service claims this curtailed service is urgently needed for economy reasons. He stated that Congress has voted increased salaries to postal employees of \$740,000,000 since 1945. H. R. 87 passed by the House and favorably reported to the Senate this week will bring the postal deficit beyond a billion dollars. Some observers believe Donaldson's drastic order was calculated to force higher postal rates at this session and block postal workers' unions repeated demands for higher pay. The Postmaster General argues

he is merely following the recommendation of the House Appropriations Committee for sizeable savings in postal operations. It is his contention that the inconvenience to patrons on residential routes is necessary but a large percentage of patrons will receive mail at their homes in the afternoon under the one-trip delivery arrangement.

Journalism Teachers Honored By University

Two pioneers in journalistic education in Kentucky will be honored during the June commencement season through presentation of service certificates to top-ranking Kentucky high-school seniors.

The awards will be on the basis of the seniors' contributions to journalism in their schools.

The certificates, to be known as the Enoch Grehan Certificate of Newspaper Service and the Marguerite McLaughlin Certificate of Yearbook Service, will be issued by the university's department of journalism in the name of the Kentucky High School Press Association, which maintains its state headquarters on the campus here.

The newspaper award honors the late Professor Grehan, who founded the university's department of journalism in 1914 and served as its head until his death in 1937. Under his direction, the department became one of the nation's pioneers in the field of professional journalistic instruction.

Honored through issuance of the yearbook award is Miss McLaughlin, assistant professor of journalism at the university and a member of the departmental staff since its establishment 36 years ago. "Miss Margie," as she is affectionately known to thousands of current and former university students, was one of the first women teachers of journalism in the United States.

Nomination blanks were mailed to principals and publication advisers of all Kentucky high schools having newspapers or yearbooks, according to Dr. Niel Plummer, who succeeded Grehan as head of the department of journalism.

Sixty-three schools nominated 184 students to receive the awards. The nominations were on the basis of scholarship, citizenship, and journalistic service to their schools. Grehan certificates were presented to 102 students, and 82 received the McLaughlin certificates.

Both Mr. Grehan and Miss McLaughlin have contributed much to the advancement of journalism in the state, and many journalists, working on Kentucky newspapers, received their early training under these two professors.

California Court Rules That All Newspapers In Interstate Commerce

Of interest to all newspapers in the state is the comments made by an attorney for Dave Dessau, publisher and head of the South Bay Publishing Company following the precedent making decision given by United States District Judge Leon R. Yankwich when he filed the opinion that ruled that employees of local weekly newspapers using mats, features, and cartoons originating outside the state are "in commerce" and subject to the minimum wage provision of the Fair Labor Standards Act, states the California Publisher.

The attorney wrote to Dessau as follows: "Inasmuch as you have dispensed with the comic supplement and the feature articles, puzzles, pictures, etc. made from mats which originate or come from outside the state of California, it is my opinion that if ADVERTISING MATERIAL appearing in the newspaper is not printed from mats which are manufactured or come from outside the state of California, you would not then be engaged in interstate commerce, but you MUST ascertain WITH CERTAINTY in order that you will not be subject to the act that NO NEWS, PICTURES, or OTHER MATERIAL appearing in your newspapers are printed from mats manufactured in or coming from states outside California."

The case was tried early in February. It was admitted that the wage scales of the defendants did not conform to the Act, especially as regards the payment of overtime and that the company kept none of the records required of concerns coming under the act.

It was the defendant's contention that they did not have to conform to the Act because their employees were not in interstate commerce and the publications were exempt from the Act because they were purely local publications, none of which had a circulation greater than 3000.

Judge Yankwich rejected both contentions. While ruling that the few subscriptions which the newspapers had outside California did not put the newspapers in interstate commerce, he held, nevertheless, that because a good portion of the material in the newspapers came from outside the State, the employees were engaged in commerce. The opinion says:

"The out-of-state origin of a portion of the material not only in the form of news, but in the form of prepared articles, cartoons—"boiler plate," so called—estimated by the defendants at five per cent, but, in reality, greater, and the use of the cartoons

and other features prepared out of the state warrant the conclusion that the employees of the defendant are 'engaged in commerce' . . . So that, conceding that, because of the purely local circulation, the employees may not be engaged in 'the production of goods for commerce,' their activities in the production of the newspapers and in incorporating into such production news and materials gathered outside the State, place them in the category of employees 'engaged in commerce.'"

