

# The Kentucky Press



November, 1947

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

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Mark Your Calendar!!  
For The  
79th. Mid-winter Meeting  
Kentucky Press Association

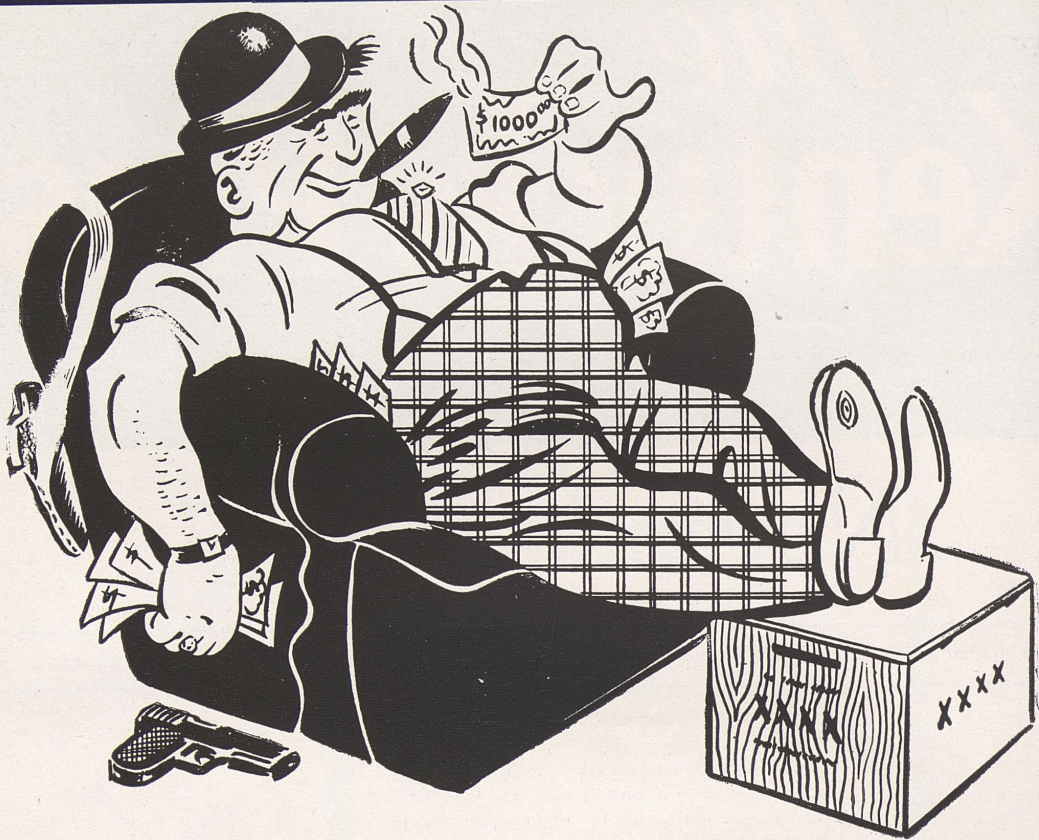
January 22-24, 1948  
Brown Hotel, Louisville

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VOLUME NINETEEN  
NUMBER ONE

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Lexington

Official Publication Kentucky Press Association



## WOULD YOU INVEST IN HIM?

The hundreds of bootleggers who operate in Kentucky's "dry" counties owe their great wealth to those who innocently support prohibition.

Prohibition destroys the legal outlet, and replaces it with the type of "gentleman" shown above.

Yes, the dry voter actually sets the bootlegger up in business!

*Published as a Public Reminder By*

**KENTUCKY BREWERS, DISTILLERS and DISTRIBUTORS**

*One of Kentucky's Valuable and Historical Industries*

Nov

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## Officers Attend NEA-NAM Meetings

President Tyler Munford, Vice President James Willis, and Secretary Portmann attended the fall meeting of the National Editorial Association and its two affiliates, Newspaper Advertising Service and Weekly Newspaper Bureau, at Chicago, November 20-23. The three-day sessions of committee meetings and general discussions were of wide interest and importance. A complete report will be made at the mid-winter meeting at Louisville.

Publishers attending the meeting went on record on three major proposals by resolution:

To request the Audit Bureau of Circulations to grant weekly newspaper representation on the ABC board of directors.

To recommend that the department of justice be urged to withdraw the phase of its anti-trust investigation of newsprint industry involving the attempted subpoena of Canadian newsprint companies' records.

To urge the US senate and house committees on newsprint to do all in their power to promote the financing of new newsprint mill or mills in the south, either by private capital or reconstruction finance corporation assistance.

Attendance at the fall meeting, which broke all records for such sessions and neared usual annual convention registration figures, attracted 308 editors. There were 43 states represented.

Interesting committee reports were made during each session which require too much space for repetition here, but the report on circulation concerns our community newspapers and should be here presented. This report, by Charles L. Hardy, Gainsville, Ga., News, outlined five objectives that should be the aims for every community publisher:

1. Encourage every member to join Audit Bureau of Circulation.
2. Encourage members to employ a full-time circulation manager.
3. Seek to have each weekly paper increase its circulation by a minimum of 500 subscribers.
4. Increase subscription rates to \$3 per year.
5. Furnish NEA members with a series of both new and renewal subscription letters.

