

The Kentucky Press

SEPTEMBER, 1950

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

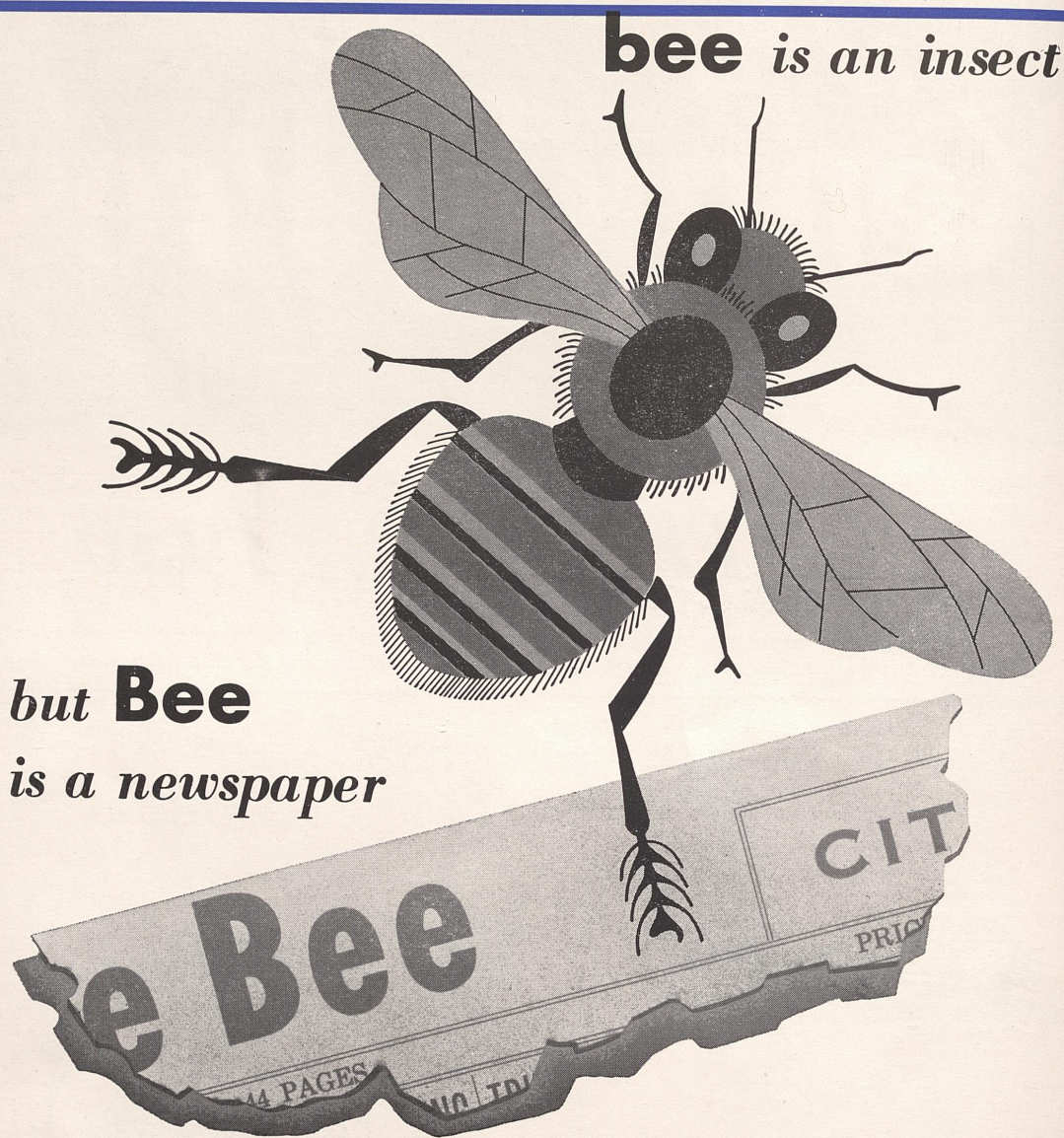


VOLUME TWENTY-ONE
NUMBER ELEVEN

Publication Office:
University of Kentucky
Lexington



Official Publication Kentucky Press Association



but **Bee**
is a newspaper

The busy collector of honey is completely oblivious of the question of lower case or capital letters. Not indifferent, however, are the folks who put out newspapers named for *Apis mellifera*.

For the same reason, we have a lively interest in the use of a capital initial for Coke, the friendly abbreviation for Coca-Cola. Spelled with a lower case "c," it means something entirely different.

Coke and Coca-Cola are registered trade-marks which distinguish our product. And good practice requires the

owner of a trade-mark to protect it diligently. That's why we ask you always to spell Coke with a capital "C." It's as important to us as the use of a capital initial in the spelling of a newspaper's name.

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



THE COCA-COLA COMPANY

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Cornerstone Laid For Journalism Building

The cornerstone for the new journalism-publications building on the University campus was laid with a brief, but impressive, ceremony on September 19. This is the fifth major building to be constructed on the campus since the end of World War II.

With the exterior work nearly completed today, the \$425,000 structure probably will be used as a classroom building by the opening of the second semester in February. It will house the Department of Journalism, the University printing plant, all school publication offices, and the central office of the Kentucky Press Association.

