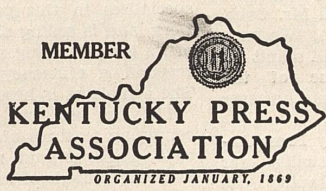


The Kentucky Press



**Volume Six
Number Eight
January, 1935**

President Joplín Gives Interesting Address

Your program committee remembered that for many years it had been customary for the president of the Kentucky Press association to make a report at the conclusion of his term of office, and, although we are in a period of "new deals and new orders" decided to follow the old order and gave me the privilege of bringing to you an account of the stewardship of my office.

During the past year, a trying one for most of us, Kentucky newspapers have maintained a remarkable vitality. Not a newspaper in this state has been forced to suspend publication. In the face of reduced revenues, which increased proportionately the overhead costs of operation, newspapers have consistently supplied a service of news and other reading matter of high quality.

Several reasons can be advanced for the vitality of our newspapers. Among them are: better management of newspaper plants; more complete local coverage; the handling of news in a clear, unbiased manner in keeping with the ideals of the dignity of journalism and its responsibilities, and courageous editorial expression.

While we have successfully kept the sheriff from the door, I believe most of us are in the class with the 100 per cent Californian with whom Irvin Cobb was speaking. "I understand that the golden gate state has been pretty hard hit by the depression," said Mr. Cobb. "No sir," said the native son, "We have not been hard hit, but I will admit we have been experiencing one of the gentlest booms that California has ever passed through."

Last March the Kentucky Press Association accepted responsibility for administering the NRA Graphic Arts Code for Industries No. A-2 and No. A-5 in our state, and a Regional Code Authority was established by your executive committee March 10, with your president as chairman and your secretary-treasurer, J. Curtis Alcock, as code manager. Because of our income we have been compelled to operate in a modest manner. Our revenue did not permit us to send the regional manager throughout the state visiting and inspecting plants, although he has called on a number of you during the year and written each of you several times.

Not one employee in our industry has registered a complaint with our code authority or with the State NRA Compliance Director that a Kentucky employer was paying less than code wages or violating working hour provisions of the code. This, in itself, I feel is a splendid tribute to the members of our profession, showing the willingness of our industry to cooper-

ate with the recovery program by paying fair wages and working their employees equitable hours. Few industries can boast of such a record.

The majority of complaints received by your Code Authority charged respondents with making prices on job printing figures less than those fixed by the National Code Authority, approved by NRA, and listed in the price determination schedule. No formal written complaint of this nature has been filed by a Kentucky publisher against one of your members, although there have been rumors that certain plants in the state have disregarded prices established in the schedule. Your Code Authority can not take steps to remedy the situation, if it actually exists, until formal complaints are filed.

Publishers have found most of their cut-throat competition has come from without the borders of the state. Several complaints have been made against gang printers from outside. I regret to report that your Regional Code Authority has not been able to successfully prosecute these cases. The complaints have been referred to the National Code Authority and in several cases replies of this nature have been received by the Regional Authority: "Your complaint against a large metropolitan printing establishment was referred to Division A-1, and after investigation finds the respondent specializes in this particular type of work, and is selling above cost because of its gang printing methods and corresponding efficiency in their shop. The complaint is hereby dismissed."

This has been one of the most discouraging features of our work. Your code manager and myself have answered hundreds of letters touching on certain phases of the code during the past year, and have endeavored to advise you as best we could. It has not been the purpose of the Code Authority to enforce penalties under the law but rather to point out to publishers and printers the advantages coming to them by operating under the code. Your code manager, who has devoted many hours to the administrative affairs and who has been on the job day and night, will soon give you a complete report of the Code Authority work. I do not believe you are conscious of the tremendous amount of work he has done during the last nine months. I might add he has not received one cent in salary for his efforts since September 1.

While the Graphic Arts Industries Code has occupied much of the attention of your officers and members of your executive committee, they have not been unmindful of their obligation to the association. Last spring when

it appeared, the Tugwell Bill, legislation aimed to drastically change the advertising and sales plans on food and drug products, would be passed, your officers contacted the Kentucky representatives in Congress and urged them to use their influence to defeat the measure. Although shelved during the last session of Congress, the Tugwell Bill has been rewritten, I am advised, and still contains features to the disadvantage of local retailers, which will affect local advertising. Kentucky publishers should keep their congressional representatives apprised of their further desired changes in the bill.