Under the Act, as it stood when the action was begun in 1949, weekly newspapers of purely local circulation and having a circulation of less than 3000, were exempt from the Act, if they circulate chiefly in the County where printed and published. In 1949, the Congress raised the maximum circulation to 4000. However, the opinion holds that the employees are not employed by the individual newspapers but by the defendants. The opinion says:

"The printing establishment of the defendants is conducted on a unitary basis. At their plant at Hermosa Beach, California, it prints and publishes its newspapers. The employees are employed, not by each newspaper, but by the publishing house. They are paid by the defendants regardless of the newspaper on which they work. In truth, all employees work on all the newspapers. The newspapers are published on different days and when the work on one is completed, the work on another is begun. No books of account are kept segregating the work or earnings of the persons employed in the production of these newspapers or apportioning their time or wages to a particular newspaper. So that each employee is employed on the production of all four newspapers. Assume, therefore, that if we were dealing with the different employees of each of these newspapers, we would be compelled to reach the conclusion that they are within the exempt class.

"Nevertheless, the fact remains that we are dealing with the employees of the defendants and not with the employees of each of the four individual newspapers which the defendants produce. In sum, we have before us their employees and not the employees of the individual newspapers. The individual newspapers have no separate or distinct corporate or business entity. Each is merely one of the ramifications of the publishing business which the defendants conduct.

"The defendants having chosen to conduct

their business in this manner as a unitary project, with one management, under one business and editorial direction and in one plant, several newspapers, they cannot now segmentize it in order to claim the benefit of the exemption which applies to small, individual newspapers.

The opinion sums up the ruling in this sentence.

"Such complete unified operation calls for a like unity test in determining employee status."

It orders injunction issue against the defendant compelling compliance with the Act.

A New Picture Stunt

We have seen thousands of news stories continued on other pages, but it remains for the Central City Messenger, under the guiding genius of Amos Stone, to continue a picture to another page. It happened this way:

Stone photographed a fine picture of the Mt. Pisgah Baptist church. It had a tree off to the right which extended considerably above the church. When time came for Printer Buster Ashby to get the picture in the paper it seemed that the top and bottom of the page were too close together to allow use of the picture and anything else. So Buster sawed the cut off just above the church, making it a 3-column by 4 instead of a 3-column by eight inch deep cut.

Now Ralph Utley signs bills for engravings down there, and he was unhappy about paying for 24 column inches of engraving and only using 12 inches. So they "continued" it. Church appears on page 1, tree on page 2. With comment by Utley, "Amos, too, can make a tree."

Herald-Leader Awarded Safe-Driving Plaque

A certificate of merit for completing the year without a single accident was presented to the Lexington Herald-Leader on April 26 at the American Newspaper Publishers Association meeting in New York. The Lexington papers participated in the association's safe-driving campaign to cut the accident rate to a record low.

The campaign, in conjunction with the International Circulation Managers Association, marked high success in results in 1949 and 45 newspapers received the award of merit for outstanding achievements in safe operation of delivery trucks.

Congratulations to the Herald-Leader!

Patronize Press Advertisers.

Our Circulation Is Up



Readership is the acid test of how good a job a newspaper is doing.

There are similar simple and accurate tests that tell a business how it stands in the court of public opinion.

For instance, ever since the anti-trust lawyers filed suit to put A & P out of business, these things have happened:

Our business has increased. More people are buying more food from us than before.

Hundreds of organizations — local, state and national — have gone on record as opposed to this suit.

Thousands of newspapers have editorially supported our position.

Our customers, our suppliers and our employees are all asking us, "What can we do to help?"

Public opinion polls show that people are about 3 to 1 on our side.

In other words, our circulation is up. For millions of Americans are saying for the record and showing by their patronage "We like A & P and we don't want to see them put out of business."

To all these people who have a stake in our operations, the men and women of A & P pledge their continued efforts to bring this country more and better food at lower cost by doing the nation's most efficient job of food distribution.



A & P FOOD STORES

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On To Ashland! Ashland was selected for the 81st mid-summer meeting of the Kentucky Press Association by the Executive Committee, meeting at Camp Jodeva, Laurel Crest, on April 29. The dates will be Friday and Saturday, June 9 and 10. The program committee, Chauncey Forgey, chairman, will announce the program later.

Study Postal Rulings

Undoubtedly all KPA members will study the current curtailment in postal service, apparently the Department's answer to Congressional reluctance to raise rates on the one hand, to the general demand for economy on the other.

Slower handling could affect advertising orders and mats, country correspondence, and particularly daily, semi-, or weekly mail circulation. Newspapers now depending on afternoon mail delivery probably will have

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.

to mail in time for morning delivery, mail later in the day for delivery following morning, or make carrier arrangements.

