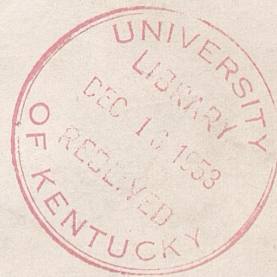


The Kentucky Press

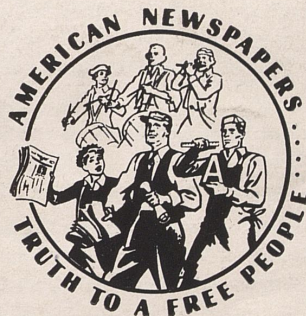
NOVEMBER, 1950

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



VOLUME TWENTY-TWO
NUMBER ONE

Publication Office:
University of Kentucky
Lexington



Official Publication Kentucky Press Association

mirror is a looking glass



LIBRARY
UNIVERSITY OF KENTUCKY

but **Mirror**
is a newspaper



Her mirror helps a lady to look her best. But her Mirror keeps a gal informed. And which one is meant, all depends on whether a capital or a lower-case initial is used.

The use of an upper- or a lower-case initial makes all the difference in the meaning when you have occasion to refer to our product by its friendly abbreviation Coke. With a lower-case "c," it's something else entirely.

Coke is a proper name—just like the name of a newspaper. As such, it warrants a capital initial always. Also, Coke is a trade-mark along with Coca-Cola.

And good practice requires the owner of a trade-mark

to protect it diligently. That's why we ask you to write it with a capital "C." We think you'll agree that our request is logical and reasonable.

*Ask for it either way
... both trade-marks
mean the same thing.*



THE COCA-COLA COMPANY

NEA Fall Advisory Council Meeting Studies Community Business Problems

Highlights of the annual fall council meeting of the National Editorial Association, held in Chicago, November 8-12, included addresses and discussions concerning business and advertising in community newspapers.

Kentucky publishers, who attended their assigned special committee meetings and the four-day meetings, included President and Mrs. Joe LaGore, Paducah Sun-Democrat; Vice-President Douglas Cornette, Louisville Courier-Journal; D. M. and Jane Hutton, Harrodsburg Herald; Mr. and Mrs. Roscoe I. Downs, Hawesville Clarion; Mr. and Mrs. Seymour Goodman, Elizabethtown Enterprise; and Secretary-Manager Portmann.

Need for a better financed program of research and promotion for community newspapers was discussed by the special committees and emphasized by speakers on the program.

It was proposed by the special committee that NEA members should raise \$100,000 for research and promotion through an assessment of \$15 a year from each of the community newspapers. The proposal was approved in principle, but no definite plan was proposed at this time. State press associations will be requested to help in formulating a workable, acceptable plan that would meet with the approval of all community newspapers in the nation.

Following the recommendation of the special committee, the NEA Executive Board advising, the National Advertising Service has appropriated \$10,000 for the preparation of research and sales promotion material in service to the 6,000 community newspapers that it now represents, including most Kentucky newspapers.

Acknowledging that community newspapers now receive a very minor share of national advertising appropriations, the NAS committee, looking forward to an eventual \$100,000 research budget, believes that this new step will do much in helping publishers know their own business as well as acquainting advertisers of the potential community markets.

Advertising problems were thoroughly discussed by two well known agency men. Norman H. Strouse, vice-president, J. Walter Thompson Company, stated:

"No advertiser stays out of the small town field because he does not want to spend money there. He stays out because he either does not recognize the importance of the market, or because he thinks that he cannot cultivate it profitably. In either case, it may be because community newspapers have not

made their product salable to the advertiser, or have failed to sell the market when it was salable."

Mr. Strouse offered a six-point program that weeklies should consider in order to put themselves in a competitive position to secure their share of the national advertising dollar:

1. The medium must go forward as a complete medium first before its individual parts can enjoy the benefits.

2. Cut loose from the backward elements of the medium and consolidate the remainder into a tightly-knit group of publishers "who are sincerely anxious to raise the standards of the medium in every possible way."

3. Insist upon publishers maintaining a standard of practices that would include ABC circulation, a scientifically designed rate structure, business-like methods in selling the market.

4. Find a way to retain a national marketing authority to study and define carefully the small town market and its value to national manufacturers.

5. Prepare a presentation on the small town market, with the place of the small town newspaper in it "with strong overtones on the importance of the small town newspaper in preserving our democratic heritage."

6. Analyze national accounts to determine which ones represent sound prospects for the small town field. "Task-forces" of the best community publishers should be assigned to get that story to the top, both agencies and manufacturers.

Albert E. Pacini, Melamed-Hobbs Advertising Agency, in his address frankly told the publishers assembled that "You're a punk bunch of business men; sometimes you act as if you did not want national advertising business. If you continue as you are, you'll get your wish." Pointing out that half of the advertising revenue comes from 100 accounts placed by fewer than 100 agencies, he stated these are the prospects for the community weeklies.

Newspapers, as a class, are at the top of the advertising heap because they improved their services, he emphasized, but weeklies offer few merchandising plans, trade mailings, route lists, distribution checks, or will appoint, a national representative, or even keep their agreements after the appointment.

His suggestions for a concerted program included support of national and state associations with printed information, a concentration on major national ad categories, improvement of service and merchandising

by the local newspaper, and provision of research information. These points he emphasized by asking these questions:

How many publishers tell local retailers what national ads are running? How many print posters, handbills, or cards as local support? How many are doing as much as possible to help the retailer command local support?

C. F. Kettering, well known director and research consultant for General Motors, held undivided attention of his audience when he discussed the publishers' job as a community-builder. He stated that research can determine what kind of towns that newspapers will serve in the future.