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Thirty managers of their respective states attended the series of three and one half days' meetings of the Newspaper Managers Association, International Organization. Topics pertaining to newspaper management and all phases of newspaper production were discussed. Each manager related his office procedure

in handling such topics under discussion, and, in many instances displayed printed forms, materials, etc., for his listeners approval or criticism.

The topics, under discussion, were designed to make each manager more efficient in his position, and to discuss ways and means of giving improved service to their member newspapers. It was agreed that the 1947 meeting was the best of record.

Don Reid, Iowa, was elected president to succeed Carl Webb, Oregon. Ed Meyer, Virginia, was elected vice-president, and Larry Miller, Kansas, secretary-treasurer. New members of the Board of Directors include Glenn McNeil, Tennessee, and Morris Moore, Oklahoma. Hold-over directors are Cranston Williams, ANPA, New York, and Portmann, Kentucky.

A committee to formulate and coordinate procedures in community newspaper research and study, especially to standardize community newspaper readership studies, was voted. This committee was directed to work with the National Newspaper Bureau and kindred committees of the Schools and Departments of Journalism and Teachers of Journalism, in coordinating such research and to set up other methods of research that should promote community newspaper business. Portmann, Kentucky, was elected chairman of this far-reaching committee.

Another project endorsed by NAM is that suitable award will be given the daily or weekly newspaper that does the best job of presenting National Newspaper Week to the public.

### SDX To Study Newspaper Ethics

Sigma Delta Chi, professional journalistic fraternity, has voted to investigate the advisability of making a study of newspaper ethics. Convention delegates approved a motion to create a special committee for an investigation of the "advisability and propriety" of making the study.

This committee will report in about six months to the fraternity's executive council. A decision will be made then whether the fraternity should sponsor and continue the study. The motion was submitted by the committee on fraternity structure.

Debating this motion, delegates asked whether the investigation committee, if a study is made, "would name names" of papers found to be unethical. These questions, it was decided, would be left to the committee.

### NEA Asks Exemption From Wage-Hour Law

Testifying before the House Labor subcommittee Ed M. Anderson, chairman of the Legislative Committee of the National Editorial Association, on Nov. 14, asked Congress to exempt all newspapers from the Wage-Hour Law.

The testimony of Anderson emphasized the need to amend the Fair Labor Standards Act to clarify the exemption of weekly newspapers and he urged that Congress revise the sections of the law relating to apprentices and learners in the interest of simplification and improved administration. Anderson charged that the legal section of the Wage-Hour Division sought "to whittle down exemptions." Anderson said:

It is true, of course, that the Supreme Court has held that Congress did not exclude daily newspapers from the Act. It will be observed that the Congressional sponsor of the amendment (Rep. Creal) stressed the local character of the publishing business. We are of the opinion that every newspaper is a local institution because the majority of its production is consumed locally, and that Congress has no authority to determine minimum wages or maximum hours over purely local institutions or business. Presumably, a logical solution of this vexing problem is a definition of interstate commerce that will bring about not only the exemption of weekly newspapers, but also all newspapers, including weeklies, with a circulation of 3,000 or more. Then, it will be up to the legislatures of the various states to determine whether they wish to enact laws controlling wages and hours of all business which are of an intra-state character.

As the matter now stands, the most serious difficulty in the existing law is that Congress has delegated too much authority to the Administrator, who in his zeal to make a good record, has issued rules and regulations which go far beyond his authority as an administrative official. It seems high time that Congress stop delegating legislative prerogatives to an administrative official and that can be corrected in proper amendments to the law.

A Canadian editor gives monthly prizes of savings stamps to correspondents for items which can be lifted from the regular copy, given a heading and placed in a more prominent part of the paper. Any item which is particularly good, even though only a few lines, is given a savings stamp. For a "HOT" news item phoned in promptly, additional stamps are given. It is an idea worth trying.

### Classified Advertisers Termed Most Important

Classified advertisers have been termed the most important advertisers in America. Why? They are the consumers of all advertising—they are newspaper and magazine circulation—they are radio's listening audience—they win wars abroad and merchandising victories at home—they decide elections—they are population, stated Charles W. Horn, Los Angeles Examiner, at a recent California meeting.

As America's advertising majority, classified advertisers constitute our only positive, unsolicited index of public opinion about advertising. Researchers supply speculative data on media appeal for puzzled space buyers. More revealing of public acceptance, public interest, and public welfare than all their cross-section studies is the cross-country proof in newspapers, right before our eyes every day, that classified is the public's favorite and dominant advertising medium. . . .

Of the \$1,000,000,000 spent annually for newspaper advertising, some 33 percent comes from classified's non-professionals. Some \$300,000,000 will be spent in America for Want Ads this year. That's more than will be spent for department store advertising . . . more than for national . . . more than for outdoor and streetcar combined . . . as much as will be spent for advertising time on all the radio stations of the land . . .

An issue of Life or Saturday Evening Post contains less than 200 ads. Harper's Bazaar is fat with 400 individual advertisements a month. One Los Angeles newspaper alone contains over 5000 classified ads every week day, over 8000 every Sunday . . .

The people place their millions of advertising lines without benefit of copywriters, counsellors, artists, or research analyst. But they are no less successful in their adventures than the highest paid copy experts in the world.

Not concerned with goods and services alone, classified far surpasses all other advertising in the drama of life. Classified is not static. Its columns throb with the hopes, humor, and heartbreak of living people . . . Classified is the stuff that life is made of, at the base-level of human need and action. Here is every community's typographic montage of tragedy, ambition, hope, success, and failure condensed in single-column agate miniatures.