During the special session of the Kentucky legislature, a bill was introduced to place a two per cent gross tax on the total income of newspapers with circulation above 20,000. Your legislative committee and officers of the association were able to help block this vicious and unfair legislation, which would have affected five of our daily newspapers. The last legislature adopted a school code. It provides for the election of sub-district school trustees by secret ballot instead of the former method. Learning that county superintendents had been advised by the Department of Education that ballots for the trustee elections could be mimeographed, your legislative committee visited Attorney General Wootton and obtained from him an opinion that the ballots for the sub-district trustee elections had to conform to the usual type of ballots used in the election of county board members, that is they had to be printed, numbered and bound in books. Had the ruling of the State Department of Education gone unchallenged, publishers would have suffered the loss of hundreds of dollars in job printing and taxpayers would have been without any guarantee of fair elections.

Attempts were made in the early spring to repeal the state statute requiring the publication of itemized financial statements by public officials whose duty it is to collect public funds. Your association, recognizing the fact that this statute was enacted to bring about information to the taxpayers and inform them of what becomes of the monies they paid in taxes, enabling them to check up on expenditures and ascertain if public money had been wasted or extravagantly used, made a successful fight before the house committee to which the bill was assigned and it never reached the floor for a vote. There are some officials today who are required by law to publish annual financial statements who are extremely anxious to see this act destroyed. "Economy" is the reason given by them, but is it economy to de-

prive the people of information to which they are justly entitled?

When we speak of the legislative committee our thoughts immediately turn to the memory of Ben Cozine, able president of this association in 1928 and chairman of the legislative committee for ten years. His death in September came as a shock to our profession. Another beloved member, John S. Lawrence, president of the association in 1913, died this month. Each of these gentlemen made lasting contributions to the Kentucky press. They gave freely of their time and talents to lifting the standards of the newspaper profession and making Kentucky a better place in which to live. Their leadership and counsel will be sorely missed by our association. During the year we were also saddened by the death of John D. Babbage, for 58 years editor of the Breckinridge News, Cloverport; William Henry Jones, editor of the Glasgow Republican for many years, and Thomas H. Stark, head of the Stark Advertising Agency, Louisville.

Frequently newspapers are accused of being selfish, but I know of no other business that has contributed so generously to the welfare of the country and its people during the past year than the publishing industry. Space is the main commodity a newspaper has to sell. During the last twelve months our offices have been flooded with reams of free publicity material from the various government agencies established during the present national administration. Kentucky newspapers, regardless of political faith, have carried hundreds of columns of this material because the publishers believed they were making a substantial contribution to the recovery program. There has been no narrowness or blind partisanship in our editorial columns. Ours has been truly a serviceable press.

During the past year we have seen the freedom of the press threatened. The fact that the press of America is free and independent makes its services so important and valuable to the public and to the advertiser. "A free press is the only press in which the people repose confidence and faith. They believe all the news in a free press, they are guided by its editorial expression. They are influenced by its advertising."

The need of a Kentucky law to protect newspaper confidences has been painfully demonstrated during the past year. Three members of our profession were sent to jail because they refused to violate the profession's code of ethics. Vance Armentrout, a member of the executive committee, was punished by the last legislature for refusing to disclose the name of the writer of a letter published anonymously in the Courier-Journal.

During the summer the famous "jailathon" was staged at Danville. Two reporters of the Kentucky Advocate, Jack Durham and Wesley Carty, resisted every attempt of a police judge who tried to force them to violate confidences reposed in them, but were required to spend 45 hours in jail and paid fines of \$22 each. It seems strange that a legislature or judge would attempt to force men of the newspaper profession to sacrifice a privilege which the courts repeatedly have declared to belong to them.

Maryland set the precedent 38 years ago when the state legislature passed a bill which gave to the profession of journalism the same privileges of respecting confidences that lawyers, doctors and priests enjoy. New Jersey passed a similar law two years ago. The Kentucky Press Association has a sacred duty to perform. In the 1936 session of the legislature it must sponsor a bill making a newspaper's confidential information a "privileged communication," and work untiringly to bring about its passage.