"Fundamentally, progress is made by making a list of things to do," Mr. Kettering stated, "then crossing off those elements that are accomplished through concentrated effort." Applying this research formula to the grassroots community, he urged:

"Publishers should make a list of the elements that they would like to see in their towns 15 years hence, list them and work for them. As accomplishments are recorded, add new goals to that list. This research will determine the status of the town of the future."

Space does not permit discussion of other phases of the three-day program here. The National Publisher will give a complete resume of the interesting topics there discussed.

Portmann Is Elected To Head Managers

Secretary-Manager Portmann attended a full three-day meeting of the Newspaper Managers Association, Inc., following the NEA Council Meeting in Chicago. The managers attended seven long discussion meetings in which experiences were presented and analyzed by the managers of national, regional, and state associations, all reaching forward toward the theme "How we can better help our member publishers in all phases of community newspaper publishing."

Your KPA secretary was honored by his election as president of NAM. Carl Zielke, Wisconsin, was elected vice-president, and Stanford Smith, Georgia, was re-elected secretary-treasurer. Don Eck, NEA, "Din" Alcorn, Montana, and Glenn McNeil, Tennessee, were elected to the executive committee.

Your secretary extends his grateful thanks to his newspaper friends who extended best wishes on his election.

Earl B. Browning, 77, former financial editor of the Courier-Journal and Louisville Times about 45 years ago, died November 10 at his home in Danville.

NLRB Includes Papers Under Its Jurisdiction

On Oct. 6, 1950, the National Labor Relations Board issued eight unanimous decisions and the following statement of policy as to the area within which the Board will assert its jurisdiction:

1. Instrumentalities and channels of interstate and foreign commerce (for example, radio systems).

2. Public utility and transit systems.

3. Establishments which operate as integral parts of a multistate enterprise (for example, chain stores, and branch divisions of national or interstate organizations).

4. Enterprises which produce or handle goods destined for out-of-state shipment, or performing services outside a state, if the goods or services are valued at \$25,000.00 a year.

5. Enterprises which furnish services or materials necessary to the operation of enterprises falling into categories 1, 2 and 4 above, provided such goods or services are valued at \$50,000.00 a year.

6. Any other enterprise which has:

(a) a direct inflow of material valued at \$500,000.00 a year; or

(b) an indirect inflow of material valued at \$1,000,000.00 a year; or

(c) a combination inflow or outflow of goods which add up to at least a total of "100%" of the amounts required in items 4, 5, 6 (a) and (b) above.

7. Establishments substantially affecting national defense.

The decision of the Board in the **Matter of WBSR, INC., Pensacola, Fla.**, one of the eight policy making decisions of Oct. 6, 1950, makes it clear that all daily newspapers of any size are included in the area in which the Board intends to assert jurisdiction. In that decision the Board held the radio station involved to be properly classified as an "instrumentality and channel of interstate and foreign commerce." The basis for this holding included the following facts:

1. The station's use of Associated Press news service;

2. Its payment of copyright royalties to ASCAP, Broadcast Music, Inc., and the Association of Song Writers;

3. Its broadcast of American Broadcasting Company programs; and

4. The fact that ten to fifteen percent of its revenue is derived from out-of-state advertisers.

Thus, even if a daily newspaper is not part of an interstate chain or does not make interstate purchases or sales, it will be classed as an "instrumentality and channel of interstate and foreign commerce."

The Board's action will be of material as-

Receives \$10 Check

Mrs. James C. Young, Versailles housewife, was the winner of the Kentucky Press Association prize of \$10 for submitting the name chosen for the Kentucky Society for Crippled Children's Convalescent Home at Lexington. Mrs. Young suggested the name, "Cardinal Hill." The winner was announced in connection with dedication ceremonies held at Lexington November 10. Over 4,000 suggested names were sent in through newspapers throughout the state of Kentucky.

Congratulations to Editor Seymour Goodman, Elizabethtown Enterprise, on his appointment, on November 20, as a new member on the Kentucky National Park Commission by Governor Clements.

The Vanceburg Herald again has the honor, for the sixth year in succession, being the first to pay 1951 KPA dues; second place honor goes to the Wickliffe Advance Yeoman. Statements for 1951 dues will reach KPA members early in December, but your Central Office will be happy to receive your check even before your statement reaches you.

Assistance to a large number of industries in determining whether or not the Board will enforce the provisions of the Taft-Hartley Act against them or protect them from the unfair labor practices of unions. The new policy of the Board brings into the area of Taft-Hartley enforcement some enterprises not included before this time, for example, hotels and restaurants owned and operated as a part of interstate chains. Similarly, numerous small industries over which the Board has in the past asserted jurisdiction are excluded even though they may actually sell their goods in interstate commerce.

These Board decisions and the public statement mentioned were issued to meet the complaint that the Board's past rulings on the question of jurisdiction were inconsistent and left many industries unable to determine, without time consuming and expensive litigation, whether they must govern their labor relations in accordance with the terms of the Taft-Hartley law. The new policy as stated by the Board does appear to eliminate these inconsistencies to a large extent. However, it also raises a number of questions as to the interpretation which the Board will give in later decisions of certain portions of its new policy. In other words, it is probably not safe to assume that the Board will not assert jurisdiction over a particular business because it does not fit precisely or clearly into one or more of the seven groups set out in the statement released by the Board.

You Can Keep Books By Mail—And Good

A system of newspaper bookkeeping by mail is being offered by the National Editorial Association to the Community newspaper of the country. The actual operation of the system will be handled by Wolf and Company, Certified Public Accountants, Chicago, our KPA official accountants.

