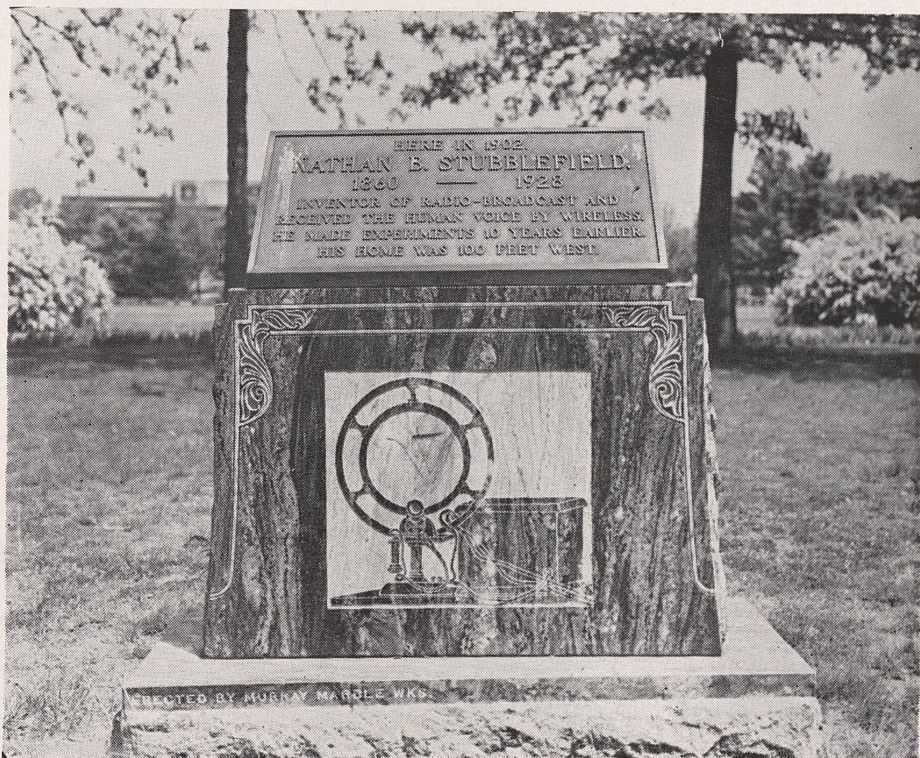


The Kentucky Press

August, 1947

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



•
VOLUME EIGHTEEN
NUMBER TEN
•

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

"Birthplace Of Radio" Monument, Murray, Kentucky

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 NEWS PAPER.

For information, call or Write Victor R. Portmann, Secretary-Manager, McVey Hall, University of Kentucky, Lexington 29, Kentucky.

36 U of K Journalism Graduates Find No Unemployment Problems

Two of Kentucky's weeklies acquired new editors directly from the June graduating class of the University of Kentucky's Department of Journalism, one of the 34 recognized schools of journalism which compose the membership of the American Association of Schools and Departments of Journalism.

The new editors are Charles Harris, Big Sandy News, Louisa; and Thomas Gregory, the Central-Record, Lancaster.

Harris and Gregory were members of a class of 25 graduates, 19 of whom entered work related to their University training. Of the other six members who did not accept employment, four were married women and the other two were women who did not want work until later.

An August graduating class of 11 is expected to contribute two more workers for the weekly field in Kentucky. John S. Hutcherson is joining Herndon Evans on the Pineville Sun; and Robert Beatty is expected to join a paper in western Kentucky.

Testifying to the sound liberal arts background of the University of Kentucky journalism graduates this year is the election of four members of the June class to membership in Phi Beta Kappa, the highest award for scholarship in the College of Arts and Sciences. Only twenty-four were elected to membership from the entire college last year.