Several Kentucky editors have been signally honored during the past year. Tom Wallace, editor of The Louisville Times, was presented the Chester Dewitt Pugsley medal in October by Leroy E. Kimball, president of the American Science and Historic Preservation Society for his services in "saving from defacement by hydro-electric power development Cumberland Falls, one of the finest waterfalls in the South."

Keen Johnson, editor of the Richmond Register, is a member of the Joint National Code Authority, Industries No. A-2 and No. A-5, Graphic Arts Industries Code, and has served on several of its most important committees. Our association was honored last May when Keen was elected a director of the National Editorial Association. It was the first time that a Kentuckian had been selected a member of the NEA board.

Two of our members have been drafted into government positions of great responsibility. George H. Goodman, who for many years engaged in newspaper work in Paducah, was appointed Federal Relief Administrator for Kentucky and has been doing an excellent job. Shelton Saufley, one of the publishers of the Richmond Register and president of this association in 1924, was appointed district manager of foreign and domestic commerce of the Department of Commerce and is successfully carrying on the work of that office. The government demonstrated extreme good taste and wisdom in selecting these two men to fill important posts.

I am happy to report that during the past year we have added seven new members to our roll. You have members of the executive committee to

thank for our growth, for in practically every instance they were responsible for the new members. For years the Kentucky Press Association has been an influential and effective force in sponsoring better newspapers, improving business methods and demanding fair rewards for services. Its activities have brought prestige to Kentucky's weeklies and dailies. There are publishers in the state who have never affiliated with the association but who have reaped the benefits of its program. It is to be hoped that in 1935 time can be found to launch an effective membership campaign.

I wish to express my deepest appreciation to officers of the association, members of the executive committee, the legislative committee, the better newspaper contest committee, members of the Regional Code Authority, and the Fair Trade Compliance Committee of the Code Authority for their loyalty and untiring efforts. I have not called upon one of them without a prompt and hearty response. We regret that two members of our executive committee, Joe Costello and Bob Elkin, are unable to be with us at this meeting on account of illness. It is our sincere wish that each will enjoy an early and complete recovery.

Under the guidance of Prof. Victor R. Portmann of the Department of Journalism, University of Kentucky, our official publication, "The Kentucky Press," was issued monthly at very little expense to the association. Much space in the publication has been devoted to the Graphic Arts Industry Code and has been of great benefit to your Regional Authority and officers. The publication has also served as an excellent medium for editors to exchange ideas. We are also indebted to Mr. Portmann for his interesting history of Kentucky Journalism, which he prepared. The history was printed in the Publishers' Auxiliary and was given over radio station WHAS. It was a splendid contribution to our profession and required much time, study and effort on the part of Mr. Portmann. He is now engaged in making a survey of Kentucky legal laws pertaining to publishing and printing, for the Joint National Code Authority.

The best attended, most interesting and delightful summer meeting of the Kentucky Press Association was held in Owensboro last June. Lawrence and Bruce Hager and George Fuqua, publishers of the Owensboro Messenger-Inquirer, together with their most charming wives, were gracious hosts. They provided an unusually attractive business and social program. A variety of pleasant diversion was provided for every minute of our stay in the progressive and hospitable Queen City of Western Kentucky. We shall long

(Please Turn to Page 5)

Kentucky Press

Official Publication of THE KENTUCKY PRESS ASSOCIATION

VICTOR R. PORTMANN Editor
Jack Wild Assistant Editor

Printed on THE KERNEL PRESS, Department of Journalism, University of Kentucky, Lexington

PRESS ASSOCIATION OFFICERS

Augustus Robbins President
Courier, Hickman
John L. Crawford Vice-Pres.
Times-Tribune, Corbin
J. Curtis Alcock Sec.-Treas.
Messenger, Danville

EXECUTIVE COMMITTEE

J. P. Gozder, News-Journal, Campbellsville, chairman; G. M. Pedley, Herald, Eddyville; J. L. Bradley, Enterprise, Providence; Vance Armentrout, Courier-Journal, Louisville; Keith Hood, Trimble Democrat, Bedford; Joseph Costello, Democrat, Cynthiana; James P. Norris, Independent, Ashland; Robert L. Elkin, Central Record, Lancaster; Thomas R. Underwood, Herald, Lexington; Russell Dyche, Sentinel-Echo, London; Joe Richardson, Times, Glasgow.