The features of this system provide for a monthly operating statement and a monthly balance sheet, furnished in comparative form. Quarterly Social Security reports will be prepared and at the end of the year, state and Federal income tax information on your business will be included. To all those who participate an annual cost study will be made so that the participants will obtain a national view of performance as compared with their own.

This system will make it possible for a publisher to know how much profit or how much loss he is making in each of his activities, his newspaper, his job printing business, the office supply business, etc.

This system was requested in 1949 and about to be offered to the community newspapers now. It was the feeling among the Directors of the National Editorial Association that this facility would meet the requirements of any number of newspapers who could ill afford to maintain a bookkeeper on their staff. It is also believed that due to manpower shortages because of the war situation many newspapers would find this system solution to their "help" problem.

The system and operating plan which has been adopted is actually in use in other lines of business and has been especially adapted to the community newspapers operation. Within a reasonable time a brochure describing this system will be sent to all community newspapers by the National Editorial Association.

Pryor G. Tarvin, retired editor of the Kentucky edition of the Cincinnati Times-Star, died November 19 at Covington at the age of 74. Tarvin began his newspaper career in 1917 with the old Covington Commonwealth and later joined the staff of the Cincinnati Commercial Tribune, eventually absorbed by the Cincinnati Enquirer. He was named editor of the Times-Star in 1930.

The successful campaign to beautify Danville, conducted by the Advocate-Messenger, reached its climax on November 16 when more than 375 residents of the city and county purchased 400 white dogwood trees which were planted in private lawns and gardens near schools, churches, public buildings, historic shrines, and highways in and around Danville.

What Some People Won't Do...To Make A Nickel...



Most people have a general knowledge of how reporters, deskmen, editors and scores of other competent craftsmen team smoothly in the miracle of efficiency that is the daily newspaper.

But the average person knows very little about the financial side of the newspaper business. We probably couldn't even hazard a guess, for example, as to how many newspapers a publisher has to sell in order to earn five cents.

Perhaps you are similarly in the dark about the business side of A & P. Well, the answer is simple. We have to sell about \$4.50 worth of food in one of our stores to make a nickel. That's based on our net profit rate last year of 1.15 cents on a dollar of sales.

We do a lot to earn that nickel. And it takes the help and cooperation of thousands of people—our employees, farmers, processors, suppliers, transporters—to mention a few.

Peeking over a customer's shoulder at a checkout stand, you might find her \$4.50 in purchases included tea from China, coffee from Brazil, spice from India, lettuce from California, potatoes from Maine and spaghetti from Brooklyn.

We're not complaining how hard it is for us to earn five cents. Far from it. It's exactly the way we want it to be.

We're proud that the efficiencies we pioneered in mass distribution enable us to bring more than 3,000 quality food items to the consumer at such a low rate of profit.



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 21, Number 12

Kentucky Press Association

Joe LaGore, *President, Sun-Democrat*, Paducah
Douglas Cornette, *Vice-President*

Courier-Journal, Louisville

Victor R. Portmann, *Secretary-Manager*,
University of Kentucky, Lexington

District Executive Committee

Chairman, Bennett Roach, *Shelby News*, Shelbyville (At Large); *First*, Frank Evens, *Messenger*, Mayfield; *Second*, John B. Gaines, *Park City News*, Bowling Green; *Third*, Neil Dalton, *Courier-Journal and Times*, Louisville; *Fourth*, Albert S. Wathen Sr., *Standard*, Bardstow; *Fifth*, Charles E. Adams, *Gallatin County News*, Warsaw; *Sixth*, Enos Swain, *Advocate-Messenger*, Danville; *Seventh*, Thomas Holland, *Daily News*, Pikeville; *Eighth*, J. W. Hedden, *Advocate-Sentinel*, Mt. Sterling; *Ninth*, Martin Dyche, *Sentinel Echo*, London; *State-at-large*, William Caywood, *Sun*, Winchester; *Immediate Past President*, James M. Willis, *Messenger*, Brandenburg.



Press Now Of Age

Years pass quickly in review and reflection — it seems just yesterday that The Kentucky Press entered its twenty-first volume — this November issue marks the beginning of Volume Twenty-Two. Perhaps we might add that the Press is now of age; at least we know that it has given twenty-one years of service to the Kentucky newspapers. We reiterate the slogan that has been carried on the masthead since its initial appearance, "Published In the Interest of Community Journalism—Of, By, and For Kentucky Newspapers." We pledge anew our continued interest and service always toward that end.

The Press has joined with other state press association magazines in appointing a New York representative to study our interests in the national advertising field. With additional revenue that may come in through increased advertising, we pledge a larger and better magazine for our KPA readers.

May we again state — this is your magazine

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.

and we shall always be happy to publish original articles by our Kentucky publishers on new methods, achievements, and practical problems of community newspaper publishing. We invite your articles.

Prepare For Possible War Time Stabilization

If wage and salary stabilization is imposed upon industry as predicted, it is believed probable that the pattern of regulation laid down during World War II will be followed. That control was based upon records and employment analysis. If an employer was deficient in those respects, he had difficulty in proving his need for the wage and salary adjustments necessary to retain his employees. Therefore, newspapers will be in a safer management position, come stabilization, if they have:

1. **Records.** Complete corporate records as to salaries of executives, bonus plans, and other compensation agreements in effect.
2. **Job Classification.** Job classification schedules describing the requirements for each job and each level of that job, wage ranges, bases of promotion and merit pay increases, bonus schedules based on fixed formulas and other factors affecting the flexibility of pay rates under stabilization.
3. **Maning Tables.** Analysis of the manning requirements of each department and the relation of present personnel to those requirements.

For clarification of any of these terms or steps, write your central office, or Joseph G. Terry, Manager, Newspaper Division, Wolfe and Company, 5 South Dearborn, Chicago.