A breakdown of the June graduates released by Dr. Neil Plummer, head of the department, revealed the following distribution of the class:

General reporters on city dailies	2
Sports reporter in city daily	1
Editors of community papers	2
Society editor city daily	1
Magazine, editorial staff	2
Radio	3
News service (United Press)	1
Public relations	2
Advertising	2
Graduate study (education and literature, 2 with fellowships)	3
At work	19
Married women	4
Refusing positions	2
Total	25

Demand for journalism graduates this year far exceeded the supply, according to Dr. Plummer. Prosepective employers with promising offers had to be turned away even as early as May. The Department's policy of

fitting its graduates to the job rather than just filling a position has become known in many states outside of Kentucky. Many calls for Kentucky's graduates are coming from employers in the East and Midwest. However, all but four members of the June class took their first jobs in Kentucky.

A breakdown of the August graduating class has not been completed, but the distribution of graduates will follow the pattern of the June class. Besides the two men who are entering the weekly field, one has accepted a position in public relations and another is joining the reportorial staff of an Ohio daily newspaper.

Annual Newspaper Week, October 1-8



This is the emblem of 1947 Newspaper Week and bears out the theme of "public service" and the slogan, "Your Newspaper Serves Freedom By Serving You." The background figure of the statue of Liberty stresses the "Freedom of the Press" concept that newspapers should always keep in mind and before the public.

A "newspaper" kit of material for use for Newspaper Week, traditionally Oct. 1-8, will reach each state newspaper the first of September. The Press hopes that every state newspaper will plan some emphasis, editorially and in the news columns, or a "Newspaper Week" edition for this first week in October.

Chain Letters Revived

Exchanges state that the chain letter nuisance has been revived. The current type involves no exchange of money, but promises "good luck"—but putting a curse on the recipient who "breaks the chain." You might warn your readers of the folly of continuing a chain letter of this or any other type.

Instructions Issued On Second-Class Mail

Postal Bulletin No. 19052, dated July 29, contains instructions of the Third Assistant Postmaster General about rates of postage and conditions applicable to newspapers and periodical publications entered as second-class matter. The Third Assistant Postmaster General states that during war years laxity developed at some post offices on the part of both publishers and postmasters in connection with the acceptance of mailing of newspapers and other periodicals at second-class rates.

Listed among the irregularities are: 1. Improper acceptance of publications free-in-county; attention is drawn to the fact that free-in-county is applicable only to publications which are printed, in whole or in part, in the county where published and entered as second-class matter and that only one copy of each issue may be mailed free to each subscriber who actually resides within that county and whose post office address is not a letter-carrier office. Sample copies and copies sent in bulk to news agents may not be mailed free in the county. It is stated that these requirements are sometimes overlooked when the place of printing is changed to a point outside the county of publication and entry.

The Postal Bulletin states that in some instances postmasters improperly accept second-class matter without weighing the mailings, the weight being estimated; postmasters are instructed to weigh carefully and collect postage thereon before sending second-class matter.

Postmasters are also instructed to enforce that section of the Postal Laws and Regulations requiring publishers to file a copy of each issue with the postmaster marked to show the portion devoted to advertisements and the portion to other than advertisements with an endorsement on the first page showing the percentage of each.

Attention is drawn to the necessity for properly preparing and separating for mailing, distribution and delivery, uniformity in folding to a convenient size for handling, and placing legible addresses on second-class matter.

Breckinridge Messenger Moves To Hardinsburg

The Breckenridge Messenger, which has been published at Cloverport since its founding in 1939, has been moved to the county seat, Hardinsburg, of Breckenridge county. Col. George M. Chancellor is editor and publisher and informs us that the move will be made effective September 1.

New Newsprint Mill Planned In Alabama

There are many fine aspects of the announcement that the way has been cleared for construction of a \$30,000,000 newsprint mill at Childersburg. All together, they add up to one of the finest bits of industrial news Alabama and the South have had in many years.

Among the more obvious causes for satisfaction is the fact that active use will be made of a substantial part of the facilities of the ordnance works on the banks of the Coosa River. This huge plant will not be allowed to rust and lie idle, and the commercial impetus given to the small city of Childersburg and to nearby Sylacauga will not be lost. For this gain, the business interests of the two cities and of Talladega County deserve much credit. Systematically and determinedly, they went about the task of seeing that the Childersburg plant was not lost. And they have shown what cooperative effort can do.

Another source of gratification is the fact that this \$30,000,000 investment will attract Southern capital and have distinguished Southern executives.