Aside from these obvious effects and despite the general attitude of the press toward postal increases, the new curtailment order seems eminently fair to newspapers.

Each member will want to get and study from a local standpoint the general order. You will note that Item 11 restricts acceptance of mail over loading docks and platforms to period between 8 a.m. and 6 p.m. except air and first-class mail and "daily newspapers, and weekly newspapers of local origin . . ." Item 12 goes on to specify that "newspapers will be accepted in the postoffice any time employees are on duty."

Note especially that Item 19 directs postmasters to "rigidly enforce the requirement that bulk mailing of second- and third-class matter at special rates be separated by mailers into direct packages as prescribed by the regulations. There should be no deviation from this requirement."

Note also that "preferential treatment of time-limit third-class matter will be discontinued under Item 14 — which will directly affect delivery of your KPA bulletin. Other factors should be locally studied and applied.

No strings attached is the gist of the new Federal Trade Commission ruling on "free" advertising. In other words, any advertisement offering something "free" must not impose limitations or conditions to hamper an individual's acceptance of the offer.

Hardest hit by this recent ruling, now facing a Federal Court appeal, are the book clubs. Their headline-type ads feature a "free" book to a buyer or to anyone who becomes a club member.

In the past, the FTC has allowed advertisers to use "free" if they stated that the "free" article was a bonus delivered only on purchase of another item that was specifically mentioned, and the Commission was not too strict in its enforcement of the law. The

new ruling intends to provide the FTC with a stronger whip for law enforcement.—Service Report, Wolf and Company.

Faced with the spread of pension demands, employers have discovered that profit-sharing plans to build up a pension trust may be safer than straight pensions. The trouble with a straight pension plan from a management viewpoint, is that a company must provide for systematic payments into a pension fund. In good years this may be satisfactory, but if the company loses money for several years, the payments could be very burdensome or even disastrous. With profit-sharing as a basis for pensions, the employer would not have the strain of contributing to a pension trust in a year when business was not profitable. —Wolf & Co. Service Report.

There is indication that some publishers, whose plants are subject to payment of unemployment compensation benefits because there are 8 or more employees on the payroll, are getting lax in reporting discontinuance of employment. This should be done on the form furnished by the Social Security Division immediately when employment ceases.

Employees discharged for cause or those who quit to take another job are often not entitled to compensation, hence an employer's report on file might serve as an estoppel of any claim they file. Contesting a claim is more difficult when an employer has neglected to file a report of the separation and given the reason why the employment was ended.—Indiana Press Association.

Roy Maupin, Berea, Kentucky, a recent graduate as a linotype operator with six months training from the Southern School of Printing, Nashville, is seeking an opening on a Kentucky newspaper. Write him if interested.

Community Newspapers Must Work To Procure Advertising

New York media specialists and small-town publishers last week prescribed a bitter dose of self-analysis for weekly newspapers seeking a bigger share of the dollars spent on national advertising.

"Weekly newspapers — a market representing 42% of our people with circulation one-fourth that of daily newspapers, are getting less than 2½% of the national advertising enjoyed by daily newspapers," said Anthony C. DePiero, president of the Media Men's Association of New York, and media director of Geyer, Newell & Ganger, at the March 31 session of the National Editorial Association spring meeting.

"But the increase in revenue in the weekly newspaper field has been small by comparison with that of other media in recent years," he added. 1940-1949 Comparisons: Mr. DePiero analyzed newspaper circulation, comparing 1940 with 1949.

Family population rose 19.9%, from 32,100,000 to 38,500,000. Daily newspaper circulation gained 28.5%, from 41,100,000 to 52,800,000. Sunday newspaper circulation jumped 43.3%, from 32,371,000 to 46,400,000. And weekly newspaper circulation climbed 46.1%, from 9,100,000 to 13,300,000.

"Percentage-wise, Mr. DePiero said, "the circulation gain of the weekly newspaper field has pretty well kept pace with that of daily and Sunday newspapers." But the score in the battle for the national advertising dollar had little relation to circulation figures. Here are Mr. DePiero's figures: Daily and Sunday newspapers picked up an additional 134.6%, from 1940's \$179,000,000 to 1949's \$420,000,000.

Weeklies inched up 33.3%, from \$7,500,000 to \$10,000,000. "In light of the figures," he told the small-town publishers, "I think you will agree the opportunity exists for you to get a larger share of the national advertisers' dollar."

The question, perhaps worth \$64,000,000, was how to do it.