LEGISLATIVE COMMITTEE

Keen Johnson, Register, Richmond, chairman; George A. Joplin, Jr., Commonwealth, Somerset; Warren Fisher, Mercury, Carlisle.

OUR NEW OFFICERS

The Press joins in congratulations to our new association officers, and pledges renewed interest and endeavor to them and to the association itself.

N. E. A. MEMBERSHIP

The members of the KPA, by unanimous vote, signified their desire to affiliate with the National Editorial Association as a group. This followed the action of the association in Minnesota, North Dakota, and Wisconsin. Last year there were 32 Kentucky editors enrolled in the national group; by this action all members of the state association automatically, with the payment of proportionate dues, become members of the NEA. It is a step in the right direction, and the Press believes that every editor will gain both materially and financially if he takes advantage of the many facilities now available through his membership. Those editors who were former members, aver that they have received many times the value of their dues in former years. With the splendid program outlined by the NEA for 1935, and the service that will be given,

every Kentucky editor will benefit in this strong association as well as give the added prestige of numbers and quality for the furtherance of a stronger and better national association.

NAMES AND PICTURES

Have you noticed the interesting feature that Jody Gozder is running in the Campbellsville News-Journal entitled "Who's Who Among Our Girls?" Such features on local subjects as these are the best circulation builders and add interest and enjoyment to the newspaper.

PAPERS TO BE PRINTED

All the addresses made at the mid-winter convention will be published in this and future issues of the Press. They were interesting and will prove valuable to every reader. Watch for them!

REPORT OF THE COMMITTEE ON RESOLUTIONS

WHEREAS, The Kentucky Press Association is bringing to a close its 61st Annual Mid-Winter Session in Louisville, after enjoying an interesting and profitable program,

THEREFORE, BE IT RESOLVED, That we express our thanks to all those who contributed to our pleasure, entertainment and instruction, to the Louisville Board of Trade for the delightful banquet and entertainment tendered us, and to the talented young artists who contributed to the evening's enjoyment; to Mr. Bryant White, president of the Kentucky Utilities, for courtesies extended us at the luncheon on Friday; to the Courier-Journal and Louisville Times for their hospitality in providing today's most enjoyable luncheon at the Pendennis Club; to the Brown hotel for its usual efficient service and hospitality, and for the buffet dinner on Thursday evening; to the motion picture houses of the city for their courtesies; and to the many business firms and citizens of Louisville, who have, with their customary kindness, made us feel at home in their city.

BE IT FURTHER RESOLVED, That we recognize the unusual and extraordinary work accomplished by our officers and Executive Committee during this year, and especially our president, George Joplin, our secretary, J. Curtis Alcock, Keen Johnson, Lawrence Hager, J. L. Crawford, and A. Robbins, for their most devoted and untiring labor in planning and administering the Regional Code activities.

BE IT FURTHER RESOLVED, That we express our deep sorrow and sense of loss in the death of five of our members and fellow workers during the year just closed, and our realization that the loss of Ben B. Cozine,

John S. Lawrence, John D. Babbage, William Henry Jones, and Thomas H. Stark, has deprived our association of their wise counsel and its members of their generous comradeship and faithful friendship.

BE IT FURTHER RESOLVED, That this association vigorously oppose the proposed 30-hour week as an impractical impossibility for the weekly and small daily newspapers of America inasmuch as the proportion of gross income going to salaries and wages in the industry has increased steadily since 1929, and the limitations and increased cost of the proposed 30-hour week would make it infeasible for the great majority of the smaller newspapers to operate at a reasonable profit, and would force many of them entirely out of business if they were obliged to comply with such an arbitrary and inelastic law.

BE IT FURTHER RESOLVED, That we oppose the so-called Copeland law which is substantially the same measure as the repudiated and impractical Tugwell bill as an unconstitutional gag upon legitimate advertising in the food and drug industry in particular and all advertising in general. But it is hereby resolved that this association favors unbiased and intelligent efforts to eliminate unfair and unethical advertising, provided such regulations are formulated by those familiar, not only with the needs, but also sympathetic with the aims of ethical manufacturers of nationally consumed goods.