Typographically, classified is not particularly alluring; it does not depend on skillfully prepared attention-compelling copy to attract readership or induce response. Art and typographical masterpieces may win advertising prizes, but in the long run only

results pay off . . . Nowhere are advertising results checked so closely, so accurately, as in classified. Decisions to use classified are not based on 'opinionaires'—Classified itself is the people's own national consensus of media preference and dependability . . . Highly sensitized to conscious wants and immediate needs, classified is pitched in life's major key to satisfy normal requirements. The Want Ads are the only advertising written by friends and neighbors, in the common vernacular, on local levels of understanding and believability.

Classified advertising must perform now, today, not next month, for readers and advertisers alike. Individual happiness, family security, business and industrial prosperity, revolve around Classified's ability to serve and perform on a moment's notice. When emergencies perplex, crises press, and time runs out, Classified is the people's advertising deadline for resultful action.

Incalculable as the department's value is to the industry as an exclusive circulation and revenue asset, newspapers do not own or control classified. Want Ads are written, placed, and paid for by the people with complete freedom of statement and choice of media . . . Any way you view it, Classified is literally democracy in advertising action, serving on the front lines of individual and commercial need, resolving the countless crises of everyday existence without benefit of sound effects or synthetic appeal; not relying on professional tub-thumpers for its audience and effectiveness.

The foundations of public support of all advertising may rest on the people's continuing willingness and ability to use Classified advertising . . . Advertising's chain of good will may be only as strong as its millions of Classified links!

Mark your calendar for January 22-34, the 79th annual Mid-Winter Meeting of KPA at the Brown, Louisville.

Here is a suggested schedule to help get your share of Christmas advertising without having it all come at once. The plan is to encourage early shopping by emphasizing special days and occasions early in the month.

If you want to create some genuine goodwill and at very little expense, and can spare a few papers and some time—print up some slips expressing the good wishes of your newspaper "for a speedy recovery" and attach one slip to each paper. Then deliver one to each sick person in your local hospital. Hospital authorities will be glad to cooperate.

### Albert S. Thompson Dies At Paris Home

Albert Sidney Thompson, 77 years old, publisher of the century-old\* Kentuckian-Citizen, Paris, for 17 years, died November 23 at his home after a long illness. The funeral was held November 25 and interment made in the Paris cemetery.

Mr. Thompson long served with honor in various positions of trust in his city and Bourbon county. He served as county representative in the general assembly from 1902 to 1906; chief deputy sheriff from 1906 to 1910, and sheriff and collector of revenue from 1910 to 1914.

He became owner and publisher of the Kentuckian-Citizen, oldest paper of continuous publication in the United States, in 1923 and continued its publication until he sold it in 1940. During his editorship he was a faithful member of the Kentucky Press Association and missed very few meetings and conventions. His interest in civic affairs in his county made him one of its outstanding citizen-leaders.

He was born in Montgomery county, son of the late George Crampton and Rebecca Sphar Scott Thompson. He moved to Paris in 1877 with his parents and had been a resident of that city for seventy years.

The members of the Kentucky Press Association express their deepest sympathy to his surviving wife and relatives.

### Bingham Announces Three Promotions

Barry Bingham, president of the Louisville Courier Journal and Times has announced the promotion of Neil Dalton, who has been serving as assistant to the president, to public relations director of the papers and their affiliated radio stations, WHAS and WCJT. Dalton rose from reporter to managing editor and in 1940 became assistant to the president. In 1943 he went to Washington as director of the domestic branch of the Office of War Information and later served as acting director.

J. M. Wynn, was promoted from promotion manager of the papers and radio stations, to director of sales for the radio stations. He joined the classified advertising department of the papers in 1929 and became their national advertising manager in 1937. He became promotion manager in 1944.

Douglas Cornett was promoted from assistant manager of the papers and radio stations to manager. He was in the promotion department for eight years. He joined the Army in 1943 and returned to the papers in 1946.

# AN OBJECT LESSON IN PEACHES



Until two years ago northern Louisiana peach growers, harvesting their fruit green-ripe and lacking an organized marketing program, found little profit in moving an annual crop of well over 400,000 bushels.

Early in 1946 Louisiana State University and representatives of A & P conceived a plan to find lucrative home markets for the home-grown peaches. Together they approached a principal orchard man with a suggestion that he allow his peaches to ripen on the trees, whereupon A & P would move them in refrigerated trucks directly to stores in New Orleans.

The first of the fully-matured peaches shipped under this plan sold out on sight. This year the orchardist built a pre-cooling plant to further insure perfect peach quality, and A & P stores in and near the Crescent City quickly sold nearly three times the 1946 output.

The orchard man got a good price for his peaches . . . A & P was able to offer an improved service to its customers . . . housewives who trade with us got the best peaches they had ever eaten . . . and once more A & P figured in an object lesson on the value of teamwork between producers and distributors in finding and holding markets for fine produce.

This kind of cooperation with agriculture is typical of the methods which have enabled the men and women of A & P for 88 years to do the nation's most efficient job of food distribution.