ABC Membership Cited: Mr. DePiero's solutions "Readership studies conducted by weekly newspapers are a step in the right direction." And, "Membership in the ABC is another step."

And, he urged, "give advertisers and agencies prompt and efficient service." "One weekly newspaper we are presently using," he said, "has not sent us a bill since December, 1948. Poor service of this kind is not benefiting weekly newspapers."

Significantly, an opportunity exists to convince advertisers and agencies "of two things:

1, the importance of your market, and 2, the economy of your medium on a result basis, not a milline basis."

And last, "unity of promotion will help all weekly newspaper publishers if you all participate."

Weeklies' Shortcomings: Lee M. Rich, media director of William H. Weintraub & Co., hopefully forecast: "Weekly newspapers are on the threshold — if they correct their failures — of an unprecedented period of increase in national advertising.

But the weekly publishers sat silent while he listed their failures — too many conflicting contracts "About 200 newspapers are on the lists of National Advertising Service and American Press Association, with both selling organizations claiming exclusive contracts" . . . inadequate information on readership; scant published data on national advertising accounts of each weekly; poor reproduction of ads and the relatively small membership in ABC.

"I would like to have readers broken down by age and sex," Mr. Rich said. "I would like to know the nationalities and races of the people covered by your paper. What are their incomes? How many families are there? How many own their own homes, refrigerators, radios or television sets? How many children and what age are these children?"

Without such information, he indicates, national advertiser feel they are buying a "pig in a poke" from the weeklies.

And reproductions . . . "Time and again my checking department will send down a copy of an advertisement that has appeared in a weekly newspaper and say 'We recommend refusal to pay for this advertisement — note reproduction,'" Mr. Rich said.

For Better Relations: To build up national accounts, he suggested ways to improve relations with agencies and advertisers.

1. Distribute national advertising more equitably through the paper — don't bunch it together.
2. Cultivate local merchants — to tie in local with national advertising.
3. Follow insertion orders carefully — even if you have to wire the agency for additional instructions.
4. Send out checking copies and bills promptly.

Allan McIntosh, publisher of the Luverne (Minn.) Star-Herald, in winding up the Advertising Panel, said, "We might as well face it — we're in a buyers' market. And what is the first phrase the buyer asks us — 'How

much and what ya got?' And his second question is 'Why?'" The answer to such questions, Mr. McIntosh said, is simple. Just quote your circulation according to the latest ABC audit or report.

"The day when we can show 2,000 members of home town newspapers in ABC," Mr. McIntosh said, "that day you're going to see the grass roots newspapers getting a bigger slice of the national advertising pie."

For suburban weeklies, as opposed to rural newspapers, the spokesman was H. Richmond Campbell, editor and general manager of the Larchmont (N. Y.) Times. Their problem: national space buyers consider suburban territories reasonably well covered by the metropolitan dailies.

And the way around such unremunerative thinking?

"If we are to win friends and influence our people," Mr. Campbell said, "we must attempt to match the metropolitan papers in good writing, close editing, crisp headlines and vigorous editorials."

Looking to Small Papers: Niagaras of advertising appearing in metropolitan newspapers, with more than 200 display ads in a single issue, cause advertiser to look hopefully toward smaller papers, according to Henry Schachte, national advertising manager of the Borden Co.

"Advertisers are now looking around for new fields to work in — fields where the competition for attention is not yet so intense, and might never be, where competition between products has never been sharpened to the keenness apparent in some of its traditional sales areas, a market that is large, in total, but not necessarily in its segments, one that is relatively prosperous — and can be reached on an affordable basis," said Mr. Schachte.

"In their searching around, many people are becoming increasingly aware of the competitive opportunities represented by the smaller, non-urban markets," he said.

Niagaras of Advertising: "They represent competitive opportunities because people in such areas have never had their minds flooded by Niagaras of advertising, each trying to outdo all the others, as the din gets progressively more deafening."

"I say that a number of factors seem to be pointing in your direction," he told the publishers of small papers. "But the movement in that direction may, indeed, be slow and methodical.

"Switching advertising plans can be done most abruptly. But advertising is but a single part of the selling structure — and it must be an integrated part. "If advertising expenditures are to increase — or even continue — it must continue — it must continue to be possible for an advertiser to deliver a

New Fast Engraving Service

Now Available To Kentucky Papers And Printers

**Zinc
Copper
Halftones
Etchings**

Our newly opened photo-engraving plant is one of the most modern in the United States. Newest type, high speed cameras and machinery guarantee you high quality reproductions, fast delivery, perfectly machined and finished cuts. Very reasonable price scale. Give us a chance today to prove our ability to serve you and your paper.