Going, Going Up, Up!

A press dispatch from New York quotes the International Printing Ink division of the Intern-Chemical Corporation, that the price of its inks will be raised January 1. Continual increases in cost of manufacturing was cited as the main reason. The addition-

al announcement of five Canadian manufacturers of newsprint that they are increasing their newsprint prices, and now the boost in ink prices, should be the reason for all publishers to exercise strict economy in production. The economic pressure on newspaper publishers continues to mount almost daily; streamlined organization is necessary as also a rate structure in both local and national advertising, to meet these increasing costs. Especially, many state papers must raise their local rates; next year may be late.

Program Nears Completion

The program for the Eighty-second Winter Convention, January 25-27, 1951, at the Brown hotel, Louisville, is coming into shape with acceptances received from outside speakers. The completed program will be announced in the December issue. Make your plans to attend this meeting which will be devoted entirely to business phases of newspaper work. You really cannot afford to miss it. Just a tip: Make your hotel reservations early.

Write A Letter Today

The A & P ad in the October issue of the Press asked for letters from editors and publishers in Kentucky commenting their thoughts on the use of space in your official magazine. If you have not already done so please take a few minutes out of your busy time to write this advertiser. Your letter will help us get more advertising. Thanks.

Congratulations to Editor Herndon Evans, Pineville Sun, on his appointment by Governor Clements as an alumni member of the Board of Trustees, University of Kentucky. Mr. Evans, whose term will expire December 31, 1953, replaces Thomas H. Cutler, Frankfort. Mr. Evans was selected from a list of eligibles elected by the alumni.

Newspapers Exempt From Keeping Certain Records

Under authority of the Defense Production Act of 1950, President Harry S. Truman signed Executive Order 10160 on September 9 setting forth regulations for the keeping of records. Newspaper circulation and advertising rates are exempt from the order, which states:

1. Every person who sold or delivered goods or services, or offered them for sale or delivery, in the course of trade or business during the period from May 24, 1950 to June 24, 1950, inclusive, shall preserve all his records for such period relating to:

(a) The prices received or asked for such goods or services; and

(b) The labor, material acquisition, and other costs incurred in connection with such goods or services.

2. This order does not apply to:

(a) Records of an individual relating to wages or salary received by such individual;

(b) Records relating to sales of agricultural commodities by the individual producer thereof; and

(c) Records relating to the following, which are exempt from control under section 402(e) of the Defense Production Act of 1950: (i) prices or rentals for real property;

(ii) rates or fees charged for professional services; (iii) prices or rentals for (a) materials furnished for publication by any press association or feature service, or (b) books, magazines, motion pictures, periodicals, or newspapers, other than as waste or scrap; or rates charged by any person in the business of operating or publishing a newspaper, periodical, or magazine, or operating a radio-broadcasting or television station, a motion-picture, or other theater enterprise, or outdoor advertising facilities; (iv) rates charged by any person in the business of selling or underwriting insurance; (v) rates charged by any common carrier or other public utility, and (vi) margin requirements on any commodity exchange.

While newspapers are exempt from preserving price and cost records for the base period of May 24 to June 24, 1950, as provided in the Defense Production Act of 1950, it would be fatal if newspaper publishers did not preserve their price and cost records for that period. Even though newspapers may not be subject to Executive Order 10160 and the Act with respect to newspaper advertising and circulation rates, the preservation of these records is necessary for their protection in the event the question is raised as to the coverage of the order.

The first daily newspaper in the United States was established in 1784.

ANPA Protests Raises

Of interest to all publishers is the following statement issued this week by Cranston Williams, general manager of the American Newspaper Publishers Association, and carried via United Press:

"The American Newspaper Publishers Association is being asked by an overwhelming large number of United States newspaper publishers whether the increases of \$10 per ton on newsprint by Powell River and Abitibi are to be made by other North American producers.

"Our answer is that we believe an increase of \$10 is not justified by any factors today that would go to support the increase to \$111 per ton base price.

"While contracts are made between mills and publishers, the ANPA believes this \$10 increase is precipitate, excessive, unwarranted, and ill-timed.

"We hope each manufacturer will analyze his own situation individually and conclude that an increase is not necessary. It is the responsibility of each buyer to tell his supplier what he thinks about this increase of \$10.

"There is a limit to the amount of money a newspaper can pay out and stay in business."

Roy A. Schonian, manager of Associated Court and Commercial Newspapers Association, has come up with a new gadget called "Kup-Kot" which is a lotion dispenser, worn like a wrist watch by press-feeders, bindery girls, etc. This new gadget replaces the old rubber finger-cot and glycerin pad, and Roy claims it is the real McCoy. Elsewhere in this issue will be found an ad giving all the facts and details on the new gadget. These may be ordered through your association office.

There is a tendency for postal cards, index stock and bristles to slide off the feed board. Suggestion to correct this—just paste a sheet of sandpaper on the feedboard and the stock will stay put.

Do you have trouble with slugs losing off the bottom of galleys? If you have lost a slug, hunted for it and then had to look up the proof to get the right line, it will pay you to buy galley locks. The cheapest are 2-point leads. Take a lead about 2 picas longer than the galley is wide, pushing or wedging it into the galley against the bottom of the type. The ends of the lead will "hold" to the sides of the galley firmly and keep the type in place.

New Bill Prevents Newspaper Censorship

The Communist Control bill passed September 23 contains the following language protecting newspapers from censorship: "(b) Nothing in this Act shall be construed to authorize, require, or establish military or civilian censorship or in any way to limit or infringe upon freedom of the press or of speech as guaranteed by the Constitution of the United States and no regulation shall be promulgated hereunder having that effect."