But there are other reasons for pleasure that this development is now made possible, reasons less apparent but more far-reaching.

Through this Childersburg mill, the South will definitely appear as a producer of newsprint paper. Although the Childersburg mill will be the second making newsprint out of Southern pine, the first constructed at Lufkin, Texas, 10 years ago, was partly experimental in nature. Not yet then was the South fully convinced that the experiments of Dr. Charles H. Herty at Savannah had succeeded in extracting the resinous content from Southern pine and bleaching the pulp without destructive weakening of the fiber. But the Lufkin venture proved successful, and now, with the Childersburg mill, the South will move into its own as a newsprint producer.

The South is the best section of the country for the development of a newsprint industry. The Forest Service estimates that of the total land area in the South of 326,043,000 acres, 186,804,000, or slightly more than half, are already in forests. Not even the Pacific Northwest, as a region, can come up to that percentage. Only about 1,000,000 acres of the Southern forests, however, are in virgin timber. It is to cutover land that we must look for the trees for newsprint and other wood uses.

But fortunately, the South has favorable growing conditions. Slash pine, favored for newsprint production, will reach pulpwood size in 15 to 20 years or less. Spruce, from

which much of the Canadian and Northern newsprint paper comes, needs 60 to 75 years. It is to the South that the nation must look for increasing amounts of paper to meet its domestic newsprint needs, which in recent years have been acute.

These facts, however, place upon the South a grave obligation to use its forests wisely. It must exercise the best forestry practices of selective cutting and reforestation. Sustained yield management must be enforced by individuals and, if necessary, by government. The paper industry must take the long view. The "dead towns" of the old-style lumber mills must give way to modern plants with assured raw products for generations to come.

The Childersburg mill will be a power for good in the state, not only financially but through the stimulus of a new industry and by an example of prudent forestry. It has overcome obstacles in reaching this point. It deserves to have smooth sailing from here on out.—Birmingham News.

Tennessee Tax Law Exempts Newspapers

Regular magazines are taxable under Tennessee's 2 per cent sales tax law. Dan Caruthers, supervisor of the West Tennessee Division of the State Department of Finance and Taxation, has made this point clear. A quotation attributed to him in the Memphis Commercial Appeal has confused some magazine retailers, he said.

Rule 45 of the law reads in part: "Magazines, etc., are taxable but magazine subscriptions are not taxable since no article of tangible personal value has been delivered. The magazine is taxable to the user or consumer thereof when shipped to him from out-of-state or within the state on a subscription . . . Sunday school literature, Bibles, etc., including gospel song books sold to a church or by a church are not taxable."

Copies of newspapers are specifically exempt from the tax.

Advertise — and again — your commercial printing service.

Many a woman is an efficiency expert, only the men call it nagging.

In the final analysis the druggist hasn't anything for gray hair but respect.

Every man hopes that his lean years are behind him; and every woman hopes that her lean years are ahead of her.

A woman looks at a woman to see what she is wearing. A man looks at a woman to see what she is clothing.

Founder's Society Organized In Denver

Edwin A. Bemis, Managing Director of Colorado Press Association together with Ralph C. Smedley, founder of Toastmaster's International, Santa Ana, Calif., and T. T. Frankenberg, founder of American College Public Relations Association, Columbus, Ohio, have formed the "Founder's Society of America," a new honor society, membership in which will be confined to men and women who originated some type of organization, business, professional, or otherwise, which has become national or international in its scope. The founders of such organizations as national or international press or publishers associations, service clubs, trade associations, professional associations, art organizations, or any type of business, professional, or trade groups, are eligible for membership. Membership is purely voluntary and honorary. Members are accepted only after a candidate has submitted proper evidence of qualifications including a history of what has been founded, the motive behind the founding, formation, what the association or organization may have done, and what its future seems to be. Biography of the person concerned must also be filed together with the history of organization.

All records will be kept at the University of Denver and will be available for examination under supervision of the Librarian. Bemis is acting Secretary.

NAS-KPA—a good bet to tie with. To be in good spirits, some people seem to have good spirits in them. If contests are good for newspapers, why is it so hard to get entries in our contests?