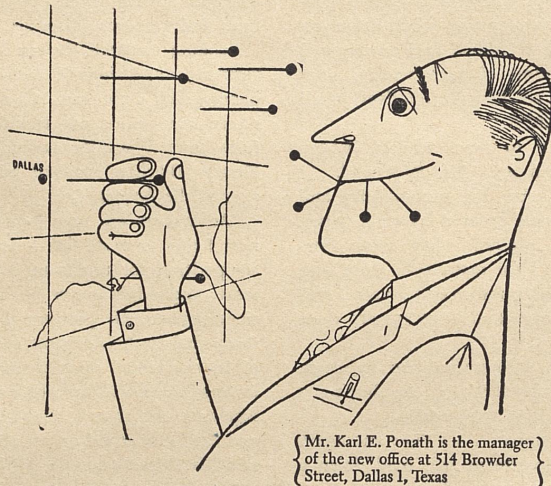
**8
Hour
Service**

Available
via
Greyhound

Copy Received by 8 A.M. Shipped
Same Afternoon



THE KENTUCKY ENGRAVING CO.
428 WEST SHORT ST. LEXINGTON, KY.



{ Mr. Karl E. Ponath is the manager
of the new office at 514 Browder
Street, Dallas 1, Texas }

Linotype E-X-P-A-N-D-S its service to its customers

... OPENING OF DALLAS OFFICE
FIRST STEP IN NEW DISTRIBUTION PROGRAM

A quick look is enough to show that the country is growing, population centers shifting—breaking down old, outgrown distribution patterns.

But it took a longer look—two years of exhaustive research—to show how Linotype could best expand its services and realign its operation to serve the changing needs of the graphic arts industry.

First step in a comprehensive program based on this study is the opening of a Linotype office in Dallas. Other offices will be opened to give you the service and parts you want when you want them. For your convenience, substantial stocks of parts and supplies will be maintained at each office.

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

LINOTYPE

Trade Mark

LEADERSHIP THROUGH RESEARCH

Linotype Gothics, Electra and the Spartan Family

FHA Contest Announced

Kentucky high school vocational agriculture students will share \$325 in prizes offered in the 1950 Kentucky Future Farmers of America Contest sponsored by The Courier-Journal, The Louisville Times, and Station WHAS.

The fourth annual contest was announced recently by E. P. Hilton, State supervisor of vocational agriculture, and Mark Etheridge, publisher of the newspapers and vice-president of the radio station.

The grand prize winner will receive \$100 to buy farm equipment or livestock. He will also be given a trip to Louisville, all expenses paid, for the annual Farm Awards Luncheon.

Nine Congressional District winners will receive \$25 U. S. Savings Bonds.

Each chapter winner will be awarded a special certificate. A goldseal certificate will go to every chapter having 100 percent representation in the contest.

Circulars and contest books will be sent to all F.F.A. chapters in the state for members regularly enrolled in high-school vocational-agriculture classes, including those of 553.

Damage estimated at \$20,000 to \$25,000 was caused by a fire which burned out three apartments April 2 in the building housing the Hazard Daily Messenger. The water damage required suspension of the paper's publication for two weeks, except for the Sunday issues. The Sunday issue was printed in the plant of the Whitesburg Mountain Eagle, a weekly operated by his brother.

Daily newspaper circulation has reached an all time high in the United States, according to the latest issue of N. W. Ayer and Son's Director of Newspapers. Combined circulation of all newspapers is now 52,271,000. The directory reports that during the last year the number of Sunday newspapers has increased to 577 from the previous total students graduating this spring.

Samuel Arnold Lewis, 74 years old, retired chief engineer for The Courier-Journal and The Louisville Times, died of a heart ailment at 12:10 p.m. in April at his home, 127 Coral. He had been ill for a year. Lewis, who worked for the newspapers for 22 years, retired in 1940.

Interamerican Press Conference at an organization meeting named Tom Wallace, editor emeritus of The Louisville Times, chairman of the board.

Newspaper Advertising Takes No. 1 Spot

National advertisers' total investment in newspaper space climbed in 1949 to a fourth consecutive all-time high of \$445,015,000, to make newspapers the No. 1 national advertising medium by a substantial margin of dollar leadership, the Bureau of Advertising, American Newspaper Publishers Association, announced today.

The 1949 total represents a gain of 14.3 percent over 1948's newspaper total of \$389,261,000, to put newspapers well ahead of magazines, which have ranked on a dollar basis as the top national advertising medium since 1942. Harold S. Barnes, director of the Bureau of Advertising, released the new figure.