## A & P FOOD STORES

# The Kentucky Press

Official Publication of the Kentucky  
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume Nineteen, Number One

## Kentucky Press Association Officers

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*Union County Advocate*, Morganfield  
Fred B. Wachs, *First Vice President*  
*Herald-Leader*, Lexington  
James M. Willis, *Second Vice President*  
*Messenger*, Brandenburg  
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*University of Kentucky*, Lexington

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NATIONAL EDITORIAL  
ASSOCIATION  
1947  *Active Member*

## Newspaper Cost Bound To Rise In 1948

If newspaper operating costs are going up in 1948—as now appears to be inevitable—how can the newspaper increase its revenue to keep cost and profit in desired balance, by going after more business or by adjusting rates?

There is a lot of difference between the two alternatives—more business or higher rates. More business usually requires more manpower, and manpower is a scarce commodity. Higher rates may limit, if not actually reduce, the volume of work. A reduction would depend, of course, on how high the rates were boosted.

There is considerable evidence in sight that newspaper operating costs will be higher in 1948 than they were in 1947. Several weekly newspaper publishers, faced with higher labor costs, have been re-examining

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.

their entire revenue structure with the thought of advancing retail and national rates simultaneously.

W. H. Whitely and Son, Harry, co-owners of The Presque Isle County Advance at Rogers City, Ohio, have completed a careful examination of cost and revenue of the newspaper. The result is a decision to advance both retail and national advertising rates, maintaining a differential between the average amount paid by a local merchant and the national rate sufficient to cover the agency's commission and discount. The new national rate is 49 cents. The Advance reported its paid circulation on October 1 as 1900.

Newspaper operating costs are going still higher in 1948, warns Thomas F. Mowle, comptroller for Dow-Jones & Company, publishers of the Wall Street Journal. While he expects advertising and circulation revenues to increase 3 to 4 percent, newspaper profits will be lower in 1948 than in 1947 because of a sharp increase in newspaper production costs, estimated now at from 6 to 10 percent.

"Operating expenses are rising faster than operating revenues," he said in an address to newspaper comptrollers recently in Chicago. "Contract newsprint cost in 1948 will increase, at the least, 10 percent due to impending higher freight rates, increased labor, wood, and conversion costs. The freight increase can be expected in February or March of 1948. Odd lot newsprint will continue to bear a large premium tag despite larger monthly inventories of newsprint in publishers' warehouses. The 1948 situation will continue to be one of scarcity . . . No easing of the problem can be expected before 1949.

"Mechanical costs will continue an upward spiral of from 7 to 10 percent in 1948. This increase is on top of an increase of about 25 percent over 1946 costs. Increase in salaries, truck costs, garage rentals, maintenance and gasoline costs are all coming in 1948. An average 10 percent increase is the least that reasonably can be expected . . . We will be fortunate to hold these increases down to 10 percent.

It is the belief of the Wall Street Journal comptroller that 1948, because of higher operating costs, will bring consolidation or suspension of some small town newspapers with small circulation.

The price of newsprint may be increased \$8 to \$10 a ton about the first of the year as a result of rising costs of production, it has been predicted in Montreal. Canadian newsprint manufacturers who normally supply about eighty percent of American requirements have complained for several months that the present contract price of \$90 a ton delivered in New York does not allow a sufficient margin for the present uphill trend of mill, labor, wood, and other costs.

## Volume Nineteen

This November issue of Press marks its entrance into Volume Nineteen, after eighteen years of service to Kentucky newspapers. These past years has been of fruitful interest to the editor, and, in passing, mark the transition of our community weekly newspapers from many of mediocre format and content to the splendid editions which today serve the large majority of Kentucky readers. Our newspapers indeed have come far and can be ranked with the leaders in other sections of the nation. For this, the Press, blushing, assumes some credit.

We reiterate our pledge, repeated each year, that the Press will do everything in its power to promote the best interests of Kentucky newspapers and members of the Fourth Estate; to help the newspapers to achieve the highest in ethics and standards; and to promote the ideals of best journalism "in, of, and for the newspapers of the state."

Secretary Portmann has accepted the invitation to the Virginia Press Association to conduct a roundtable critique on format and makeup of Virginia community newspapers at the annual mid-winter meeting in Lynchburg, January 9-10.

## US Supreme Court Confuses Tax Issues

When does a device in the guise of a tax limit the circulation of information to which the public is entitled and when does it not, so that one presents a Federal question while the other does not?

This is a question under consideration as a result of the refusal by the United States Supreme Court to review the special and unusual type of taxes levied by the City of Tampa, Florida, on the newspapers published there. Since the only explanation given by the court in its denial of an appeal by the newspapers was that no substantial Federal question was involved, the field of speculation is wide open as to how far a municipality may proceed in levying taxes on newspapers and remain free of surveillance by the high court.

Two types of special taxes were set up by the City of Tampa for assessment against the newspapers. Under one, a levy was placed on the gross receipts of all sales and advertising. The second established an annual tax of \$25 on all newspapers in Tampa employing not more than five persons and an additional four dollar tax on each employee over five, the tax payable by the publisher. Both taxes were contested by the publishers on the grounds of interference with constitutional guarantee of freedom of the press and that they were imposed with the purpose of curtailing and restricting circulation. The city defended the taxes which were allegedly for revenue raising purposes only. On hearing in the Florida Supreme Court the power of a municipality to assess a license tax on newspapers was upheld.