BE IT FURTHER RESOLVED, That we hereby vigorously protest the recent ruling of the Post Office Department of the United States Government in regard to that mailing privilege of unaddressed envelopes and literature which are placed in mail boxes, local and rural, indiscriminately. This practice has worked a tremendous hardship on the newspapers of this country in loss of advertising, and

BE IT FURTHER RESOLVED, That we hereby petition our Kentucky Senators and Representatives to make every effort to have this discriminatory ruling of the Post Office Department immediately revoked, and

BE IT FURTHER RESOLVED, That we endorse the efforts of the National Editorial Association to bring this matter before the proper officials and pledge our support to this end, and

BE IT FURTHER RESOLVED, That this resolution be spread on our minutes and that copies be forwarded to our Senators and Representatives, and to the national office of the National Editorial Association.

Respectfully submitted,

J. T. NORRIS
A. S. THOMPSON
J. T. LOVETT

Committee.

Many At Mid-winter Meeting

Augustus Robbins, Hickman Courier, was elected president by acclamation to succeed George A. Joplin, Jr., at the closing session of the 61st annual mid-winter meeting of the Kentucky Press Association at Louisville, January 17-19. Mr. Robbins was advanced from the vice-presidency in line with custom established many years ago.

John L. Crawford, Corbin Times-Tribune, was advanced to the vice-presidency; J. Curtis Alcock, Danville Messenger, was re-elected secretary-treasurer for his twenty-fifth consecutive term; and J. P. "Jody" Gozder, Campbellsville News-Journal, was elected chairman of the executive committee.

President Robbins appointed his executive board and committees as follows:

Executive Board—Gracean Pedley, Eddyville Herald; J. L. Bradley, Providence Enterprise; Keith Hood, Bedford, Trimble Democrat; Vance Arm-entrou, Louisville Courier - Journal; Joseph Costello, Cynthiana Democrat; James P. Norris, Ashland Independent; Robert L. Elkin, Lancaster Central Record; Thomas Underwood, Lexington Herald; Russel Dyche, London Sentinel Echo; Joe Richardson, Times, Glasgow.

Kentucky Regional Code — Keen Johnson, Richmond Register, vice-chairman; Prof. Victor R. Portmann, University of Kentucky; D. M. Hut-ton, Harrodsburg Herald, treasurer; J. L. Crawford; J. L. Bradley; J. P. Gozder; J. T. Norris; Joe Richardson, Glasgow Times; George A. Joplin, Somerset Commonwealth; J. Curtis Alcock, administrative manager, with Mr. Robbins as chairman.

Legislative Committee—Keen Johnson, chairman; George J. Joplin, Jr., and Warren Fisher, Carlisle Mercury.

Prize Contest Committee—Professor Portmann, chairman; Carl Johnson, Bourbon News, Paris, and V. L. Spalding, Telegram, Uniontown.

As the Press will run all the formal addresses of the convention, we will content ourselves with giving the high lights of the meeting instead of a detailed account. As said over the radio, "For a complete report, read your daily newspapers," of those dates.

Thursday afternoon and evening was devoted to registration with a buffet supper at 6:30 with the compliments of the Brown hotel. Following, the early registrants were guests of the National Coca Cola Bottlers association at their floor show and dance.

The convention opened Friday morning with President Joplin presiding. The invocation was given by the Rev. Charles W. Welch, pastor of the Fourth Avenue Presbyterian church, Louis-

ville. Horace A. Taylor, "pinch-hitting" for Mayor Neville Miller, gave a gracious welcome to which was responded an equally gracious acceptance by John L. Crawford.

President Joplin's annual address, reprinted herein, struck straight to the point, followed by Keen Johnson with an address on the Graphic Arts Industries Code. Read it. J. Curtis Alcock, regional code manager, gave a brief report of his stewardship.