General magazines, as measured by Publishers Information Bureau, scored a total revenue in 1949 of \$412,414,584, with farm magazines' take of \$28,380,458 bringing the magazine grand total for the year to \$440,795,042.

Total national advertising on the air—via both radio and television—in 1949 added up to a grand total of \$376,400,329, according to the best available data. National advertisers' spending for time on the four national radio networks combined—measured, like magazines, by Publishers Information Bureau, totaled \$187,800,329. National advertisers' spot radio expenditure, as estimated by the trade paper, Broadcasting, was \$170,100,000, while television expenditures totaled \$18,500,000 for both network and spot T.V. time combined, as also estimated by Broadcasting.

"We of newspapers are keenly aware of the increasing faith of national advertisers and their agencies in the efficiency and productivity of newspaper advertising," Barnes declared in commenting on newspapers' latest gains. "On our part, we accept these continued gains as a challenge to newspapers to work still more closely with advertisers to help them make their newspaper advertising dollar a still more profitable investment."

Tracing the rise in national advertising in newspapers since the war, Barnes recalled that the then all-time high of 1946 totaled only \$270,000,000, over which the 1949 total represents an increase of 64.8 percent. The 1946 highmark was followed by another of \$357,000,000 in 1947 and by \$389,261,000 in 1948.

Issuance of the new figures is made pos-

sible, Barnes explained, by the Bureau's annual statistical work, "Expenditures of National Advertisers in Newspapers," which is now being compiled for publication and distribution to national advertisers, advertising agencies and newspapers later in the spring.

The grocery industry, as in 1948, ran far ahead of all others in the size of its newspaper investment—\$112,465,000, up 8.6 percent over its 1948 figure. Spectacular gains in grocery subclassifications were scored by baking products (up 26.7 percent) and miscellaneous beverages (up 50.8 percent), reflecting the rise in selling effort for baking mixes and for the new quick-frozen concentrated fruit juices.

Automotive advertising—though No. 2 on the list—scored by far the most sensational gain of any major classification, with a 1949 total of \$85,856,000—an increase of 44.8 percent over 1948. New passenger automobile advertising, taken alone, added up to \$58,292,000, representing a soaring 78.2 percent rise over the previous year.

Evans Appointed

Herndon J. Evans, editor of The Pineville Sun, will be publicity chairman of Governor Earle Clements' campaign for the United States Senate.

A native of Morehead, he was reared there and in Frankfort. He attended the University of Kentucky and served in France during World War I, coming out as a lieutenant.

He was the Associated Press correspondent at Frankfort in 1924 before he went to Pineville to work for The Sun. He is a past president of the Kentucky Press Association.

Paul Grubbs has been appointed director of information for the Kentucky Farm Bureau Federation and editor of the Farm Bureau News, succeeding Joe Betts who was named legislative director of the American Farm Bureau Federation in Washington. Grubbs served three years as assistant to Betts on the News. Patty Shannon, formerly connected with the Kentucky Farmer, was selected as assistant to Mr. Grubbs.

James M. Lilly, 29 years old, sports writer for The Louisville Times, died at 3:50 p.m. May 4 at General Hospital of a brain injury suffered April 27 when his automobile overturned on Shelbyville Road.

He had been unconscious since the accident, in which his companion, John Russell, III, 25, of 3915 Brookfield, St. Matthews, was killed. The two men were returning from the races at Lexington.

Postmaster Has Complete Authority

A question was recently asked as to the authority of a postmaster for withholding from dispatch newspapers containing lottery matter. Section 36.6, Postal Laws and Regulations, 1948, states: "Whoever knowingly deposits in the mail, or sends or delivers by mail . . . Any newspaper, circular, pamphlet, or publication of any kind containing any advertisement of any lottery, gift enterprise, or scheme of any kind offering prizes dependent in whole or in part upon lot or chance, or containing any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes—shall be fined not more than \$1,000 or imprisoned not more than two years, or both; and for any subsequent offense shall be imprisoned not more than five years."

In a letter dated March 15, 1950, Frank J. Delany, Solicitor, Post Office Department, Washington, D. C., said that in view of the above section of P. L. & R., a postmaster has authority to withhold from dispatch newspapers containing lottery matter. He further stated:

"In the case of a questionable advertisement appearing in a regularly-issued newspaper, a postmaster should exercise great caution in withholding copies of the paper from the mails; and unless the publisher has previously been warned about such matters, or unless there is evidence of willful or flagrant violation of the postal lottery law, the newspaper may be dispatched with the understanding that it will be at the mailer's risk for any violation of law which might be involved. The postmaster should then promptly seek the advice of this office as to the mailability of the advertisement. If the publication carrying the questionable advertisement is a weekly or issued at some other long interval of time so that it would not destroy the value of the paper to withhold it for an expeditious ruling, then in such cases the publication should be held, pending receipt of a ruling."