The question considered by the press is how the U. S. Supreme Court justifies its refusal to review the Tampa tax on newspapers for want of a Federal question in view of its decision in the case of Grosjean vs. American Press Co., which originated in Louisiana. The tax in this case was a levy of two percent of the gross receipts from advertising in Louisiana newspapers having a circulation of more than 20,000 a week. Evidently, the Supreme Court considered a substantial Federal question was presented in that case since it not only reviewed the case but held the law unconstitutional.

Whether the court has changed its policy on taxes imposed upon newspapers is an important question. It was nothing short of emphatic in the policy it established on this question in the Louisiana case, when it stated:

"The tax here involved is bad not because it takes money from the pockets of the appellees (newspapers). If that were all, a

## Wallace Stresses Moral Qualities

The growth of moral qualities in newspapers is an evolutionary process that cannot be regulated by codes, Tom Wallace, editor of the Louisville Times, said in Washington November 13.

He told members of Sigma Delta Chi, professional journalistic fraternity, at their annual convention, that journalism is more closely related to statesmanship than to such professions as law and medicine.

"Neither Jefferson, who thought well of newspapers as a factor in government, nor Lincoln practiced statesmanship under a professionals' code," Wallace said. "Nor did any earlier or later statesmen whose names are luminous in history.

"It is my opinion that improvement of the spiritual quality of journalism must be by evolution which, despite shallow criticism of shallowpates, is in course, and that a system under which stated qualifications would admit an individual by license to the circle of practitioners under such conditions that his permit could be withdrawn would be unfortunate and unconstructive."

Wallace added that publishers should scrutinize more carefully the "moral quality" of features and columns purchased from syndicates. "Too often they consider circulation value only," he added.

But he said, "I could spend the rest of the afternoon telling how much better the morals of journalism are in 1947 than they were when I began in 1900."

Your central office will be happy to furnish you with application for ABC. Drop us a line.

Mark your calendar for January 22-34, the 79th annual Mid-Winter Meeting of KPA at the Brown, Louisville.

wholly different question would be presented. It is bad because, in the light of its history and its present setting, it is seen to be a deliberate and calculated device in the guise of a tax to limit the circulation of information to which the public is entitled in view of the constitutional guarantees. A free press stands as one of the great interpreters between the government and the people. To allow it to be fettered is to fetter ourselves."

It is difficult to understand how a state tax on newspapers in Louisiana presents a Federal question and is a bad tax, but a municipal tax on newspapers in Tampa does not present a Federal question and therefore must be assumed to meet the standards of the court.—Indiana Publisher.

## Christmas Fire Prevention Steps

Print this friendly advice for your merchants. These steps are suggested by which merchants can cooperate in preventing fires in retail stores during the Christmas season:

(1) Use no paper decoration; (2) Keep all decorations eight feet above the floor; (3) Flame proof all decorations; (4) Keep all decorations a safe distance from lights; (5) Use no natural decorations except wreaths separated a minimum distance of ten feet; (6) Use no Christmas trees inside the store; (7) Use Christmas trees in show windows and outside store buildings only if they are properly flame-proofed and approved wiring is used; (8) Do everything possible to prevent promiscuous smoking in retail stores.

## Letterhead Information

It has been said that a good letter-head is like a good salesman. **Printers' Ink** has made a study in seeking data on the ideal letterhead for business correspondence of a manufacturer. It seems there is no such thing as an ideal letterhead, but there are certain basic elements that should enter into consideration for building or remodeling a letterhead. These may be classified in two main categories—informative data and advertising matter as follows:

### Informative Data

Name of Company.  
Name of product or products.  
Address.  
Telephone number.  
Branch offices, sales offices, branch factories.  
Names of company's officers.  
Names of subsidiary or affiliated companies.  
Cable address.  
Departmental identification.  
Historical data.

### Advertising matter

Illustration of product.  
Illustration of product in use.  
Illustration of factory.  
Trade mark or trade name.  
Slogan.

Other elements to be considered include legal agreements and quotations, and notations to the effect that the company is an association or trade group. —**Printers' Ink**

The sympathy of Kentucky editors is extended to Editor Earl W. Kinner, West Liberty Courier, in the death of his father, Fred Kinner.

### Taxpayers Urge US Pass Community Law

Declaring that war taxes can, and should be, reduced in time of peace, the Minnesota Taxpayers Association called for a five-point program for the forthcoming regular session of Congress in January.

"Reliable tax studies, including those of the Federal government itself, point to the fact that federal taxes can be reduced," James P. McDonnell, president of the group, declared in opening the session. "This would leave ample funds, if used prudently, for European relief and to carry on the needs of the Government, including sizeable payments on the debt." The five-point program adopted followed:

- (1) Reduce unnecessary expense to a peacetime level.
- (2) Maintain a balanced budget.
- (3) Allow a reasonable proportion of revenue to pay on the national debt.
- (4) Reduce Federal taxes.
- (5) Adopt a Community Property tax-split law for married couples.

A recent bulletin of Hoosier State Press Association reported that the American Newspaper Guild was engaged in signing up members among students in the School of Journalism of an eastern university. It was also reported that no such movement had been noted in Indiana. But the statement was a bit premature because the ANG is now offering memberships to students in two universities in the state by contacting students and the heads of journalism departments in those universities.