The assembly then moved to the Pendennis club where a bountiful luncheon was provided by Bryant White, president, Kentucky Utilities company. To the regret of all present, Mr. White was unable to be present in person. Harry Rutledge, executive secretary, National Editorial association, gave an interesting address on the scope and work of the association and urged every editor in Kentucky to join in the broad and comprehensive program for the betterment of community newspapers. Mr. Rutledge also "pinch-hitted" for President Ken Baldrige, who is confined in a Chicago hospital with serious illness. Preceding his address, Keen Johnson, with appropriate words and gestures, presented Messrs. Rutledge and Baldrige with commissions as Kentucky Colonels on the staff of Governor Laffoon. An address by Paul L. Feltus, Bloomington Star, Bloomington, Indiana, was followed by a round-table discussion. A meeting of the Regional Code committee ended the afternoon program.

The banquet, compliments of the Louisville Board of Trade, was well attended and enjoyed. The principal addresses were made by Col. Arnold Strode-Jackson, on plans for Derby week, and Dr. Claudius T. Murchison, director, U. S. Bureau of Foreign and Domestic Commerce, on the only solution to bring back prosperity to American markets by promoting foreign trade. A delightful and entertaining floor show was heartily enjoyed.

The Saturday morning program was enlivened by addresses by George R. Goodman and associates on the Federal Relief program for the state. John Brown, Louisville, followed with an interesting discussion on the Farm Rehabilitation and Financing program. Rev. George A. Joplin gave a short address on the annual Go To Sunday School Day.

The annual luncheon by the Louisville Courier-Journal, an epic in itself and an epicurean delight, was given at the Pendennis club, followed by reports by Secretary Alcock and the resolutions committee. The election of officers and a short meeting of the Regional Code committee closed the session.

(Continued from Page 3)

cherish the pleasant memories of an occasion made delightful by the generous hospitality of our hosts and the friendly citizens of Owensboro.

The annual better-newspaper contests were sponsored by the association last summer, the attractive trophies being given by newspapers and individuals. Kentucky newspapers generally are becoming more conscious of the need for attention to physical appearance. The daily newspapers have led the procession but the weeklies have been following close behind. The annual contests have caused many editors to give special study to the question.

The Kentucky Press Association has continued its cooperation with the National Editorial Association. During 1934 there were 32 Kentucky editors who were affiliated with the NEA, an organization that saved us from an NRA code that would have been ruinous to small publishers. The NEA offers you many services such as the monthly bulletin, the service letter, selected editorial service, and an engraving service. The advertising department has been started, through which is being built an extensive advertising program for the non-metropolitan newspapers. The cooperative advertising service section of the bulletin has been created to give special help on advertising problems. The NEA is leading our battles in Congress. There should be not less than 100 Kentucky editors lending their encouragement to the many activities in which the NEA is engaged.

Newspaper advertising lineage showed an increase of more than 14 per cent in 1934, according to figures compiled by Media Records. This in itself is an indication that not only business must be picking up but also that advertisers are becoming more and more convinced that newspaper advertising brings results. The lineage figures indicate that many advertisers who strayed away from newspaper advertising are returning to them and that still other confirmed users of advertising are continuing to do so, and, in many instances, are increasing their newspaper advertising appropriations. To them it has proved that newspaper advertising pays.

There are definite storm signals ahead of us, however, that must receive our earnest consideration. I desire to call your attention to three problems now facing the publishers of the country.

The 30-hour week ghost is again stalking in our midst and casting its shadow over our industry. Another 30-hour week bill has been prepared and introduced in the 74th Congress. The effects of the 30-hour week upon the publishing and printing business would