In a brief address preceding the laying of the stone, President Donovan paid tribute to the late Prof. Enoch Grehan, who founded the UK Department of Journalism in 1914. It was Prof. Enoch Grehan, Dr. Donovan said, who first initiated plans for the University's own printing plant and who, in 1924, put up \$2000 of his own money to purchase the plant's first equipment.

Half of the building's construction cost will be paid from accumulated profits of the Kentucky Kernel with the remainder to be financed through sale of revenue bonds to be repaid by the paper's future profits.

The new structure will become the first permanent home of the UK Department of Journalism. The building is the first of its kind in the commonwealth.

Materials sealed into the cornerstone include copies of the Louisville Courier-Journal, Lexington Herald, Lexington Leader, and the Kentucky Kernel; a University catalog; a copy of the cornerstone ceremony program; a directory of the Kentucky Press Association; copies of the Kentucky Press and other information concerning the Association; the University yearbook; and a complete kit for National Newspaper Week.

The members of the Kentucky Press Association extend their sympathy to Mr. and Mrs. Earl W. Kinner, West Liberty Courier, on the death of Mrs. Nellie Hensby Webb, mother of Mrs. Kinner, and to Herndon J. Evans, Pineville Sun, on the death of his father, John G. Evans, 90 years old, who died en route to a hospital at Shelbyville from Frankfort where he had made his home.

The Sebree Banner, Byron Royster, publisher, started its thirty-seventh year on September 5 under the name and management of the Royster family. The elder late R. H. Royster named the Banner in 1914. Mr. and Mrs. Royster recently purchased the two-story Pike Building on Main and Spring streets in Lexington.

Installment Credit

For information to pass on your advertisers, you should be familiar with the new maximum terms for installment credit: Autos, one-third down and 21 months to pay; appliances, 15% down and 18 months; most home furnishings, 10% down and 18 months; home repair and modernizations, 10% down and 30 months. No specific down payment is required on items selling under \$100, but maximum repayment period must be observed. Installment loans for unspecified purposes must be repaid in 18 months. Trade-in value may be credited toward down payment on autos but not on other items. Effects of new curbs are expected to be moderate.

Price control for job printing — well, it could happen again. President Truman, in his fireside chat, warned employees to keep a complete record of costs and selling prices for the May 24-June 24 period. Accurate records will be extremely important.

The clause that exempts newspapers from price controls under the law enacted by Congress reads as follows: "The authority conferred by this title shall not be exercised with respect to the following: . . . Prices or rentals for materials furnished for publication by any press association or feature service, books, magazine, 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 theatre enterprise, or outdoor advertising facilities."

Cooking Schools

NEA informs us that a household wax producer is currently setting up advertising plans and wants to know of any cooking schools now planned or scheduled for the coming fall and winter season. The wax is something new and the agency handling same wants to work through cooking schools. We are told the program is something like this:

After learning the locations of the cooking schools, local dealerships will be established. A limited number of free samples of the wax will be distributed at the school. Concurrent with this, national ads will be placed in local papers describing the product and listing local outlets where it may be purchased.

What to do: If you are interested in that you are planning or are tied into a cooking school, notify your KPA office, giving us date and location of cooking school, sponsor or sponsors, and expected attendance. We will carry on from there.

New Jersey Court Approves 'Belo' Contract

Although the Belo-type contract received statutory approval in the amended Wage-Hour Law, there has been uncertainty as to the legal requirements of such a contract. Of interest in this connection is a recent ruling by the Federal District Court of New Jersey, upholding an informal Belo contract used by the National Tool & Manufacturing Company, which an employee signed when he started work. Its provisions are as follows:

"1. Your basic hourly rate will be the sum of \$1.04 an hour.

"2. Your usual and regular workweek will be 56 hours a week.

"3. You will receive, as salary for this regular workweek, the sum of \$66.56. This sum is a guaranteed minimum weekly salary and you will receive this amount each week even though you may work less hours than your regular workweek.

"4. If you work any time in excess of your regular workweek, you will receive overtime compensation at the rate of \$1.56 an hour which represents time and one-half computed on your basic hourly rate."

Holding that this agreement was valid, the court said the employee's "regular rate" was the hourly rate designated by the contract, and "since overtime was compensated for at the rate of not less than 1-1/2 times the regular rate, the provisions of the Act were sufficiently complied with."

Under the amended Wage-Hour Law, Belo contracts are sanctioned only for employees whose work necessitates irregular hours, and whose weekly guaranteed salary covers a workweek of not more than 50 hours.

Someone by the name of Arejas Vitkauskas of New Jersey, has been asking some papers in Kentucky for sample copies. Our advice is not to send sample copies unless you know who is getting them, and why. Too many rackets spring therefrom.

The Damon J. Swann Advertising Agency, Atlanta, Ga., servicing the Dixie-Home Stores account, has suggested to some newspapers that the agency handle composition and other material of future advertisements to improve reproduction. In return for this, the agency is asking publishers for a credit against the amount of space used by Dixie-Home Stores. The agency suggests a credit of \$1.50 for a three-column ad, and a credit of \$3.00 for a six-column ad. Publishers who have received such letters from the Swann Advertising Agency are asked to communicate with the KPA office, giving copy of the replies to this request.