The form letter over the signature of Marguerite H. McCollum, International Representative, states that the purpose of the plan is to enable the students to "meet working newspaper men and women, learn their experiences and receive their advice." Neither of the journalism department heads in Indiana who have been contacted have given the proposition any encouragement. Because of the strong alliance between the HSPA and the departments of journalism at Indiana and Butler universities, the students are offered even greater opportunity to know and study the newspaper field in Indiana than ANG could possibly offer them.

Such information has been received by Journalism, University of Kentucky, but no action, or reply, was deemed necessary as like mutual confidence has always existed in Kentucky.

One way to get rich is to earn more than you need, and save the difference.

### Agents In Name Only Confuse Tax Matters

It is a well-known fact that the Federal government accepts no responsibility for the mistakes made or the erroneous advice given by its agents. That was shown several years ago when a taxpayer was required by a deputy in Internal Revenue to file a tax return other than he desired to use, causing him to pay more tax than he would have paid had he been permitted by the IR deputy to use the form he had in the past. On his claim for refund, based on the erroneous advice of the deputy (an agent of the Treasury Department) the taxpayer was advised that the government is not responsible for the acts of its agents. That is related in explaining when the Post Office Department has billed a newspaper for several hundred dollars for sending free-in-county papers to subscribers who actually lived outside the county where

the paper is "printed and published." The defense of the newspaper was that it had been doing it for fifty years and the postmasters in that time knew of the practice. But the failure of the postmaster to enforce the provisions of the postal law on this does not relieve the newspaper from paying the postage due on mailings outside the county.

William E. Crutcher, editor of the Rowan County News, Morehead was seriously injured in an auto accident on Thanksgiving day in Fleming county. He suffered a broken chin, possible skull fracture, and possible fracture of the left hip. Doctors also reported that he may lose sight of his left eye.

Our next war may not decide who is right, but it will decide who is left.

From the prices some cafes are charging one might think their salads were 14 carrots.

*A man bears superlatives  
about his own productions  
with wonderful fortitude.*

You glow a bit when folks say  
"That's swell." It may be a good  
editorial, or piece of reporting, or  
a good job of printing.

And we like it, too, when users  
tell us what a fine job Blue Streak  
Linotypes are doing in their plants.

We're all human, after all.

LINOTYPE · BROOKLYN 5 · NEW YORK

Linotype Bodoni Family and Electra Bold

TRADE MARK

### Warning Heavy

A California delivery of by a committee of the cities the i Press being driver. Kno he refused the press. Accidentall was smashed the publish the law, sin to help. Th a nearby t help with t up some m press lande The railroa bility for th publisher.

Do you more net p ings? Here "pull" so m add a good dollars this

The tip Mail you

This mo should be r Saturday of them in the

The poin the letters a on Tuesday. All other light.

And bec give special their new ar

Writes who tried th culation lett frankly, whe Mondays, I difference, I anything to on Mondays just as a test

"We foun crease in the every subscri every 10 extr

for us. Belie always to m RFD carriers Idea really y ment.



### Warning On Handling Heavy Machinery

A California publisher warns that proper delivery of heavy equipment should be made by a common carrier before any representative of the paper touches the equipment. He cites the incident of a Chandler and Price Press being delivered to his plant by a bus driver. Knowing his liability under the law, he refused to help the truck driver unload the press. A bystander volunteered to help. Accidentally or not, the press slipped and was smashed. The truck driver tried to blame the publisher, who was not responsible under the law, since he did not ask the volunteer to help. The same publisher reports that in a nearby town another publisher did not help with the actual unloading but did round up some men to help unload a press. The press landed on the foot of one of the helpers. The railroad company disclaimed responsibility for the injury and laid the blame to the publisher.

Do you want more subscriptions and more net profit from your circulation mailings? Here is a tip—one which increases the "pull" so much that following it is certain to add a good lot of extra circulation profit dollars this coming year.

The tip—

Mail your circulation letters on Monday. This means, of course, that the letters should be ready for the mail by Friday or Saturday of the week. But by all means put them in the mail on Monday.

The point is this: The people to whom the letters are sent then, will get the letters on Tuesday.

All other mail they get Tuesday is very light.

And because other mail is light, they will give special attention to your letter soliciting their new and renewal subscriptions.

Writes a weekly newspaper publisher who tried this idea: "I used to mail my circulation letters any day in the week. And frankly, when you suggest that we mail on Mondays, I didn't think it would make any difference. However since it didn't cost us anything to try it and see, we tried mailing on Mondays for two months in succession, just as a test.

"We found that we got a considerable increase in the Pull. Our rate is \$2 a year, so every subscription we get means \$2—and every 10 extra subs means \$20—more money for us. Believe me, we make it a rule now always to mail on Mondays, just after the RFD carriers leave on their Monday rounds. Idea really works." — **Circulation Management.**

### Adkinson Resigns As Fulton Editor

Austin Adkinson, former managing editor and later editor of the Fulton Daily Leader, announced November 13 his resignation to join the Associated Press at its Columbia, S. C., bureau. He will report there November 24. Erl Sensing, business manager of the Daily Leader, will replace him. Adkinson, a graduate of Murray State Teachers College, edited the Paris, Tenn. Post-Intelligencer for two years before joining the staff of the Leader Oct. 1, 1946, when the paper was purchased by Harry Lee Waterfield.