The new measure, known as the Internal Security Act of 1950, establishes a Subversive Activities Control Board and provides for (1) registration of all Communist and Communist-front organizations and individuals of such organizations; (2) detention of Communists and potential saboteurs during war emergency; (3) new restrictions on immigration and naturalization, eliminating immunity from immigration laws of second-string foreign diplomats; (4) periodic reports on receipts and use of funds; (5) mailing of circulars, newspapers, periodicals, pamphlets, books, letters, postcards, leaflets, etc., is prohibited unless wrapper or envelope contains the following:

"Disseminated by (name of organization), Communist organization." Radio and television broadcasts must be preceded by the statement: "The following program is sponsored by (name of organization), a Communist organization." Violators of the various provisions of the bill are subject to fines and prison terms ranging from \$5,000 and one year in prison to \$10,000 and 10 years.

The best way to keep rollers from breaking at the ends, or drying out, is to rub some Crisco on the ends.

When we clean the cams and triggers on the keyboards we use the best cleaner's Naphtha. Put it in a pan, stir the cams and triggers around a little, and lay them out on a cloth to dry. Then oil. The Naphtha makes a good cigarette lighter fluid, too. So be careful!

How many tons of "dross" and old plates are lying around Kentucky newspaper offices? You can buy new metal for the dross and new type for the old plates. And you will be surprised when you get the credit memo at the amount. Tin is now worth a dollar a pound.

The New York Times was started "without a subscriber or a dollar's worth of advertising pledged in advance."

Circulation Expenses

Is your newspaper entitled to a tax refund on circulation expenses under the Revenue Act of 1950? Wolf and Company states:

Section 20A of the Revenue Act of 1950 is of special importance to publishers of newspapers, magazines, and other periodicals. This Section of the new law grants to publishers an election to expense or to capitalize expenditures to establish, maintain, or increase circulation. For many years there has been much uncertainty as to which of such expenditures had to be capitalized and which could be deducted as expense in computing taxable net income. This uncertainty is removed by the new law.

The new law provides that all expenditures made for the purpose of establishing, maintaining, or increasing circulation may be deducted in computing taxable net income. Following the decision of the Circuit Court, Eighth Circuit, in the case of Meredith Publishing Co., it has been the policy of the Treasury Department and of the Courts to require that expenditures made for the purpose of establishing or increasing circulation be capitalized and not deducted for income tax purposes. All such expenditures may now be deducted except those made for the purchase of land or depreciable assets or for the acquisition of circulation through purchase of any part of the business of another publisher.

The new law is effective for all years beginning after December 31, 1945, except that no refunds of taxes may be made where such refund is barred by the statute of limitations. In any case where a publisher for years beginning after December 31, 1945, has been compelled to capitalize circulation costs, refund claims should be filed for all years legally open for such purposes.

Publishers may still elect to capitalize circulation costs if they wish to do so, but once such an election is made, all subsequent costs must be capitalized, unless and until permission to change is obtained from the Commissioner.

Thelma Hall Quast, formerly with the Tekoa (Wash.) Sentinel, has joined the editorial staff of the Russellville News-Democrat, Mrs. Byron Evans, editor-publisher.

Wilford Alcock, Linotype operator at the Park City Daily News, Bowling Green, nearly lost his car in the swollen waters of Fallen River Creek near Glasgow recently. As Alcock was attempting to ford the river at a point where a bridge was out, the stream suddenly began to rise and swept the car into deep water. It was retrieved later. Wilford got wet.

Small Display Ads Should Be Emphasized

The small display ads, those tiny babies of 6 to 10 inches, may well represent the difference between breaking even for the year or enjoying a handsome net profit. Such was the consensus of Louisiana publishers in an advertising panel of the South Division of the Louisiana Press Association this past fall.

"A significant thing about looking over a copy of any one of the nationally-famous weeklies of the country," said Division President John B. Gordon, "is to note that every one of them is packed with little local ads—1x4, 2x3, 2x4, 2x6, and so on. Some of these prosperous papers will have 50 to 100 of these tiny ads in a single issue, all of them with less than 16 inches of space."

In the smaller town, many local businesses are just too small to even consider using quarter and half pages. The tendency of the local newspaper ad men is to neglect them for that reason, with the result that most of them just don't use newspaper space at all. Several publishers reported exceptional success in making a special drive for small ads.

It was emphasized that the small establishment should be sold small space in the form of a campaign, say for 13 weeks. The ads should be prepared and paid out in advance and hold in a single package. This plan, it was pointed out, has the double advantage of reducing the sales cost to the newspaper and of assuring that the merchant will receive the full advertising values from regularity and continuity.

It was suggested that every publisher should maintain a complete list of all local establishments and make it a point to call on each of them at least once a month.

We liked the following from the Service Report of Wolf & Company, K.P.A. tax consultants:

"Don't sell me clothes. Sell me neat appearance — style — attractiveness.

"Don't sell me shoes. Sell me foot comfort and the pleasure of walking in the open air.

"Don't sell me furniture. Sell me a home that has comfort, cleanliness, contentment.

"Don't sell me books. Sell me pleasant hours and the profits of knowledge.

"Don't sell me toys. Sell me playthings to make my children happy.

"Don't sell me tools. Sell me the pleasure and profit of making fine things.

"Don't sell me tires. Sell me freedom from worry and low-cost-per-mile.

"Don't sell me THINGS. Sell me ideals — feelings — self-respect — home life and happiness. Please don't sell me THINGS."