NLRB Rules Against 'Slowdown' Employees

The NLRB on September 24 ruled unanimously that an employer did not violate the Taft-Hartley Law by discharging five employees who had engaged in a concerted slowdown following a wage reduction. The ruling — the first by the Board on this particular point — was made in a case involving the Elk Lumber Company of Medford, Oregon. The company discharged five employees, who were loading lumber into railroad cars, because they engaged in a slowdown after the company reduced their wages. The wage reduction followed a change in the company's system of loading.

The Board held that the slowdown was not protected by the Taft-Hartley section which guarantees employees the right to engage in concerted activities for the purposes of self-organization or collective bargaining (Section 7). In making this ruling, the Board quoted the following language from a decision of the U.S. Court of Appeals for the Eighth Circuit.

"While these employees had the undoubted right to go on a strike and quit their employment, they could not continue to work and remain at their positions, accept the wages paid them, and at the same time select what part of their allotted tasks they cared to perform of their own volition, or refuse openly or secretly, to the employer's damage, to do other work."

Classified Stunt Ruled Illegal

The widespread promotion stunt of awarding prizes, usually free movie tickets, to readers finding their names hidden in the classified section is illegal, according to a recent interpretation of the postal laws.

Frank J. Delaney, Solicitor for the U.S. Post Office Department says such stunts constitute lotteries and make the newspaper conducting them non-mailable. His ruling came in reply to an interpretation request from the American Press magazine.

Delaney's full comment was, "The winning of the prize in this plan is a matter of chance. In view of the substantial amount of time and effort that would be expended in examining all of the classified advertisements to determine whether or not one's name appears therein, the element of consideration would be deemed to be present also.

"The plan is accordingly in conflict with the postal lottery laws and all matter relating thereto is non-mailable. Of course, if purchase of the paper is in any way required, an additional element of consideration would be present."

New Tax Increase

Under tax bills pending at Washington, individuals (average) are to get a 17.5 percent increase in income taxes and corporations an average boost of 15 percent. Savings may be effected by getting as much income as possible before Dec. 31, deferring as many deductions as possible until 1951.

Increase income often can be arranged by speeding work on contracts, accepting payment for work completed, stepping up collections, accepting prepayments on salaries, interest, rents, etc. Deductions can be shifted to 1951 by delaying payments of 1950 bills, by deferring purchases of office supplies, repairs, services. Charitable contributions for 1950 also can be postponed. So can medical bills.

Advantage of shifts is that a higher income in 1950 will be taxed at lower rates; deductions in 1951 will have a high tax-saving value.

Newspapers Exempted

Acceptance by the Senate and House of Representatives of the conference report on the economic mobilization bill has given President Harry S. Truman authority to set up domestic controls and has also given the President stand-by authority for price, wage and rationing controls.

Since both houses passed bills containing exemption of newspaper advertising and circulation rates from price control, this was not subject to change in the conference report. This exemption is as follows:

"The authority conferred by this title shall not be exercised with respect to the following: prices or rentals for materials furnished for publication by any press association or feature service, books, magazines, motion pictures, periodicals, or newspapers, other than as waste or scrap; or rates charged by any person in the business of operating a radio-broadcasting or television station, a motion picture or other theater enterprise, or outdoor advertising facilities."

The Defense Production Act of 1950, signed by President Truman on September 8, exempts from its price provision advertising and circulation rates charged by newspapers.

Congratulations to J. W. Hedden, member of the KPA executive committee, on his sixtieth anniversary edition of the Mt. Sterling Advocate. A feature of the special edition was a miniature reproduction of the front page of the issue of August 12, 1890, when the paper was owned by the late J. W. Hedden, Sr., who published the Advocate for more than 50 years.

Social Security Extended

Following acceptance by the House of Representatives and the Senate of the conference report on H.R. 6000, President Harry S. Truman on August 28 signed into law, effective January 1, 1951, the bill expanding and amending the federal Social Security system.

Increased benefits are included in the act, which extends coverage to 10,000,000 more persons. Total persons covered by social security will now be 45,000,000. Some of the principal provisions of the act are:

1. Common law definition of employee retained.

2. Gives employee status to full-time life insurance salesmen, some agent and commission drivers (but not newspaper drivers now considered independent contractors), some full-time wholesale salesmen, and most industrial house workers.

3. Newspaper boys under 18 and newspaper vendors are exempt from the term "employee."

4. Coverage extended to certain self-employed, including publishers owning publications.

5. Freezes payroll tax at the present rate of 1½ per cent each, on employers and employees until January 1, 1954. Rates after that will be: 1954-59, 2 per cent; 1960-64, 2½ per cent; 1956-69, 3 per cent; and 3¼ per cent thereafter. Rates for self-employed were fixed at 1½ times the employee rate.

6. Payment of tax on the first \$3,600 of earnings now required.

Use All Caution

Information from other state press associations and other sources now available leads us to warn publishers to use caution in dealing with the firms and organizations listed below. In all cases, require cash in advance for ad orders and check carefully the contents of the ads. Check the KPA office for further details on any one of the following:

Universal Psychic Science Foundation, Rochester, New York.