### \$10 Newsprint Rise Seen For January

In the department "Trends", Paper Trade Journal makes the following comment on newsprint prices: Headlines are still held by the newsprint situation in Canada, its supply and price, et cetera; and a price rise of \$5 to \$10 a ton around January 1, 1948, is predicted. Producers indicate that it would be unreasonable to expand production if prices stand still in such a period of rising costs, citing freight-rates hikes, woods and labor costs in explanation. Newsprint manufacturers are trying to postpone rises believing it good business policy not to take advantage of American users while the demand is in excess of supply. Thus it is anticipated that there must be a slight rise in price but more available newsprint in 1948.

A front page box which ran in the Teague (Tex.) Chronicle recently, was headed: "Classified Favorite With All Readers." The copy read:

"There's a world of human interest in classified ads, especially the wide variety run by The Chronicle. Every week there are bargain farm implements, farms, etc., for sale, or somebody is wanting to purchase a variety of items.

"And the lost and found section gets the job done too. So use Chronicle classifieds regularly. They are read by more than 2,000 people weekly."

The accountant of a PNPA member newspaper wrote to the Newspaper Audit and Research Bureau recently to state that he has benefited considerably by comparing the statistical report of this firm with his own reports. He also asked the Bureau how it arrived at the "average cost per advertising" it is quoted as follows:

1. Determine the total of all operating expenses (or costs) including general overhead expenses. This figure will be the total

of all direct and indirect costs for all departments or divisions of the newspaper.

2. Subtract from the total costs determined as above stated the total of miscellaneous income and other credits representing recovery of all or any part of operating or other costs. For this purpose, circulation income is considered part of cost recoveries because total circulation income is never enough to cover all circulation costs and the portion of editorial, mechanical, and newsprint costs allocable to news. The excess of total costs over the cost recoveries as aforesaid represents net cost of advertising.

3. Divide the net cost determined as above stated by the total advertising inches for the period to which the costs are applicable. The result is the cost per inch of advertising. The computation can be checked by multiplying the total advertising cost per inch by the profit per inch and comparing the result with the profit for the period.

### What Is A Vignette?

To the pressman a vignette means either an engraving without a definite bounding edge, which shades off gradually into the surrounding background of the unprinted paper, or of the hard-edge type with definite limits.

Vignettes with a definite bounding edge have of late attained popularity. The make-ready on this type of cut is not graduated in, but must be worked practically flush with the soft edge and the overlay used, flush and beveled.

To begin with, the pressman must have a hard, smooth, even packing. The vignette must not be any higher than 0.915 inch, so that impression may be relieved on the edges and also inking by the rollers may be light. Sometimes a vignette is interlaid to facilitate proper inking; This interlaying should be done with folio paper. A heavy impression must be taken to bring out the sidelines. From these outlines the print is marked out, showing the places to be patched up and cut away. Those markings are transferred to the back of the sheet where the actual patching up is to be done.

Care must be taken to graduate make-ready toward the edges. Care cannot be stressed too much in making ready a vignette, as any inaccuracy will probably cause rapid wear on the soft edge of the cut and prevent a clean fade-away appearance.

Japs plan to catch fish. Radio announcers have been doing this for years.

The guy who is a card with the cuties usually wants to shuffle the whole deck.

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Newspapers Have Little Cause For Worry

Television has the radio industry worried over what it may do to the standard type of and television will wipe out newspapers; industry worried over what it may do to the motion picture business. Newspaper publishers are worried over what television and facsimile will do to the presentation of news and national advertising.

On all sides, there are four faces and alarming views. There are the questions whether television will take radio and the movies to the cleaners; whether facsimile and television will wipe out newspapers; whether a combination of radio, facsimile and television will gobble up all advertising, leaving nothing for newspapers.

Of the five agencies, all of which have some elements in common and some in competition, newspapers, movies and radio are established. Since radio is the youngest, it probably has the greatest cause for alarm. Newspapers and movies have experienced the growth of competition and should be used to it. Newspapers watched the advent of movies, but newspapers survived.

Newspapers and movies have viewed the advance of radio and still there are newspapers and movies. So it is conceivable to believe that there will continue to be newspapers, movies and radio, even if facsimile and television hit a stride of success.

It is estimated that more than \$25,000,000 have been spent on development of television, and it is yet far from perfect. Facsimile newspapers are reported just around the corner, but when that corner will be reached, is a matter of speculation. Eventually, they may boom, and still there would be no reason for worry.

Newspapers are better today because competition from movies and radio required better newspapers. They were not made better by worry warts, but by leaders who recognized that competition offers a challenge for progress and more effective public service.

The newspaper is the fundamental agency for presentation of information. Since fundamentals do not change, there is no cause for worry that newcomers will usurp that position. They will affect it, but not change it.

Newspapers will have problems in the future as they have in the past, and they will be solved by men and women of courage and vision, not by worry warts.

Mrs. Joe Richardson, co-editor of the Glasgow Times, has been appointed as chairman of a state-wide Women's Committee for Kentucky Children, Inc. She will be in charge of women volunteers now being organized in every county for this state-wide organization. Kentucky Children Inc. is a nonprofit fundraising organization set up to help meet the health, welfare, educational, and recreational needs of Kentucky's children.

Mark your calendar for January 22-24, the 79th annual Mid-Winter Meeting of KPA at the Brown, Louisville.