Former Nicholasville Publisher Dies

Harry M. McCarty, 49 years old, former editor-publisher of the Jessamine Journal, Nicholasville, died August 13 at the Julian Marks Sanitarium, Lexington, where he had been a patient for over 8 months.

He was a son of the late Harry and Mary Young McCarty. His father established the Journal in 1872 and after his death, Mrs. McCarty took over publication of the paper to be succeeded by her son after her death.

Mr. Carty sold the newspaper several years ago and worked for a while on the Casey County News at Liberty before he became ill. He is survived by a brother, Capt. L. Y. McCarty, now stationed with the U. S. armed forces in Austria, and two aunts who live in Lexington.

THE ALBION EXPERIMENT



Three years ago an experiment in farmer-distributor teamwork was begun on a farm at Albion, New York. Sponsored by A & P and other food concerns in conjunction with the Geneva Experiment Station, its purpose was to produce new varieties of tomatoes that are superior in terms of early yield, total yield and canning quality.

Every facility of modern agriculture was provided to make this test a success. Agronomists, plant pathologists and expert farmers combined their talents to create ideal soil conditions and new techniques of planting, cultivating, and harvesting so that new tomato breads could be given a thorough trial in competition with standard varieties.

The result of the latest phase of the test has been development of three new varieties which give promise of becoming extremely popular, for appearance, exceptional canning quality, and high productivity under most growing-season conditions.

The Albion experiment, one of hundreds in which A & P has participated, promises farmers a better return for their efforts and assures consumers more and better food for their money.

It is this kind of producer-distributor cooperation that enables the men and women of A & P to do the nation's most efficient job of food distribution.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume Eighteen, Number Ten

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NATIONAL EDITORIAL
 1947 ASSOCIATION
 Active Member

Magazine Urges New Crime Laws

Laws to prevent newspapers from "ballyhooing crime and heralding it as a national pastime" were urged in a recent editorial in the "Mentor," official publication of Massachusetts State Prison.

If more laws are needed to combat crime, the prison paper suggests that there should be laws by which the dissemination of crime news is minimized and standardized to the essential facts.

"They should be laws," the editorial continues, "that suppress the publicizing of useless speculation, propounded by publicity-seeking police officials, on the development of clues."

These laws, the paper said, would not control the press or restrict it from printing crime news, but they would prohibit the vulgar exploitation of the true facts of a

crime to the degree of fantasy. Crime news should be removed from the front page and relegated to back page summaries.

Crime stories should be reported, the Mentor said, in a dry, factual manner, stripped of all its lurid details.

The editorial states that no one would deny that it is the duty of the editor to report on the occurrence of a crime, but "one certainly can question the manner of its presentation."

"What purpose is accomplished by the persistent revelation of evil? The answer is to be found in the contrast between the journalistic debaucheries of human perversity found on the front page, and the indignant and sanctimonious exhortations, crying for more laws and sterner laws, to be found on the editorial page."

Newsprint Shortage May Last 5 Years

ANPA Newsprint Bulletin No. 65-1947 reports, "AP dispatch from Ottawa, Canada, July 19, says that Canadian newsprint manufacturers, widely besieged with orders, are cautiously increasing production by only fractional amounts. Leaders of the industry estimate it may be as much as 5 years before newspapers can get all the newsprint they want.

The dispatch says that Canadian newsprint manufacturers are sticking to a policy of caution as to production capacity and of collective price setting and allocation of supplies because of recollection of the collapse which followed wild prices and over-expansion of the industry after the first world war.

Canadian newsprint manufacturers are quoted as saying that there are relatively few timber limits and power sites suitable for new mill construction at present costs.

There is no doubt, states the SNPA bulletin, that some newsprint paper is selling at \$200 a ton and higher on the "gray market" to small newspaper publishers who

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.

are hard pressed to meet their paper requirements. Here are some of the quoted prices—Polish newsprint, \$210 fob Gdynia; other Polish newsprint, New York price, \$227 a ton; Swedish newsprint at \$240 a ton plus \$15.00 freight rate; French newsprint, at \$245 a ton; some Canadian newsprint at \$245 a ton; some diverted Canadian newsprint, originally intended for China, was sold at \$260 a ton fob New York; another "gray market" operator is offering Canadian newsprint at \$250 a ton, fob New York.