Grass Roots Digest

The Grass Roots Digest, a selection of editorials from the community press of from nation, is now available to interested publishers without charge. It is published by the School of Journalism of the University of Missouri in an effort to promote editorial writing in the community press. In order to provide a wide selection of editorials, publishers are asked to furnish one copy of an issue of their newspaper in exchange for the GRD. If you want to receive this month's publication, drop a card to John A. Hedges, Secretary, Grass Roots Editors of America, 115 Walter Williams Hall, Columbia, Mo.

Coin mailing cards, suitable for sending remittances of small amount through mail, are manufactured by the John N. Spang Mfg. Co., Watertown, N. York. Newspapers find the coin cards convenient for circulation and circulation remittances through the mail.

New York state newspaper editors last week agreed to wage war on the creeping disease of "handoutitis" that is infecting every branch of government on all levels these days and has contaminated part of the private business world, says the Editor and Publisher.

There is nothing wrong with the handouts per se, most editors will agree. It is when the handouts are used to form a "paper curtain" between the press and the public on one hand and the government business officials on the other that it becomes an intolerable situation. When the curtain becomes that advanced, government business executives hide from the inquiring reporter behind this paper curtain.

These are the officials who issue a release and then sit behind locked doors believing there is some rule to the game that requires a newspaper to use it as written with no further questions asked. The absurdities which this can be carried has been demonstrated many times.

There have been many attempts to combat the handout system by local, state and national groups of newspapermen. Obviously, we will continue to harbor the system as long as government officials are entitled to hire so-called information specialists or publicity men.

The only way we know to beat it is with groups of editors on all levels to agree not to print government handouts with the name in bold type over each and every one of them.

"This story was handed out by Joe Blount representing Sam Doakes, who refuses to answer the questions of this newspaper."

They Keep Bobbing Up

Several publishers report receipt of letters from the Disabled American Veterans Service Foundation of New York City, which requests newspapers to run a 6-col., 1470-line ad, on a new contest known as "Nomika". The ad is to run on a "per item" basis; that is, each newspaper is coded and received a remuneration of 50c from the DAV Service Foundation for each contestant accompanied by the \$2.00 entry fee. Other publishers have informed us they have received correspondence from the War Orphans Scholarships, Inc., also of New York City, regarding another contest in which the newspaper receives \$1.25 net in cash for every entry. The letterheads of these two organizations contain an imposing list of top citizens and/or military personnel, and publishers have not questioned the worthiness of the organizations, but have called our attention to the proposals. They emphasize that they participate in many civic endeavors, mostly those of a local nature, and donate space, as it were, but try to maintain a strict policy of selling their space on their rate card basis. Comments from publishers are invited.

The Stamp Act, passed in 1765, imposed a half-penny to a penny tax on every newspaper and a two shilling tax on every advertisement. January 1 would be an excellent time to raise subscription rates. Every weekly newspaper in Kentucky is worth at least \$3.00 per year. Here again, competitive angles may enter into your figuring. But we do know that costs have risen enough to warrant \$3.00 if you were getting \$2.50 five years ago or three years ago. Let's not forget that the raise from \$2.00 to \$2.50 brought few complaints and cancellations and increased subscription revenue by 25 per cent. The \$3.00 rate is still less than 6 cents per copy.

Recent opinion of Georgia's Attorney General interpreted "bona fide subscribers" as being paid subscribers. This ruling restricts newspapers from carrying legal advertising unless they have a bona fide list of paid subscribers.

The advisory council of the unemployment insurance commission, in a meeting with the legislative advisory council again announced that it would seek to bring all employers under the provisions of the act when the 1951 legislature meets. We suggest that you give your senator or assemblyman our views on the matter right now when he is out campaigning for reelection.

Day Gets Scholarship

John F. "Sunny" Day Washington correspondent for the Courier-Journal, graduate of the department of journalism, University of Kentucky, was awarded a Reid Foundation Fellowship for a year's travel and study in Western Europe. Four other newspapermen were honored. After his graduation in 1935, Day worked on the Lexington Leader, as an AP correspondent in Huntington, OWI during the war, Cleveland Press, and, before joining the C-J staff, was managing editor of the Dayton, Ohio, News.

Samuel Adams used 25 different pen names on the newspaper articles he wrote.

Morton Green, 74, former manager of the Anderson News, Lawrenceburg, died at Lawrenceburg November 20 following a long illness. Green, who was connected with the News for more than 50 years, became manager of the weekly paper in 1901 and retired in 1947. He graduated from Kentucky Normal College in 1890.

Does your perforating rule cut the rollers? If it does, buy type-high rule. After you have the job made ready, glue Scotch tape or heavy cloth tape over the tympan where the perforating rule hits. It will make a clean cut.

A lot of printers use gasoline to wash rollers. Drop a little kerosene on the disc, run the press slow, hold some old folded newspapers on top of the disc, allow the rollers to run over the paper. Wipe off the excess oil and your rollers will last twice as long.

Work-ups cause a lot of trouble. See that everything is square, including cuts and that there are no shavings from the saw left on them. Then see that all slug ends in the gutters are not binding on the furniture, allow at least six points at the end. If the slugs keep coming up, take out the slugs in the gutters and batter a "toe" about every two inches on the bottom of the slug. The "toe" hooks under the end of the machine slug and it cannot come "up." Seeing that the column is justified square is also an important move as "rocking" is the cause of "work-ups."

Whoever heard of using a hydodermic needle on a typesetting machine? We traded a broom straw or a toothpick for one several years ago when we were oiling the keyboard cams. Use the finest clock oil you can get. The oil stays longer than ordinary oil and handles easier. After a few cams, the oiler gets the knack, and does not waste a drop.

Pulitzer Prizes

From New York comes word that members of the staffs of weekly newspapers will be invited this year—for the first time—to submit nominations for awards of Pulitzer prizes in journalism. Heretofore only dailies have been eligible for these prizes.

