

The Kentucky Press

PUBLISHED IN THE INTEREST OF COMMUNITY JOURNALISM - - OF, BY, AND FOR KENTUCKY NEWSPAPERS

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NUMBER SIX

Newspaper Contests Resumed This Year

By unanimous vote of the KPA Executive Committee, prize contests, discontinued in 1945 due to various circumstances beyond control, will be held this year. Call is hereby issued for the 1946 contests and every newspaper in the state, regardless of Association affiliation, is invited to submit entries in every contest. Announcement of awards will be made at the mid-summer meeting.

Please read the rules governing each contest and follow them to the letter. Any violation of the rules will result in the entries being discarded. Send in as many entries as you please, but observe the deadline. The rule that no newspaper is eligible to enter the All-around and Front Page contests if it has been a winner in the previous two years will be strictly enforced and your cooperation is requested when you send in your entries.

Attention is particularly called to the requirement that entries in the editorial, news, and advertising contests must each be pasted on separate slips of paper, or cardboard, otherwise the entries will not be considered. The exhibit this year promises to be one of the largest and best since the contest began.

Enclosed with this announcement are printed labels which must be pasted on entries for each contest. All contest entries may be enclosed in one package, but each contest should be wrapped separately with the appropriate label attached thereto to expedite distribution to the judge of that contest. Please cooperate in this. Write the title of the contest in the blank provided.

Open to Every Newspaper

Each and every contest is open to every

weekly or semi-weekly in the state. The news story contest is open to country dailies. Every editor is urged to send in his entries for each contest and every entry will be judged on its merits. Let us make this 1946 contest the biggest contest of them all! No newspaper shall be eligible for more than one of the above first prizes.

Disinterested Judges to Act

Competent outside judges will study the entries in the contests. Because of the necessity of getting the contests in their hands at an early date, all entries must be in the University postoffice not later than May 31. Please follow all rules regarding preparation of the exhibits and the deadline. The job printing exhibit shall be brought to the Mid-summer meeting, not mailed to Lexington.

May 31, Deadline

All entries must be in the hands of Secretary Victor R. Portmann on or before May 31. Entries can be included in the same bundle, but each entry must be plainly marked as to the contest. The package must be marked "K. P. A. Newspaper contest," and addressed to Professor Portmann, University of Kentucky, Lexington. It is suggested that the editor write a note announcing that the package has been sent, to avoid delay and possible loss of entries.

Contest Selection Rules

Each contestant may select any issue of this paper, or may clip any specific entry, between the dates of June 1, 1945 and May 31, 1946. This change from requiring specific issues of newspapers was made at the request of many of our members. It has also been suggested that "election" or "special"

edition" issues should not be included in the All-Around Contest entries.

Beautiful Trophies Procured

Beautiful utility prizes will be offered in this year's contest. They are made possible through the courtesy of the Louisville Courier-Journal, Lexington Herald-Leader, The Kentucky Post, Covington, President Harold A. Browning, and Ed Weeks.

All-Around Contest

For guidance of the competitors the following will constitute the percentages by which the newspapers will be scored: General appearance, 30 per cent; local news, 25 per cent; county correspondence, 5 per cent; personal items, 10 per cent; farm news or news pertaining to the chief industry of the section where the paper is published, 5 per cent; general news, 5 per cent; and editorial, 20 per cent. Factors to be considered in scoring of general appearance include make-up of front page and composition, headline schedule, literary excellence, community service, headlines' content, illustrations, typography and press work.

Front Page Contest

Factors to be judged include headline content, headline schedule, type balance, make-up, name plate and ears, press work and inking appearance and illustrations (if any), and contrast.

(Note.—Special emphasis will be placed on the make-up of the entries in the above two contests.)

Best Editorial Contest

In order to stimulate the editors in expressing individuality, initiative, and leadership in this department which is the editor's own, attractive prizes are offered in this con-

test. The factors which will be considered in the judging are: subject matter, thought sequence, community appeal, rhetoric (diction, unity, figure of speech, punctuation), and vocabulary. Each editorial should be pasted on a sheet of paper with the notation of name of newspaper, date of issue, and writer's name. No "canned" or clipped editorials will be considered in this contest.

Grehan Memorial Plaque

The winner for the best editorial will again have the name of his newspaper engraved on the beautiful Enoch Grehan Memorial Plaque which was established by Mrs. Enoch Grehan and the members of the Department of Journalism in memory of Mr. Grehan. The first name to be engraved on the memorial was that of The Pineville Sun, Herndon J. Evans, editor. Second winner was The Shelby News, Wade McCoy, editor. Winner in 1940 was the Lyon County Herald, Gracean M. Pedley, editor. The name of the Cumberland Courier, Charles K. Steele, editor, was added in 1941. Gracean M. Pedley's Lyon County Herald repeated its triumph of 1940 in the 1942 contest, and Editor Pedley again triumphed in 1943 with an editorial printed in the Princeton Leader. The Paris Kentuckian-Citizen won the honor in the 1944 contest. Space is reserved on the plaque for subsequent winners and your paper's name will look proper thereon.

Best News Story Contest

At the request of a number of editors this contest is continued for competition this year on the best community news story. The factors to be considered are content, sentence and paragraph structure, thought, unity, coherence, vocabulary, the lead and community service value. Each story is to be pasted on a sheet of paper with the notation of the name of newspaper, date of issue, name of editor, and name of the writer of the story. Open to weekly, semi-weekly, and country dailies in the state. Only crime stories will be barred from this contest.