Our Cover Picture

Our cover picture this month is that of the "Birthplace of Radio." The monument is placed 100 feet from the home of Nathan B. Stubblefield on the campus of Murray State College at Murray. A Federal Communications Commission hearing recently conducted at Murray, established that Stubblefield was the original inventor of the radio. His invention was first demonstrated on the public square in Murray in 1892, three years before Marconi sent dots and dashes through the air. The cut was loaned the Press by Jamees C. Williams, editor of the Murray Ledger and Times.

The prospect of lower federal taxes in 1948 has prompted tax counsel of corporations to recommend the following steps whereby profits may be increased:

1. If you are on a cash basis, pay all possible business and other deductible expenses in 1947. For example: Prepay next year's interest or taxes and deduct them in 1947. Many bills which ordinarily would not fall due until after January 1, 1948, may be paid in 1947. Purchase and pay for supplies prior to January 1, 1948.

2. Hold off on billing for work done until 1948. This might apply to job printing for example. Defer income by delaying shipment of merchandise until after January

How To Treat Your Press Rollers

Without good rollers good printing is an impossibility; therefore the treatment of the rollers is one of the important problems of the pressroom. The article below is written with this fact in mind. It is based on actual experiences of men who for many years have investigated roller troubles and the best way to avoid them:

Don't wait until you need new rollers on your press before ordering. Time must be allowed for making and for seasoning before use. Ship your extra cores to your roller maker in advance. If you wish, he will cover them with seasonable composition and ship as you need them and bill you when shipped. This gives you the advantage of quick service and seasoned rollers at small cost.

The best time of all to order rollers is late in the Fall, after the season of changing hot and cold has passed (about October 1). Ordered at this season, your rollers have the longest wearing qualities. The next best time is about the middle of April before the hot weather arrives. At this season rollers are made of a firmer consistency and usually last until Fall or Winter rollers are needed.

Seasoning is the drying out or toughening of a roller, so that its face is no longer tender, without losing any of its tackiness. This depends upon the state of the atmosphere. There is no rule of time by which rollers can be seasoned. In cold or dry weather rollers will season in a couple of days. When the air is charged with moisture it is impossible to season a roller at all. The longer it stands exposed to such conditions the worse it gets. The glycerine used in its composition absorbs the moisture and the roller becomes soft and spongy. To protect your rollers from moisture when not in use cover them with a light layer of machine oil.

As soon as rollers are received they should be taken out of the box. Examine them carefully to see if they are in good condition. If they have been exposed to heat or moisture while in transit the damage that results should be collected from the carrier by filing claim immediately.

After removing the rollers from their shipping box, store them in racks by standing them on end. Keep rollers in a cool dry place. Don't forget that to protect your rollers from moisture when not in use you should cover them with a light layer of machine oil.

The finest roller can be ruined by improper setting. Rollers will seldom run down if proper care is taken to set properly.

There is, of course, more than one way to set the rollers. Here is one method that long experience has proved to give excellent results: See that roller sockets and journals are true and clear of all rust, nicks, etc. Lower the roller sockets until the roller rests of its own weight on the entire length of the ink table. Raise sockets on each end until the roller shows $\frac{3}{8}$ -inch streak of pressure clear across the ink table. Then tighten the socket screws.

When all form rollers are in, move the ink table from under the rollers. (No forms should be put on the press bed.) Put in vibrators, and move the roller to gently touch the vibrators to their full length.

After the press starts, watch the running of your rollers. If you are using new rollers they should be gone over carefully after running twelve to twenty-four hours. Air conditions may cause a change in the diameter. After they become seasoned to the temperature of the pressroom, fewer adjustments will be necessary.

If you have short forms on your press, cut down your ink at the fountain and keep that part of the roller not inking the form well oiled. This prevents the friction of the dry ends from heating and melting the roller. If rollers soften or melt on one end while running it is a sign of either improper setting or the roller running dry on that end.