National Insurance Service Bureau, P.O. Box 1008, Atlanta, I, Georgia

Blosser Studio, Fremont, Ohio (children's pictures scheme).

Northwest Land Service, Anaconda, Montana

Texas Advertising Service of San Antonio, Texas

Jim Ray's Comics, Inc., Ottsville, Pennsylvania

Dick Fowler Advertising Service, Kansas City

Artcraft Products, Summit, Illinois
Research Book Company, 30 Church St., New York City

Our Customers' Corner



Any business concern must keep in constant touch with the needs and interests of the public it serves.

That is why A & P each week includes in its regular merchandising ads a "Customers' Corner" section in which we invite criticisms and suggestions regarding our operations.

These "corners", occupying only a small part of each ad, bring us many thousands of letters each year . . . complaints, praise and valuable suggestions.

This steady response furnishes further evidence, if any were needed, of the pulling power of newspaper advertising.

It shows, too, the deep personal interest that A & P customers have in their store and this company.

It is one more demonstration of the earnest desire of the men and women of A & P to serve our customers well by doing 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 21, Number 11

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, Bardstons; 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.



KPA Mid-Winter Meeting To Be Held, January 25-27

Meeting in Lexington, September 23, The Executive Committee of the KPA, selected the last week end of January, Jan. 25-27, for the 82nd annual midwinter meeting. The place—Brown Hotel, Louisville. President Joe LaGore selected William Caywood, Enos Swain, and Charles Adams to act as program committee with the officers ex-officio. This committee will hold its next meeting in Lexington on October 21. KPA members have been asked to indicate their desires for the committee's direction in making out the annual program.

We don't know whether you are for or against socialized medicine. We don't even care, since your views are strictly your own business. But we hope that if you suddenly decide to "take a stand" against socialized

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.

medicine, that it won't be in the same issue that you'll be carrying some lineage for the American Medical Association! The public wants your editorial columns to be completely divorced from your advertising columns. If you are planning a rousing editorial against socialized medicine, please don't make it a part of the tie-in campaign which we hope you will sell in connection with the AMA ad. In short, let's not go out of our way to furnish ammunition to the crackpots who claim our editorial views are also for sale.

Eastman Kodak issued a memo to customers requesting that purchases be limited to actual needs. An excerpt points out "unless the demands of a wartime emergency increase substantially we believe that our increasingly high production rate should be adequate for all our customers if purchases are based on actual needs."

Advice is that the newsprint situation is very tight. Transportation troubles and the Canadian rail strike put shipments several weeks behind to further complicate the situation. Every publisher should exercise care in the use of newsprint. According to Cranston Williams of ANPA, "plans have already been completed in Washington to control production as well as the use of all kinds of paper, including newsprint—if the situation requires."

For fall-clad beauty we urge autumn auto excursions into colorful Kentucky countryside, with this guide to fall tree colors: Brilliant variegated, Hawthorn; brownish yellow, Hazel Nut; orange to yellow-scarlet, Blue Beech. Brilliant red, Sumac; dark red, Red Oak; deep vinous red to orange-brown, White Oak; dull red to orange-brown, Black Oak. Brilliant scarlet, Scarlet Oak; flaming scarlet, Tupelo; scarlet and orange, Red Maple. Yellow: American Elm, Basswood, Butternut; bright yellow, Box Elder; bright

clear yellow, Shad Bush and Mountain Ash; bright yellow to orange and scarlet, Sugar Maple; bright yellow-orange (rarely purple), Witch Hazel; clear yellow, Beech; yellow to dark purple, Ash; yellow and golden-yellow, Poplar; light yellow, Striped Maple and Willow; bright to orange-yellow, Birch; pale yellow, Silver Maple; yellow and scarlet, Mountain Maple.

You're A Business Man —

You're A First-Class Business Man If (1) You keep an inventory account of paper stock on hand. (2) You know what you save annually by discounting your bills. (3) You know what it costs to produce each job. (4) You know what you owe. (5) You have a recent appraisal, and keep a copy in a safe place outside your plant. (6) You figure stock at retail list prices. (7) You make sufficient allowances for depreciation and bad debts. (8) You know what is due you. (9) You can furnish your bank a financial statement at once. (10) Collections are made as rapidly as accounts increase. (11) You attend the meetings of your association. (12) You make up a monthly "profit and loss" statement. (13) You divide your running expenses into a sufficient number of accounts. (14) You own the building in which you do business. (15) You charge rent therefor. (16) You charge your own salary as an expense. (17) You charge interest on money invested. (18) You operate a standard cost finding system. (19) You could from books give a complete statement of all accounts, if a fire took place. (20) You keep complete files of all issues of your newspaper.—New Jersey Bulletin.

Newspaper Advertising Service Inc., 222 N. Michigan Ave., Chicago, 1, Ill., is now releasing matted feature materials, mostly recipes, for use in dressing up food pages and also as suggested use in promoting special food product sales by your local grocers each week. If you want this material, write NAS.