The New York Times has just released a new "Style Book" designed as a ready reference book for writers and editors. Attractively bound in a stiff red cover the book includes information on the following:

Proofreader's marks, abbreviations and figures, capitalization, compound words, prefixes and suffixes, punctuation, spelling, typographical styles, initials and divisions.

Any publisher or editor desiring a copy may secure one from the New York Times for One Dollar.

ONE OF KENTUCKY'S TRADITIONS

Play Parties

Back in wilderness days when fiddles were few and far between, the Play Party became a traditional form of Kentucky recreation. Singing as they dance Kentuckians from twenty-one to eighty-one still swing through "Tidy Oh," "Pop Goes the Weasel!" and "Rabbit Stole the Punkin." These dancers are a lusty remnant of one of Kentucky's most rhythmic traditions



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

Like Play Parties, BEER BELONGS in Kentucky. Claiming a heritage as old and as proud as play parties, beer—the beverage of moderation—continues to be a symbol of good fellowship

Copyright 1950, Kentucky Division, U. S. Brewers Foundation
1523 Heyburn Building • Louisville, Kentucky

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

Central Press Clipping Service

309 North Illinois St.
Indianapolis, Indiana

Patronize Press Advertisers.

Binding News Files

Is Our Specialty
Write for Information

O. J. Forman Company
Monmouth, Illinois

Time tells on a man—especially a good time.

The American advertiser spends more money in newspapers than in any other medium.

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.

Ready To Save You Time and Money

The Franklin Printing Catalog is tops for valuing printing orders - - - cuts estimating time - - - saves you money - - - gives you accurate, profitable values without endless figuring.
WRITE TODAY FOR FREE TRIAL

PORTE PUBLISHING COMPANY
P. O. BOX 143 SALT LAKE CITY 5, UTAH



INTERTYPE FOR SALE

Due to purchase of new machines, we have for sale a good straight-matter machine which would give many years of service to anyone wishing to buy a machine at a bargain.

This is a Model B Intertype, 2 magazine, with electric pot, thermostat and rheostat, 3 molds.

This machine is offered at \$1,200 as it sets on our floor. Can be seen in operation.

THE MESSENGER
Madisonville, Ky.

Murray Libel Suit To Be Tried In May

A \$50,000 libel suit, brought by former State Representative Kerby Jennings, Murray, against the Ledger & Times Publishing Company of Murray, was set for trial May 8, at Murray.

At the same time the Ledger & Times' cross petition and counterclaim against Jennings and the Murray Democrat, which he publishes, was ruled out of the case. The Ledger & Times asks \$100,000 damages. The ruling means that after Jennings' suit is disposed of, the Ledger & Times may start proceedings, if it still wishes to do so.

The May date was arranged as a continuation of the regular term of Calloway Circuit Court which opened Monday.

During the campaign before the August primary last year, the Ledger & Times backed Barkley Jones for the Democratic nomination for representative against Jennings who was running for re-election. Jones was nominated and elected.

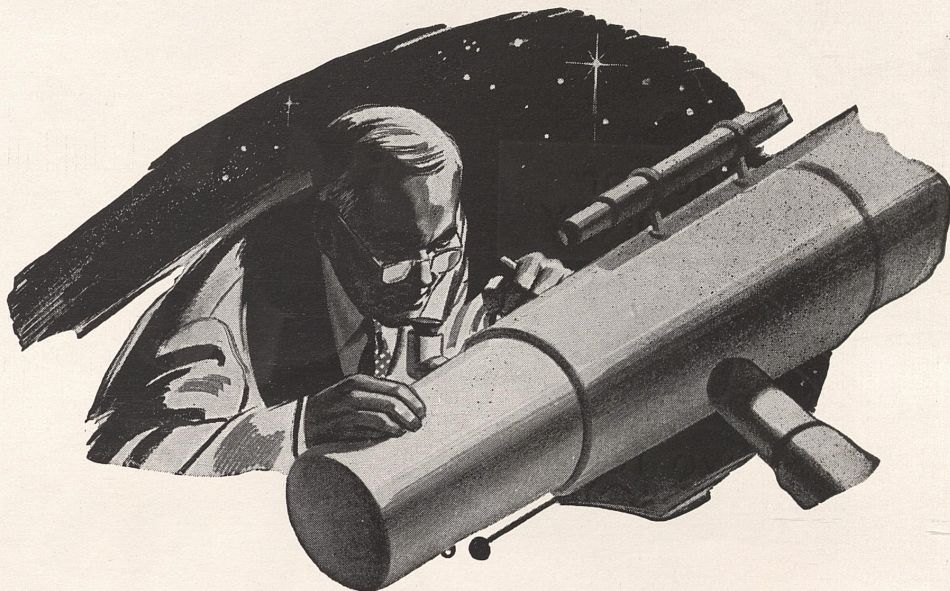
Jennings alleges that editorials written by Editor James C. Williams in the Ledger & Times were libelous. Williams' countersuit makes similar charges about editorials written by Jennings in The Democrat.