Kerosene oil is a good wash-up for composition rollers. You can also use ordinary machine oil with good results. The use of water or any wash containing water will injure rollers unless they are old and hard. When you have a roller that needs sponging with water to restore its suction it is time to get new rollers. No new roller can stand having water applied to it for any reason.

Don't try to use damaged or imperfect rollers if you want to do good work.

Don't allow rollers to spin after the ink table leaves them, as the sudden reversing of the motion when the table hits them on its return will tear the face. Put a piece of paper in the forks where the ends rest and this will stop the spinning.

Don't allow ink to dry or cake up on rollers.

Erects New Building

The Press received the following nicely printed card-invitation: The Irvington Herald—invites you to attend an—open house—at the New Herald Building—Irvington, Kentucky—Friday, August 29, 1947—9 a.m. to 4 p.m. The Press congratulates Editor George Wilson on his progressive step and knows that the Herald will gain in efficiency and highest convenience.

Minnesota To Microfilm Newspaper Files

For many years, the Minnesota State Historical Society, St. Paul, has been receiving file copies of Minnesota daily and weekly newspapers which are bound in permanent form and kept in fire-proof and air-conditioned vaults. More than 70% of the state newspapers have been cooperating with the Society, especially since the turn of this century. The monetary value of these files cannot be estimated, nor can one estimate the intrinsic value for historical research.

Now comes another story—"From the state's first newspaper in 1849 the Historical Society has collected 24,000 bound volumes of Minnesota newspapers, which are so frequently and arduously consulted that they are disintegrating. To preserve this priceless historical record, the Society has been granted state funds to microfilm its newspaper files. At $1\frac{1}{8}$ by $1\frac{3}{8}$ inches per page each newspaper will occupy about 1% of the space taken for the paper copy, and with hardest wear each film should last at least 500 years.

Hoffman Purchases Tri-County News, Corbin

A. F. Hoffman, editor and publisher of the Signal, Mt. Vernon, announced August 24th that he had purchased the circulation list and good will of the Tri-County News, Corbin, which suspended publication this spring, and would resume publication at once.

The announcement further stated that a circulation drive would be started at once, and the advertising rate of 42c an inch would be continued with the publication day as Wednesday.

If you have not raised your subscription price above your cost production by this time, you may have lost a golden opportunity.

Editor Recovering From Auto Accident

John A. Violette, assistant editor of the Marion Falcon, Lebanon, was seriously injured in an automobile accident near Lebanon on August 13. One companion in the car, John D. Foote, Jr., was instantly killed, and another companion was less seriously injured.

Latest reports state that Mr. Violette is recovering slowly from his injuries.

ITU Recognizes Closed Shop Ban

Following is text of ITU postcard bulletin sent to local typographical unions and approved July 14, 1947, by members of ITU Executive Council:

"Under the Taft-Hartley law a union is prohibited from forcing an employer to discharge an employe for not belonging to our union. Therefore, applicants for membership working on permit must be taken into the union, OR their permits cancelled and the applicants removed from their employment, before your closed shop agreement expires. No permits should be issued after, or if already issued, extend beyond, August 22, 1947, unless a closed shop agreement is in effect."

Patronize Press Advertisers.

In an address delivered at a recent meeting of the Oklahoma Press Association at McAlester, Okla. on the subject of "Insuring Your Newspaper Property," Herbert Anderson of the Phoenix Hartford Insurance Company offered a number of suggestions on things publishers could do to remove fire hazards.

To the informative discussion, Tom R. Phillips, publisher of the Holdenville (Okla.) News, who has tasted the bitter dregs of a plant fire, gave some counsel and advice to fellow publishers. He suggested the following:

1. Have your power circuit loads checked. If any are overloaded, have the situation corrected immediately. An overloaded circuit was responsible for my fire. I now have three where I once had two.
2. Have a plant inventory containing a complete list of your equipment—serial numbers, sizes, etc. This file should reveal not only dates of installation but dates of any reconditioning.
3. By all means have your insurance coverage checked by a competent insurance agent.
4. Have your plant checked for fire hazards by your fire chief, your electric and gas companies. Follow their recommendations.