Try Newsstand Sales

One of the major newspaper management discoveries down here of the past decade is that newsstand dealers selling single copies in rural areas will increase weekly newspaper circulation from 25 to 100 per cent. Such circulation counts as ABC net paid. Does newsstand promotion cut into the mail circulation? No, apparently it does not. Can newsstand buyers later be converted into mail subscribers? Apparently only to a limited extent. It is difficult to get dealers in country areas to handle the papers? Yes, particularly the first month or so, but they grow to like it. What are the chief problems? (1) Arranging for prompt delivery of bulk copies to each dealer each week. (2) The occasional drop in newsstand sales due to inclement weather or other factors. But this latter disadvantage is less than we expected. A dealer may get 50 copies Friday and still have 30 unsold the following Tuesday and then sell them all out Wednesday and Thursday. (In the daily field, nothing is as dead as yesterday's newspaper, but for some reason in the weekly field, last week's newspaper still has a lot of life in it.) . . . Louisiana Press Association.

Type face selections by designers of the 51 books chosen this year for the Annual Textbook Exhibition of the American Institute of Graphic Arts indicate a strong preference for Baskerville and Caledonia.

Seventeen of the books announced at an award dinner in New York on May 25 were set in Baskerville, 11 in the Linotype version, six in Monotype. Caledonia, a face designed for the Mergenthaler Linotype Company by W. A. Dwiggins in 1939, was chosen by designers of nine of the textbooks.

Of 30 Linotype-set books, other type face choices include Granjon, three, Fairfield, two, and one each in Electra, Janson, Times Roman, Century Expanded, and Old Style No. 7.

The popularity of Caledonia, Baskerville, and Granjon continues a five year, post-war trend noted by the Linotype Company in a study of past Textbook Exhibitions.

The 1950 award for excellence, given annually by the American Chamber of Commerce Executives Association to publications produced by chambers of commerce, was presented to Kentucky Business, official publication of the Kentucky Chamber, at Omaha, Nebr., on September 25. Three thousand chambers from coast to coast each year enter samples of their publications for judging in this contest. Congratulations to our associate member.

Lottery Law Amended

President Truman has signed H. R. 9074, amending the penal code to make clear the lottery laws (Chapter 61, Title 18, U.S. Code) do not apply to non-profit contests wherein prizes are awarded for the species, size, weight or quality of fish caught by the contestant. This new law is the first step toward modifying the arbitrary rulings of the Solicitor of the Post Office Department in connection with lottery news or advertising.

It is noteworthy, says the SNPA Bulletin, that Congress turned a deaf ear to the protests of the Solicitor when public hearings were held on the bill which definitely curbs the Department's authority. The Solicitor had ruled that publications containing advertisements of fishing contests involving the three elements of prize, consideration and chance, are unmailable under the lottery laws.

The bill did not go as far in liberalizing lottery laws as many hoped but it is regarded as a real curb on the arbitrary character of postal rulings on advertising involving simple local customs.

Do you proof your subscription list one a month? The progressive publisher proofs his list regularly so that in case of fire his records won't be hopelessly lost. Then he stores that list in a bank vault or somewhere else away from his plant. No matter how carefully you keep your circulation files, there are always some lost sheep that haven't paid and yet, somehow, were not removed from the list. Checking your proofs each month turns up dollars of revenue that might otherwise be lost.

A recent order of the postmaster general provides that first-class mail, air mail and newspapers were to be accepted in post offices at any time employees are on duty. As far as possible, post office employees were asked to give preferential treatment to first-class mail and newspapers. General bulk mailings at post offices will be accepted for mailing only between the hours of 8 a.m. and 6 p.m. Incidentally, Congress is expected to grant enough funds to restore normal mail service and, during the present session, is not expected to increase postal rates.

Newspapers have been receiving large space orders for ".prize contest" advertising including "War Orphans Scholarships, Inc.," and "\$10,000 Price Contest." We emphasize that the newspapers, receiving these orders, should question the advisability of publishing the ads, but, if they wish to run the advertising, to get a certified check in advance. Such advertising orders smack of rackets.

Camera Bank

An Alabama weekly newspaper maintains a "camera bank" whereby correspondents have access to 12 Brownie flash cameras for news pictures. Three of the cameras have been assigned to star news correspondents and one to the assistant county agent who provides the newspaper with farm page pictures. Those who have cameras full time pick up films and bulbs at the newspaper and deliver their exposed film to be processed. A carton of bulbs and roll of 620 super XX film costs the correspondent \$1.75. If pictures on the roll are used for the newspaper, but the correspondent does not get any orders for prints on them, the newspaper bears the expense for film and bulbs. If there are orders on pictures made on the film rolls, the cost of the film and bulbs is subtracted from the total sales made. The profit this is split between the correspondent and the newspaper. This is a relatively inexpensive way for a small weekly newspaper to get news pictures of county events.

Patronize Press Advertisers.

War creates demands for paper and paperboards. It would be well for all publishers to exercise care in your use of newsprint. According to Cranston Williams of ANPA, "plans have already been completed in Washington to control production as well as the use of all kinds of paper, including newsprint — if the situation requires. The supply of newsprint is tight and there is evidence of a spot market with sales at prices higher than the contract price."