Place Order Now for THE ILLUSTRATED ALMANAC 1948

An old favorite with thousands of publishers

Now more attractive than ever, the 1948 Almanac features illustrations in wood-cut style, symbols of zodiac and phases of the moon. Fifty-two single-column 3-inch units for one-a-week release, listing dated historical events. Can be used as editorial feature or sold to an advertiser at good profit.

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It's Also Time to Order CHRONOLOGY of 1947

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Franklin, The Franklin Favorite  
Fulton, Fulton County News  
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Georgetown, Georgetown Times  
Glasgow, Glasgow Republican  
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Grayson, Journal-Enquirer  
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Greenup, News  
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Hardinsburg, Breckinridge Banner  
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Hartford, Ohio County News  
Hawesville, Hancock Clarion  
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Hazard, Union Messenger and News  
Hickman, Hickman Courier  
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Hodgenville, Herald News  
Horse Cave, Hart County Herald  
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Irvine, Estill Herald  
Irvine, Irvine Times  
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Jackson, Jackson Times  
Jamestown, Russell County News  
Jeffersonton, Jeffersonian  
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London, Sentinel-Echo  
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Murray, Murray Democrat  
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New Castle, Henry County Local  
Nicholasville, Jessamine Journal  
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Olive Hill, Carter County Herald  
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Shively, Kentucky Gazette  
Smithland, Livingston Leader  
Somerset, Commonwealth  
Somerset, Somerset Journal  
Springfield, Springfield Sun  
Stanford, Interior Journal  
Stearns, McCreary County Record  
Sturgis, Sturgis News  
Taylorsville, Spencer Magnet  
Tompkinsville, Tompkinsville News

Vanceburg, Lewis County Herald  
Versailles, Woodford Sun  
Walton, Walton Advertiser  
Warsaw, Gallatin County News  
West Liberty, Licking Valley Courier  
Whitesburg, Mountain Eagle  
Wickliffe, Ballard Yeoman  
Williamsburg, Whitley Republican  
Williamstown, Grant County News

## Dailies

Covington, Kentucky Post  
Covington, Enquirer  
Covington, Times Star  
Lexington, Herald-Leader  
Louisville, Courier Journal & Times  
Ashland, Independent  
Bowling Green, Park City News  
Bowling Green, Times Journal  
Corbin, Tribune  
Danville, Advocate-Messenger  
Frankfort, State Journal  
Fulton, Leader  
Harlan, Enterprise  
Hazard, Herald  
Hazard, Times  
Henderson, Journal-Gleaner  
Hopkinsville, Kentucky New Era  
Madisonville, Messenger  
Mayfield, Messenger  
Maysville, Independent  
Maysville, Public Ledger  
Middlesboro, News  
Murray, Ledger & Times  
Owensboro, Messenger-Inguirer  
Paducah, Sun-Democrat  
Paris, Enterprise  
Richmond, Register  
Winchester, Sun

## College Papers

Kentucky Kernel, University of Kentucky, Lexington  
College Heights Herald, Western Teachers College, Bowling Green  
College News, Murray State College, Murray.  
Trail Blazer, Morehead State Teachers College, Morehead  
Alumni News, University of Kentucky, Lexington

## Farm Papers

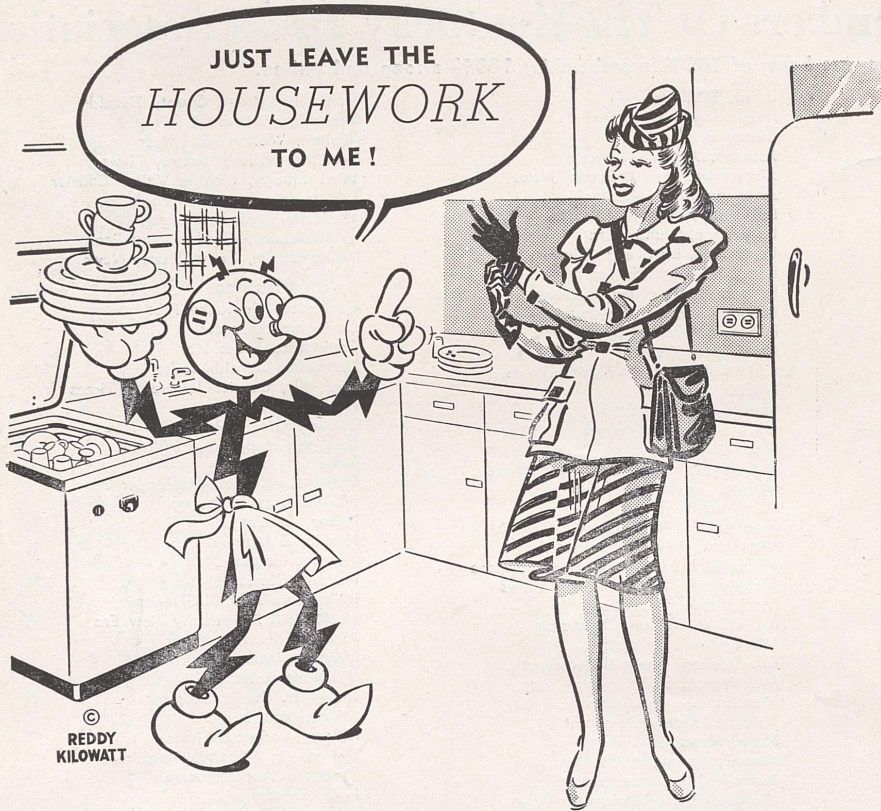
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