Commenting on the above, Mr. Phillips emphasized that this little four-point program may save loss and trouble in event of a fire. He said, "My having had my building insulated with a non-flammable insulation after one of the extremely hot summers several years ago, saved my building and plant from complete destruction. The insulation deterred the progress of the fire in no small measure. A little willingness to spend some money for the comfort

of my mechanical department employees paid me a handsome dividend. Had my plant been completely destroyed, I probably would have been shut down for two or three months—so scarce were equipment and supplies."

From the Michigan Press Bulletin, the Press learns of a unique fire extinguisher system. Robert Marshall, publisher of The Ogenaw County Herald, West Ranch, Michigan, recently supplied the following information about the overhead system of carbon-tetrachloride "bombs" which go off at 160 degree temperature: "Each overhead unit contains about 7½ pounds of carbon tetrachloride bottled under pressure. The nose of the unit is soft and will melt at 160 degrees. Only those near the heat will discharge. There is enough gas in the units I have installed to keep all oxygen out of my building for a period of more than six hours, providing the building is kept closed.

As you know, I suffered about an \$8,000 loss in my fire last December, about \$7,000 of which was water damage. Carbon-tet gas will not harm paper or machinery. It is used in watch repairing and will evaporate at once. My model 14 Linotype was out of order for a period of 45 days, waiting for Nichols to tear down, clean, and rebuild. I have no idea of the amount of business I lost during the time we were handicapped or the extra cost of producing while on the fritz." Mr. Marshall says the insurance companies will not give a reduced rate because of the above installations, although they will do so when an overhead water sprinkler system is used. West Branch water pressure was not felt to be adequate for a sprinkler set-up. The cost of the carbon tet unit is \$20 installed. Publishers may obtain detailed information by writing to the sales agent: C. Frederick McFeggan, 6431 Cass avenue, Detroit, Michigan.

"...and so to sleep"

those familiar nightly sign-offs of old-time diarists are being realized today.

"I go to bed without worries and really sleep," a new owner of Blue Streak Linotypes tells us. He is modernizing his plant and enjoying both satisfaction and security—daytime and nights.

There's a Linotype for every need.

Talk it over with your Linotype Production Engineer.

LINOTYPE • BROOKLYN 5 • NEW YORK

Linotype Spartan Series and Erbar Light Condensed

LINOTYPE

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Rules On Pictures Differ From News

Since publication of news pictures is rapidly becoming as important a part of the modern newspaper as publication of news matter in written form several vital questions are presented with respect to their effect on the liability of publishers. A study of the subject brings the conclusion that the rules applicable to libel in the publication of straight news matter are not applicable to the publication of pictures other than for general purposes.

Emphasis on the difference between publishing news matter and publishing pictures was brought out in an action filed recently against two newspapers for an injunction to prohibit publication of a picture taken without consent of a defendant while the latter was being arraigned on several criminal charges. The suit charged that photographers representing the newspapers took the picture "unlawfully and without reason or any lawful justification or excuse and without consent of the plaintiff" and that "publication of the picture would cause great and irreparable damage to the plaintiff and his family."

Application of the right of newspapers to publish the news would seem to provide a defense to the charge that the picture was taken "unlawfully and without reason or any lawful justification or excuse." The mere fact that the subject of the picture was under arrest on an indictment was sufficient to lawfully justify publication of that fact as news matter. Nor could an injunction lie against the publication as news matter because of the great and irreparable damage it would cause the plaintiff and his family.

The suit for injunction does raise an important question as to whether publication of a picture carries the same privilege as publication of news matter in view of the general rule that a picture may not be taken lawfully without the consent of the subject and that the negative of a picture is the property of the subject. If this general rule is applied, there is some basis for the charge in the complaint that the picture was taken without consent of the plaintiff, even though he was in custody and charged with criminal offenses.

Under the freedom of the press clause, newspapers are privileged to publish all and any news matter. This has been construed to include any matter which is of court record. Consequently, no injunction could be issued to prohibit a newspaper from publishing a court record showing an arrest and arraignment on an indictment. But, is the publication of a picture included in this privilege? The picture is not a part of the

court record although it pertains to the subject of the court record. This may be the connection that would justify publication of pictures in such instances, there being no leading cases on which to establish a precedent, although there are cases which hold that taking of pictures without the consent of the subject is an invasion of the individual right of privacy.—Indiana Publisher.