The Benton Tribune-Democrat now sponsors newsreels at two Marshall county movie theaters and is arranging to sponsor another at a third theater. The 63-year-old weekly is published by Rayburn Watkins, who is administrative secretary of the Louisville chamber of commerce, and William Nelson. It is edited locally by Paul B. Ragsdale. For several months the paper has been running a trailer along with the coming attractions telling readers to watch the paper for the complete program each week.

For some issues during September, beginning September 9, the Courier-Journal carried no advertising except church and death notices. The Sunday paper carried only the advertising contained in the comics and roto magazine which were printed in advance. "The reason for this unprecedented and drastic action," said a front-page notice, "is an acute world-wide newsprint shortage, the Canadian railroad strike, and some other circumstances which have affected us particularly."



**In Chicago, everybody will want to see
these new Linotype developments
(at the Sixth National Graphic Arts Exposition)**

- ▶ the new COMET "100"—the fast dual-purpose Linotype
- ▶ the new MLCo. Quadder (for installation on practically all outstanding line-casting machines)
- ▶ the new LINOFILM, a Linotype photo-composing machine

Be sure you see them, first booth on the right—
Booth 282. Chicago, September 11-23!

MERGENTHALER LINOTYPE COMPANY, 29 RYERSON STREET, BROOKLYN 5, NEW YORK

Set in Spartan Black and Medium; Gothics No. 18 and 20

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Classified Promotion

Classified advertising tends to grow . . . and the reading of classified tends to increase . . . when there is a great variety of goods and services offered. More volume of advertising, however desirable, is not the only goal. That is, of you depend on a few large classifications — while neglecting others — you risk heavy losses if unexpected business conditions suddenly affect a certain kind of business. Here are some examples of advertisers who could use three to six lines of classified in every issue without diminishing any display schedule they may be using:

A BOOK STORE could advertise one book at a time, perhaps a book in the best seller list or maybe a textbook helpful in learning a trade or profession.

A PRINTER could offer 100 letterheads and envelopes made specially for youngsters from 10 to 16, particularly young girls.

A CAMERA STORE could offer a free leaflet telling how any ordinary camera can be used to photograph the scenes and images which appear on a television screen.

A COAL DEALER could advise home owners to order next winter's coal early to avoid the results of possible scarcity next winter.

A FLORIST could invite persons to register the dates, names and addresses in connection with anniversaries about which the customer would like to be reminded.

No doubt you can think of many more items which lend themselves particularly to classified advertising.

Here's a merchandising tip that has paid off for Ben Carter, publisher, Forest City, Iowa Summit: "Every Thursday morning one of the women in my office spends the entire morning tearing up the spoiled papers off the press run to get clippings of just about every ad in the paper. Then she starts off armed with some cardboard headings 'As Advertised in the Forest City Summit,' a roll of scotch tape and the clippings. She posts the clippings and the placards on the doors and windows of the various stores. Believe me, the merchants like it, and if she forgets one of them, I hear about it, but quick. I figure it is good advertising for us to have our name plastered on the doors and windows of about two-thirds of the stores in town."

Pulitzer prizes heretofore limited to daily newspapers only, are now open to weekly newspapers. Nominations covering 1950 service may be sent prior to Feb. 1, 1951 to Dean Carl W. Ackerman, Columbia University Graduate School of Journalism.

HOW ABOUT IT?

You cannot bring about prosperity by discouraging thrift.

You cannot strengthen the weak by weakening the strong.

You cannot help small men by tearing down big men.

You cannot help the wage earner by pulling down the wage payer.

You cannot further the brotherhood of man by inciting class hatred.

You cannot help the poor by destroying the rich.

You cannot establish sound security on borrowed money.

You cannot keep out of trouble by spending more than you earn.

—Attributed to Many Authors.

A. Y. Aronson, managing editor of the Louisville Times, will help select the 1951 Pulitzer prize award in journalism by examining the national-reporting entries.

The McLean County News, Landon Wills and Cashman Ayer, publishers, are the proud possessors of their new fireproof building especially constructed for newspaper production. A newspaper press and automatic folder were added to their equipment which permitted them to double the production capacity of the plant. Congratulations.

Leon Keeling, former owner of the Marion Falcon, Lebanon, and connected with the Harrodsburg Herald for a number of years, has purchased the Grayson County News, Leitchfield, from The Embry Newspapers, Inc. After selling the Falcon, Mr. Keeling was a staff member of the Monahans, Texas, News before returning to his native state.

The Mercer Independent, new weekly for Harrodsburg, made its initial appearance on September 7. The new paper, published by J. Curtis Caswell and J. Sterling Stoles, also publishers of the Boyle Independent, Danville, is being published in the Danville plant. The business and writing are done in their offices in Harrodsburg with Miss Shirley Shuck as office manager and society editor.

You may not want to get into it too elaborately, but sale of Christmas Cards not only offer a newspaper office an opportunity in public relations and modest profit, but it might be turned to good account by your carrier boys, school news writers, country correspondents, circulation solicitors, and others with outside contacts. You might buy Christmas Cards at your discount and use them as gifts or incentive prizes among carriers, correspondents, and so on.