"There has been an increasing feeling on the part of the advisory board, however, that no difficulty should be permitted further to keep the field of weekly journalism from being represented among the nominations" according to Dean Carl W. Ackerman of Columbia University School of Journalism, secretary of the Pulitzer prize advisory board. "So plans have been made to handle the work which is sure to result, and the prizes more than ever will be representative of what are, in the considered judgment of the members of the advisory board, the best offerings in American newspaper writing, photography and drawing each year."

While this is gratifying news, there are those who will wonder why this recognition of the country press has been so long delayed. When the Sigma Delta Chi awards in journalism, which now have a prestige almost equal to that of the older Pulitzer prizes, were inaugurated, all newspaper workers, weekly and daily, were eligible to compete. Several representatives of the country press, we believe, have already won the medals and citations of the national professional journalistic fraternity.

Although it is rather obvious that weekly newspaper men are not likely to be contenders for Pulitzer prizes in national reporting and international reporting (or even for cartooning), they certainly should be able to give their daily brethren a run for their money in public service, local reporting, editorial writing and news photography. (Incidentally, it would be interesting to know how many Pulitzer prize winners in the past got their start in newspaper work on country weeklies.)

We congratulate the Pulitzer prize advisory board on the progressive step it has taken and we congratulate weekly newspaper men on this latest acknowledgment of their professional status and of their importance in American journalism.

The first newspaper published regularly was printed in Germany in 1609.

George M. Chancellor, publisher of the Breckinridge Messenger, has reported to Fort George Meade, Md., following his recall to active duty with the Army. Colonel Chancellor, a member of the Adjutant General's Department, is a veteran of World War II and eight years' service in the Army.

Know The Salesman

Occasionally we've reminded our constituents that the various salesmen or representatives of jobbers, manufacturers and others who come into your town are good folks to know. These folks have a direct contact with the home office where advertising moneys are appropriated and can be helpful in getting lineage for your paper.

If you cannot contact all these people yourself, perhaps you could occasionally remind your merchants to ASK FOR advertising support on their products.

If all the representatives who visit our local weekly and daily towns would go home convinced that the home office ought to be spending more money in these "point of sale" towns, 'twould be a better world. The "home office" executives were probably small-town boys once, but they now live so far up in the stratosphere that they sometimes have to be cracked from the foundation up. The guy who said that the place to sell national advertising is on YOUR Main Street said a mouthful.—Iowa Press Assn.

Several advertising agencies in checking over tearsheets ask why newspapers do not identify their inside pages. We have found that some papers fail to carry a date-line on an inside page. This should be done for every page. There are also papers that fail to list the city at the top of inside pages. Agencies are therefore unable to identify tearsheets. Each paper should carry at the top of EACH page: Name of newspaper, city, state, date of the issue, and page number.

We have previously warned publishers to make certain advertisers received the full amount of space requested. Measure cutoff rule to cutoff rule. A number of accounts check space very carefully. Not only does the publisher lose money, but the loss of time is considerably greater, since the ads must be measured, computed, billings re-done, adjustments made, etc.

James J. Cassidy, KPA associate member, resigned his position as director of public relations of the Crosley Broadcasting Corporation, Cincinnati, on November 2, and has joined the public relations council firm of Hill & Knowlton, New York.

Binding News Files

Is Our Specialty
Write for Information

O. J. Forman Company
Monmouth, Illinois

The American Newspaper Publishers Association has announced that daily newspapers in the United States consumed an estimated 2,257,380 tons of newsprint in the first six months of 1950. This was six and one-half per cent greater than the amount consumed in the same period last year.

Metal Prices—Week ending September 9, zinc went up 2½ cents pound to post-war high of 17½ cents . . . lead price up 1 cent to 16 cents pound. Most metals in short supply . . . copper prices strong, heading up . . . quicksilver, tungsten ore likewise . . . anti-hoarding order limiting inventories may be issued soon.

"Doc" Kynett, Philadelphia advertising agent, gave this advice recently to members of the Newspaper Advertising Executives Association: "Send decent tear sheets for checking copies. Quit mailing discards from the early edition or press run. It seems incredible, but an advertiser, as well as his advertising agency, forms his opinion of the printing value from the tear sheet. It might be disastrous some day. For the present it causes plenty of headaches. . . ." These same remarks apply to the copies and tear sheets you send this office . . . from which we supply tear sheets to advertisers.

The reason some people don't succeed is that their wishbone is where their backbone ought to be.

A glance at Section 35 recently issued by users of Franklin Catalog indicates a slight increase in mechanical costs over a year. Average costs of production gathered from efficiently operated plants show about 10¢ per hour for hand composition, slug machine, montotype and Ludlow work. It's easy to lose a dollar a day or more on any of these production items if you aren't watching your costs closely.

The K.P.A. central office continues to receive from publishers many requests for help in finding new employees. At the moment we have almost no applicants for jobs of this kind. It appears likely that the situation will gradually become worse as the draft market deeper inroads into manpower and as defense production expansion attracts more power to defense plant jobs. Remember that the defense orders are just now being placed and that the real pinch will come a few months ahead when production really gets started. Do what you can now to induce local, draft-exempt women or men to start training in your own shop at once. You may well be the only source for job replacements when you get hit.

ONE OF KENTUCKY'S TRADITIONS

Thanksgiving

Of all the thrills compounded in the word Thanksgiving, which is the greatest? The roast turkey, stuffed with fragrant chestnut and oyster dressing? The aunts and cousins wreathed in a golden net of sentiment? The generous slabs of mince pie crowned by hard sauce and packed with all the scented mysteries of a fine Kentucky kitchen?

It is the thankfulness—the bond of this most American of holidays—that makes it one of Kentucky's most glorious traditions.