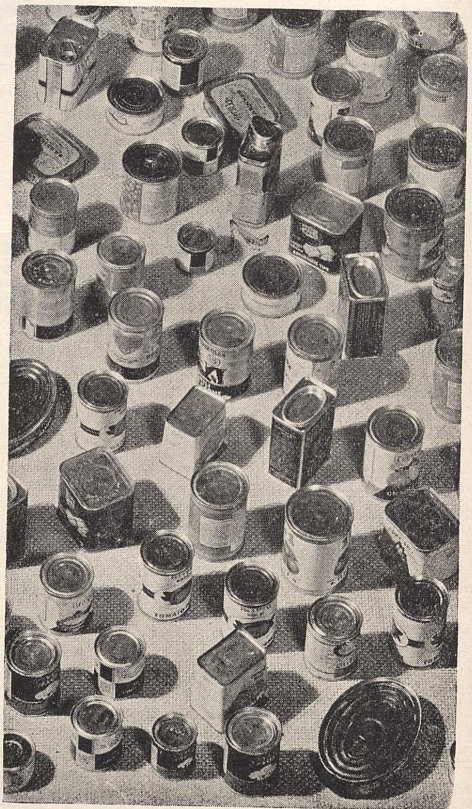
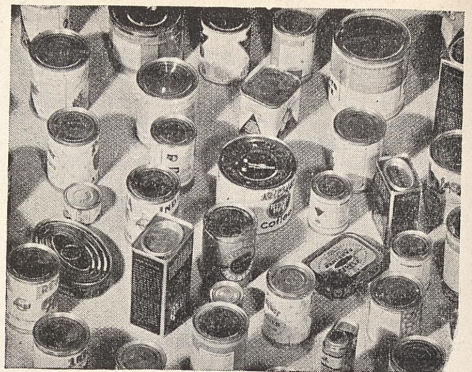
It's the DIFFERENCE in Tastes that adds Zest to Living . . .

Complete standardization of products sold to a completely standardized buying public has no place in the American manner of living. Differences in products, based on differences in tastes, are essential to our present high standard of living.

In the canning industry, grade labeling has been proposed as a method of protecting the consumers of canned food products. It is more than probable, however, that such a system will tend to do just the opposite—lower the general level of quality, handicap canners who make high quality the basis of their manufacturing and merchandising efforts, reduce income to growers, and raise the relative cost of canned foods to the consumer.

We, in the canning industry, make an alternative proposal, to tell on the label of a can of food everything that the processor can *definitely* tell about the product in the can. We propose to set up definite and provable requirements, and explain on the label of *every* can to what extent the contents meet these requirements.

We propose to let the American people be their own judge of the products they buy. Surely there can be no better judge.



National Canners Association

be devastating.

Under our division of the Graphic Arts Industries Code are 19,368 establishments. A 30-hour week with 40-hour pay would increase the cost of their operations by \$35,000,000. This is an increase of 33 1-3 per cent. From this basis you can figure your own establishment's payroll increase.

I feel this association should take a stand unalterably opposing the reduction of work hours. We, as employers of labor, reduced the hours upon adoption of the Graphic Arts Code many months ago a very sizeable amount as compared with the hours in effect up to that time. The result was not what had been expected, inasmuch as it did not materially increase the number on payrolls due to the fact that business did not and has not increased sufficiently to justify adding more men and women.

Such reduction of hours was made without reduction of wages paid previous to that time. To reduce the hours further and at the same time maintain existing pay schedules would be impossible. It would result in many plants being forced entirely out of business, adding to the difficulties of the unemployment situation and reducing purchasing power. The blow would fall most heavily upon the owners and employers of plants in the smaller towns having a comparatively small volume of business.

If it were possible to make such readjustments, which we insist it would not be, skilled printers such as would be required are simply not available in the smaller communities and could not be supplied for emergency needs.

We regard the proposal that a 30-hour week be established as unjust, unfair, disastrous, and that it would result in the very opposite situation to that which it is intended.

Some of you may not fully recognize the seriousness of the situation. Before it is too late I suggest each of you write your Congressman and the two United States Senators from Kentucky and voice your opposition to the measure.

Recently the Post Office Department in Washington instituted a promotion campaign for increased postal service through direct mail advertising. The order of the department provides for the delivery of circulars, folders, and other advertising matter to every house or rural route holder without name, street address or box number. Postmasters throughout the country have become active in the promotion of the program. Publishers are facing a heavy loss in advertising revenues as a result of this order. The new ruling has already diverted thousands of dollars in advertising revenues from the newspapers, according to recent reports from publishers.

One publisher reported to the National Editorial Association this month that he had two 20-inch Christmas ads lined up from a local druggist. They were cancelled when the druggist received word that circulars would be furnished by the Rexall company for him to send every one getting mail through his postoffice. His only cost would be postage at the rate of one cent a piece—no bother with mailing lists; no expense for addressing them and he would be absolutely sure of 100 per cent coverage.