Fishing Contests

Information has been put out in a number of states that the postoffice department at Washington has ruled that fishing contests or derbies are lotteries; however, the opinion published is qualified and the exception should be noted. The important part of the ruling says, "therefore if prizes are offered for the largest fish and it is necessary to pay an entry fee or furnish any other consideration in order to be eligible for a prize, promotion of the contest through the mails is illegal." The wording is very plain in that there is nothing illegal about a fishing contest provided it isn't necessary to pay an entry fee or furnish any other consideration.—Colorado Press Association Bulletin.

* * *

ABC is advertising insurance.

National Newspaper Week Award to the outstanding daily and the outstanding weekly newspaper for promotion of the Oct. 1-8 observance will be made by Newspaper Association Managers, Inc., sponsors. Entries should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens, Ga. Deadline: Oct. 25.

"Jackpot nights" are illegal in North Carolina and are a violation of the lottery law, Attorney General Harry McMullan ruled Sept. 14. In a similar ruling, McMullan declared that coin operated slot machines are also a violation of the state's criminal statutes. He included coin-operated bowling devices and similar machines in the same category.

To keep postal cards, index stock and bristols from sliding off the feed board paste a sheet of sandpaper on the feed board.

Newspapers, periodicals and copyrighted motion picture films are exempt from the state sales and use tax under recent Michigan legislation. Newspapers and periodicals are defined as those "admitted under the present federal postal laws and regulations as second class mail matter."

The Nebraska Press Association Bulletin chides some of its members with this comment: "We would like to point out again that too great a variance between local and national rate (advertising) can do a lot to harm weeklies. For example, a 49c national rate and a 30c local rate is discriminatory to national advertisers who pay 63.3 per cent more for their space. In establishing your national rate you must take into consideration your local rate. Overcome the temptation of "soaking" the national advertiser."

Publish This Warning

Housewives Enterprises, Box 396, Columbus, is inserting advertising in newspapers for selling instructions on how to make baby garments out of cotton outing flannel. When payment of \$1 is made, that is for the instructions. They are given on mimeographed sheets, and it is said: "As soon as your work is approved we will send you \$3 for your first order, which consists of 1 doz. jackets with an edging and simple design. When you have completed 1 doz. jackets, send them to HOUSEWIVES ENTERPRISES, Box 396, Columbus 16."

Many inquiries have been received from various parts of Ohio, asking for information concerning this outfit. Apparently Housewives Enterprises buy very few, if any, finished garments, and material and work are far in excess of the cost of what is received for the garments.—Ohio Press Bulletin. Perhaps a news story on this will warn your readers.

A number of Wisconsin publishers have informed WPA office that the Kroger Company has requested a decrease in advertising rates because they now submit advertising in mat form. Thus far all of the information we have indicates that Wisconsin weekly publishers will not allow any rate reduction because of the change in sending advertising out in mat form. The changes made in prices and in items at times requires as much and more work than under the system formerly used. Publishers should stick to their advertised rates. Volume and cash discounts are in order, but special rates for special customers will only lead to confusion and distrust.

Advertising Age reported recently that the National Automobile Dealers Association "took the first step last week-end towards what threatens to be a determined assault of newspaper display rate structures in many parts of the country." The item says a special national advertising committee was set up "to study rate structures" and to find out "to what extent automobile dealers are charged higher advertising rates for display advertising which features the product they handle, than are paid by retailers handling other lines such as radios, washing machines and other electrical appliances."

Binding News Files

Is Our Specialty
Write for Information

O. J. Forman Company
Monmouth, Illinois

The Brandenburg Messenger has been increased to eight columns by Editor-publisher James M. Willis. He states that the Messenger will soon be in its own fire-proof, modern building.

Extra Profits
FOR YOU, MR. PRINTER
Send Us Your Orders
for
ADMISSION TICKETS
COUPON BOOKS
LICENSE STICKERS
SCALE TICKETS
NUMBERED FORMS
WELDON, WILLIAMS & LICK
Specialists in Numbered Printing
FORT SMITH, ARK.

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

Central Press Clipping Service
309 North Illinois St.
Indianapolis, Indiana

The **FINER** Type Metals are **VIENER** TYPE METALS
HYMAN VIENER & SONS RICHMOND VIRGINIA

ONE OF KENTUCKY'S TRADITIONS

Weaving Baskets

From second growth white oak, split into small billets several inches square and eight or ten feet long, splits are shaved to weave the baskets and cane bottom chairs for which Kentucky handcrafters have long been famous.

From far and near come demands for split baskets made in the careful Kentucky fashion that is the hallmark of a great Kentucky tradition.

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

Like basket weaving, BEER BELONGS in Kentucky. And beer is brewed with the same consistent quality that marks so much of Kentucky's fine hand work. All find it satisfying for it is a friendly beer, the beverage of moderation.



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

LIKE TO SAVE MONEY?

One of the surest ways is to install a time-tested method for valuing your orders quickly, accurately and profitably.

The Franklin Printing Catalog

has been providing this Service to printers for over 33 years.

Write Today for 60-day Free Trial

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



*A Message to Newspaper
Advertising Directors:*

HERE'S WHAT THE DOCTORS' NEWSPAPER CAMPAIGN

Means to You!

THE full force of newspaper advertising will be brought to bear in October by the American medical profession in a peak effort of its National Education Campaign to defend the American Voluntary System against the threat of creeping Socialism.