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

Like Thanksgiving, BEER BELONGS in Kentucky. And Thanksgiving Day has its moments when friend and neighbor join in a friendly draft of beer, the beverage of moderation.



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For Press-Room—Bindery—Stockroom

The Efficient, Sanitary Aid to Paper Handling
Inexpensive—Durable—Attractive

Worn like a wrist-watch, it is always where you need it, and eliminates the mess and discomfort of old paper-handling methods

Order one for every press-feeder bindery girl and paper handler

INTRODUCTORY PRICE:
KUP-KOT Dispenser and Bottle of lotion, both for

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Extra Profits

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WELDON, WILLIAMS & LICK
Specialists in Numbered Printing
FORT SMITH, ARK.

1950

CHRONOLOGY

KOREAN WAR FOREIGN
SPORTS DOMESTIC

A DRAMATIC YEAR
MAKES A VIVID PAGE
IN YOUR PAPER

illustrated
1951 Almanac

52 BRIGHT SPOTS
—one every week—

You'll want to use BOTH
• **CHRONOLOGY**
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Jeweler junks loupe

after the "News" switches to **CORONA**

A loupe (as if you didn't know) is an optical device for examining small objects. Readers don't need one when your newspaper is set in Linotype Corona.

Because Corona is a *big* face. It actually gives you the equivalent of the next larger point size. With its clear contrast between black and white, Corona makes a clean, sharp impression—on the paper, and on your readers.

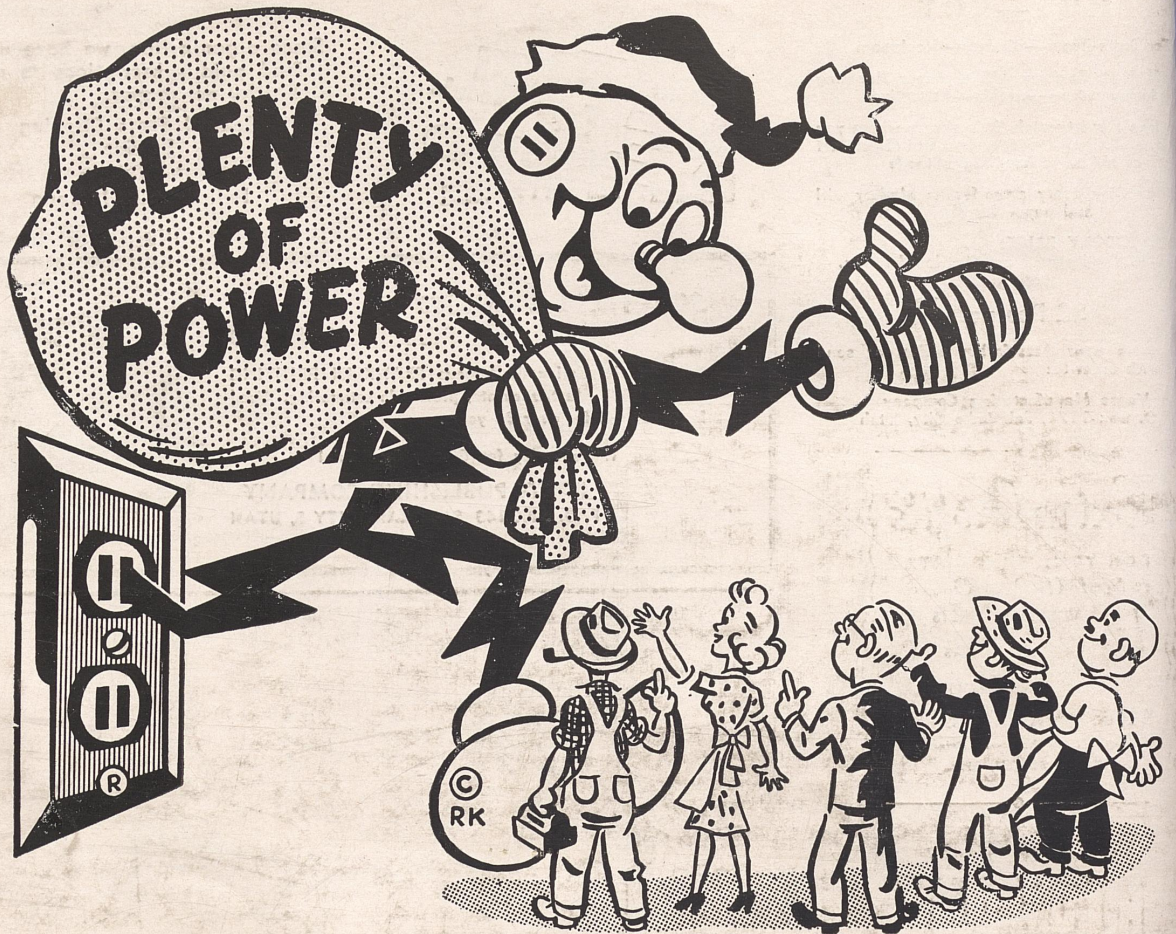
You can go to this larger face, and *still* be stingy with space. Corona gives you the alphabet length of a size a full point smaller. Join the many other newspapers—over 400—that are giving their readers a break by switching to this big, economical face. Have a talk with your Linotype representative today.

corona

BY

LINOTYPE

Linotype Corona and Memphis Family



For the housewife, the farmer, the business man and the factory owner there is plenty of power to light Christmas trees, cook family dinners, keep displays brilliantly lighted, and factory payrolls full.

So, have a

Merry Christmas

Reddy Kilowatt

Your Electric Servant

KENTUCKY UTILITIES COMPANY

Incorporated

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Lexington