It is almost inconceivable for publishers to believe the federal government deliberately set about by means of the postal amendment to injure the daily and weekly newspapers in this country. It was designed solely to stimulate postal receipts but has created a problem that must be dealt with in no uncertain manner. Those in charge of the post office department in Washington must be reached and the effects of this recent order upon the small town publishers pointed out. Only an active, intelligent presentation of the situation in person in an organized manner will solve the problem. The one change needed to stop the practice is for Congress to force the Post Office Department to have a definite name and address on each piece of mail.

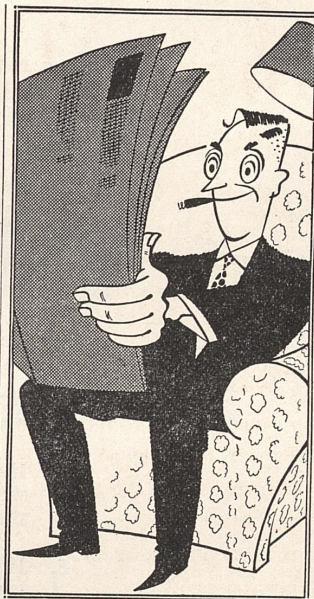
Every Kentucky publisher who has had experience with this new postal order should write a letter to Secretary Alcock or to Harry Rutledge, Chicago, secretary of the National Editorial Association, setting forth his experience. The officers of the NEA are giving special attention to the situation and President Kenneth Baldrige has appointed a committee to go into the question with the Post Office Department. As it stands today postal receipts are being built up at the very life's blood of the newspaper industry.

Another measure that demands our attention is the quality grade labeling bill, which will bring about a widespread change in advertising methods and advertising practices and which will most certainly affect newspaper advertising, both national and local. The National Editorial Association is leading the fight to defeat these bills with all its might and resources, but needs your immediate help. If these storm clouds can be brushed aside, I am confident we will enter an era of greater revenue and prosperity in the near future.

In closing I want to express to our secretary-treasurer, J. Curtis Alcock, who for 25 years has so faithfully performed the duties of his office, my gratitude for his splendid cooperation and invaluable assistance during the year. In sincerity I believe this has been one of the most active years of your association. As president, I have

had a genuine opportunity to serve you, and if I have measured up to that job in a fair degree in the eyes of you, my friends and co-workers, I am well repaid for my efforts to serve you. I can never begin to thank you for the honor you conferred upon me by electing me your president a year ago.

TRADE MARK LINOTYPE



SURPRISE YOUR READERS!

Dress up your paper in Linotype Excelsior, the modern newspaper body face that is easy to read. Excelsior was designed by men who understand newspaper printing conditions. It is built to "take it" . . . no delicate serifs or thin lines to break down . . . no ink traps to fill up.

Even under abuse, it holds its legibility surprisingly well . . . and it responds to good presswork with a sharpness and clarity that make it seem a full size larger than it really is. Excelsior is made in a full range of body sizes. Send for complete specimen showing.

8 point Linotype Excelsior No. 1

MERGENTHALER LINOTYPE
COMPANY
BROOKLYN, NEW YORK

Seven Reasons Why

Seven reasons why a fair deal should be given the Utility Industry, are outlined as follows by an employee of a Company which has its money invested mainly in light and power securities:

1. If they fail to pay dividends his job will be imperiled.
2. He has a life insurance policy taken out for the protection of his family. The insurance companies have several billions of dollars invested in Utility securities. If they fail to pay dividends the future financial safety of his family is in danger.
3. He has money in a savings bank—and savings banks have \$650,000,000 invested in Utility securities.
4. He also has bought some Utility securities. He does not want the value of these impaired.
5. He is a tax payer. If taxless municipal plants compete with existing private plants, his tax money is being wasted.
6. He uses utility services and wants them maintained at a high efficiency level, which they cannot do without profits.
7. Finally, he believes in fair play, and he does not believe that private business can compete successfully with government.

Putting private industry out of business at expense of workers and investors, cannot bring recovery—it can only make depression worse.

Kentucky Utilities Company

Incorporated

AND ASSOCIATED COMPANIES