Every daily and weekly newspaper of paid general circulation will carry a 70-inch advertisement affirming the doctors' support of Voluntary Health Insurance and opposition to Socialized Medicine. Publication date for dailies will be October 11; for weeklies, the issues closest to that date.

CHAIN REACTION—FREEDOM STYLE

The basic issue is freedom versus compulsion in America. **More than 10,000 civic organizations, representing many millions of Americans, emphatically and plainly have endorsed the side of freedom. Here are just ten of the 10,000 now on record against Compulsory Health Insurance:**

General Federation of Women's Clubs
National Association of Insurance Agents
Catholic Hospital Association
American Protestant Hospital Association
National Association of Retail Grocers
American Legion and Legion Auxiliary
National Retail Dry Goods Association
Veterans of Foreign Wars
National Association of Retail Druggists
American Farm Bureau Federation

In every community, individual citizens, business enterprises and other organizations will welcome the doctors' newspaper advertising as a favorable occasion to publish tie-in advertisements of their own—based on the theme: "The Voluntary Way is the American Way!"

Every newspaper may expect tie-in advertising in substantial volume on this occasion.

To aid advertising departments in serving this tie-in market, special kits of copy, art, mats and complete sales materials will be mailed to every newspaper early in September.

A MANIFESTO OF FREEDOM

Be on the lookout for your tie-in advertising kit. Use it. It will aid your newspaper in serving all those in your community who will wish to participate in this crusade to reaffirm the basic principles of American freedom—principles deeply cherished by millions of Americans.

The Voluntary Way is the American Way!

AT A TIME WHEN AMERICANS ARE DEFENDING FREEDOM from aggressive outside attack, the doctors of America believe it is the occasion, too, for outspoken defensive of freedom on the home front.

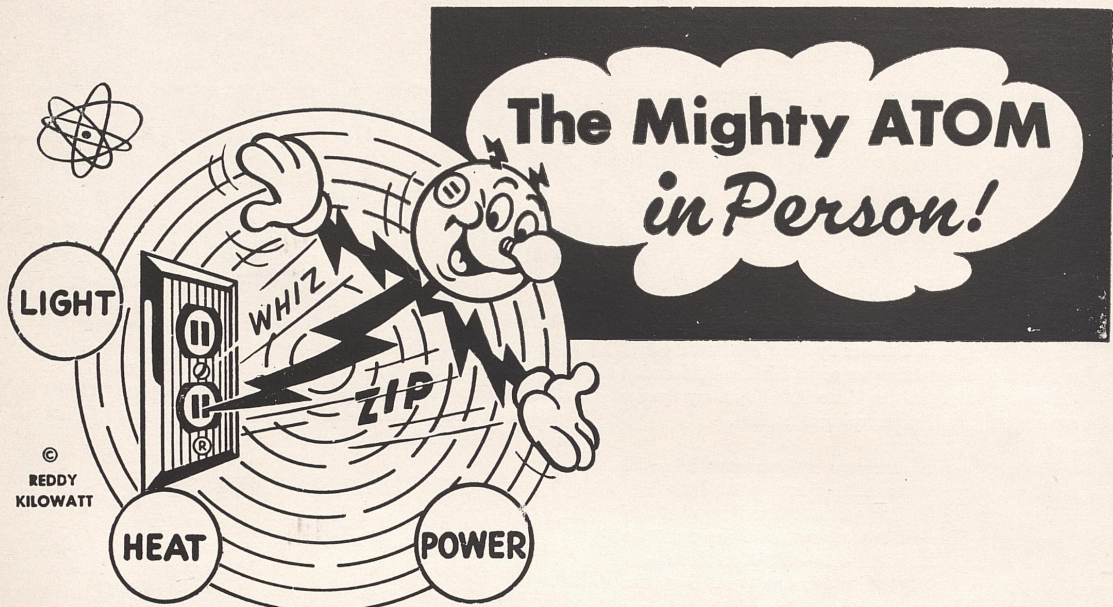
AMERICAN DOCTORS BELIEVE the Voluntary Way is the American Way to solve problems of medical care, cost and service—and America's progress and world leadership in medical affairs prove that conviction.

MILLIONS AGREE—but Compulsory Health Insurance—Socialized Medicine—the proven forerunner of a completely Socialized State—remains an active enemy of American voluntary action!

*Address correspondence on tie-in advertising to
Lockwood-Shackelford Advertising Agency
57 East Jackson Boulevard, Chicago 4, Illinois*

National Education Campaign
AMERICAN MEDICAL ASSOCIATION

Chicago 2, Illinois



The Best Possible Service ... at the Lowest Possible Cost

How low can the cost of electricity get?

In the past 10 years the cost of living to the average U.S. household has increased 67 per cent. And yet, during that time, the cost of electricity to that same household has come down seven per cent.

Increased use by their customers, plus greater efficiencies in the production and distribution of electricity, have helped

business-managed electric companies everywhere to drive the cost of electricity down, and **KEEP** it down.

KU knows that no unsubsidized electric company, no matter how competitive, can deliver dependable, KU-quality electric service for less—and stay in business.

And poor electric service isn't cheap, at any price.

KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street

Lexington