Douglas Cornette, Louisville Courier-Journal, and Charles E. Evans, Warsaw News, will be Kentucky's representatives on the American Press Tour as sponsored by the Province of Ontario in June.

The FINER Type Metals are VIENER TYPE METALS

HYMAN VIENER & SONS RICHMOND VIRGINIA

star is a celestial body



but Star is a local newspaper



It makes a big difference whether you spell it with a capital or a lower-case initial. And if it happens to be the name of a newspaper, you are especially careful to use a capital "S."

For the same reason, we earnestly request you to use an upper-case "C" whenever you have occasion to mention Coca-Cola by its friendly abbreviation, Coke. A small "c" changes the meaning completely.

And there's another reason why we ask your co-operation.

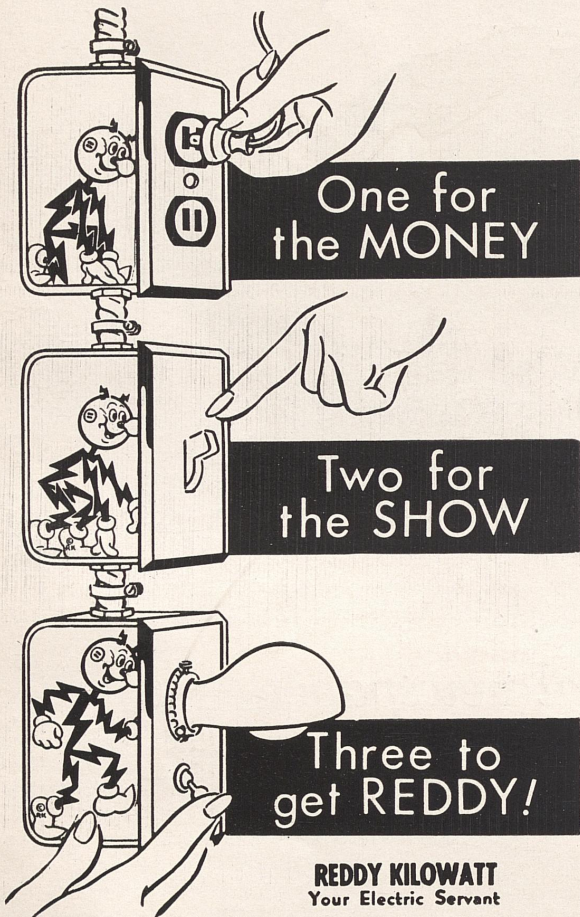
Coke and Coca-Cola (with capital initials) are our registered trade-marks, and good practice requires the owner of trade-marks to protect them diligently. The upper-case letters on the names of our product are as important to us as capitalizing the first letter of your publication is to you.

Coke = Coca-Cola

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

THE COCA-COLA COMPANY

COPYRIGHT 1950, THE COCA-COLA COMPANY



Four to Grow!

"More important, however, is what this privately managed industry has done in bringing the people better service at lower cost. The first jumbo dynamos required 10 pounds of coal to produce one kilowatt hour. Modern turbines do it on 7-10 of a pound of coal. The first electric light and power plant — opened 70 years ago — sold electricity for 25c a kilowatt hour. Today the average price to residential customers is only 2.96c. Thus, the electric light and power industry has continually brought the public lower prices by efficiency and good business management —

and this in the face of greatly increased costs of raw materials and labor, and constantly rising taxes.

"Despite these obstacles, electricity costs less today than it did before World War II. And it's practically the only thing that does. Do you think politicians could have made such an enviable record?"

Graham Patterson, Publisher
From an editorial in Pathfinder,
March 8, 1950

KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street

Lexington