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NEA Advisory Council To Meet, Nov. 21-23

The annual Advisory Council session of the National Editorial Association has been called for Nov. 21-23, at the Edgewater Beach Hotel, it was announced this month by Don Eck, executive secretary. The Advisory Council includes presidents of all state press associations, and all NEA committeemen.

President Charles P. Helfenstein, of the Caribou (Me.) Republican, plans to call meetings of all NEA committees Nov. 20. He will preside over NEA affairs later in the three-day general council sessions. Directing meetings of officers and directors of Newspaper Advertising Service, Inc., will be its president, R. B. Howard, of the London (O) Madison Press. E. M. Anderson, chairman, will preside at the meetings of the Weekly Newspaper Bureau.

There will be 20 NEA committees in session during the Council meeting.

President Tyler Munford, Morganfield Advocate, and Secretary Portmann will attend the session. All Kentucky publishers, as NEA members, are invited to attend any or all the sessions. Vice-President James Willis, Brandenburg Messenger, also plans to attend the sessions.

Reservation requests should be sent as soon as possible to the National Editorial Association, 188 West Randolph St., Chicago 1, Ill.

Secretary Portmann will also attend the annual meeting of the Newspaper Association Managers, international organization, which will meet the three previous days to the NEA meeting. Portmann is a member of NAM's board of directors.

On this page is printed one of a series of ads that is being inserted by NAS, our own advertising service bureau, in several of the leading trade magazines. Manager Eck states that the series is achieving some noticeable results immediately. This is one example of the promotional work that is

being done for Kentucky newspapers by NAS and their own KPA advertising service bureau.

Patronize Press Advertisers.



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Placing advertising in the weeklies is simple. One order covers all 5000 of them—or your special selection for test purposes. You pay just one bill. We handle all the details, at no extra cost. It's truly "Easy as N. A. S."

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Benton, Tribune-Democrat
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Brandenburg, Meade County Messenger
Brooksville, Bracken County News
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Burlington, Boone County Recorder
Cadiz, The Cadiz Record
Calhoun, MeLean County News
Campbellsville, The News-Journal
Campbellsville, Taylor County Star
Campton, Wolfe County News
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Carrollton, The News-Democrat
Cave City, Cave City Progress
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Central City, Times-Argus
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Elkton, Todd County Standard
Falmouth, The Falmouth Outlook
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Flemingsburg, Flemingsburg Times-Democrat
Franklin, The Franklin Favorite
Fulton, Fulton County News
Georgetown, Georgetown News
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Glasgow, Glasgow Times
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Greenville, Leader
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Irvine, Irvine Times
Irvington, Herald
Jackson, Jackson Times
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Williamsburg, Whitley Republican
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Dailies

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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
Owensboro, Messenger-Inquirer
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Paris, Enterprise
Richmond, Register
Winchester, Sun

College Papers

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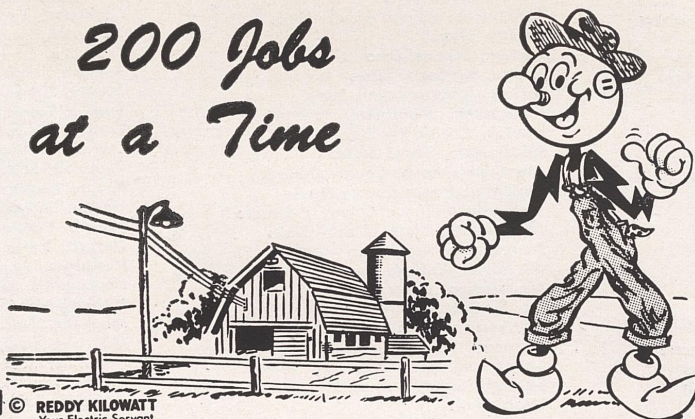
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* Lorenzo Martin, as quoted in the Louisville Times, August 11.

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