Best Editorial Page Contest

As a memorial to her husband, our beloved late Cecil Williams, Mrs. May Williams, Somerset, is sponsoring the editorial page contest as the Ben Cozine Memorial Cup was won by Gracean M. Pedley and his Princeton Leader in 1944 for permanent possession. The same rules will prevail as formerly—permanent possession of the trophy will be gained by any newspaper which wins three "legs," not necessarily being adjudged winner in consecutive years.

Prize Offered For Best Editorial On A Religious Subject

A new contest was added in 1944 for the best religious editorial, or the best editorial

on a religious subject, with the prize being offered by The Salvation Army through the courtesy of Brigadier Vincent Cunningham, editor-in-chief of the War Cry, Atlanta. The first prize is a certificate and \$50 in cash. Second and third place winners receive certificates.

Brigadier Cunningham stated, in making this award available to Kentucky newspapers, "Our purpose in offering the award is, first of all, to stimulate a revival of religious interest among the readers of the newspapers affected. This, as you may know, is the chief business of the Salvation Army, anyway. And, in case of the War Cry, I am simply carrying out the Salvation Army work in a little different manner, but as effectively."

At his suggestion, the following rules will prevail: Any editorial written on a religious subject, printed in any Kentucky newspaper between the dates of May 1, 1945, and May 1, 1946, is eligible for entry in this contest. The same rules as in the Best Editorial contest will also apply in this.

The War Cry also makes the same award in the annual Georgia Press Association contests. We hope that every Kentucky editor will consider entering this contest.

The first contest was won by The Floyd County Times, Prestonsburg, Norman Allen, editor.

Daily Contest Is Continued

The contest for the Best Small Daily is continued again this year with the trophy being offered by President Harold A. Browning. Modified rules as for the Best All-Around weekly will be considered by the judges.

Best Advertising Composition

Three prizes will be awarded to Kentucky editors in this contest: for the best full page advertisement, the best half-page advertisement, and the best quarter-page advertisement. Prizes for these contests are again sponsored by Ed Weeks, manager of Bush-Krebs Company, Louisville. Factors to be judged included type content, type arrangement, value of illustrations, selection of border and decorative material, and fulfillment of three functions of advertising—attention, interest, and conviction. The entries are limited to advertisements set in the contestant's office either hand or machine composition.

Each contestant may select any advertisement that appeared during the year, May 31, 1945, and May 31, 1946, each entry to be mounted on a sheet of cardboard with the notation as to the name of the newspaper, date of issue, and name of contestant. Christmas advertisements only will not be considered.

Trophy Offered For Job Printing Exhibit

Through the courtesy of Thomas F. Smith, president of the Louisville Paper Company, a special contest is again open for the editors of the state at the mid-summer meeting. Mr. Smith will present a handsome and valuable trophy for the best exhibit of job printing at the meeting. Every editor is urged to prepare an exhibit, preferably mounted on a large cardboard, for exhibition and judging during the meeting.

The following items are to be included. Exhibitors are urged to include every item, but, to aid that printer who might not have every item in his files, at least eight of the twelve listed must be included:

1. Letter head—one color.
2. Letter head—two or more colors.
3. Envelope—one color.
4. Envelope—two or more colors.
5. Program.
6. Booklet—four or more pages.
7. Business card.
8. Calling card.
9. Wedding invitation.
10. Statement of bill head.
11. Blotter.
12. What you consider your best job.

Best Editorial Page Contest

The judges will consider the following points in the Cecil William Memorial Trophy for the best editorial page:

1. Page content: the page must contain articles of literary, feature, and editorial matter only.
2. No advertisement should appear on the page. However, this will not bar contestants using such advertisements, but said use will count against perfection.
3. Editorial matter: preference will be given to "home-written" editorials while "canned" editorials will be a detriment.
4. Clipped editorials of community nature will be acceptable.
5. Features and literary: features such as "Twenty Years Ago," syndicate materials such as written by Doctor Copeland, Bob Burns, etc., essays, poems, etc., will be acceptable.
6. A column, whether serious, humorous, or a mixture, will be considered editorial page material.
7. Editorial cartoons will be acceptable.
8. Headlines, whether spot heads or standing department heads, will be judged for typographical balance.
9. Mast head: the typographical appearance, the content, and relation to the page as a whole will be considered.
10. Art work: if any, will be given full consideration.

Please Turn To Page Five

Public Opinion Designs Autos....And Sweet Potatoes

Louisiana's State University and Agricultural Experiment Station recently conducted a survey in A & P food stores which indicated that, of the various grades of sweet potatoes grown in the state, the top grade will outsell the others by a four-to-one margin even when sold at a premium.

This test was made to help farmers, whose bumper harvest in 1945 amounted to 10,824,000 bushels, plan future crops to conform to consumer demand.

The Louisiana experiment is one of many developed by A & P on the sound business theory that knowing exactly what consumers want is as helpful to producers as to distributors, whether they turn out automobiles, top-coats or sweet potatoes.

For testing consumer tastes and taboos A & P stores in many sections of the country have become virtual laboratories of public opinion. Besides helping farmers produce for a pre-determined market, they have served to eliminate waste which occurs whenever production reckons without consumer demand.

It is through such constant efforts to find new and better ways of serving a discerning public that the men and women of A & P have been able for more than 80 years to do the nation's most effective job of food distribution.



A & P FOOD STORES

The Kentucky Press

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.

Volume Seventeen, Number Six

Kentucky Press Association Officers

Harold A. Browning, *President*
Whitley Republican, Williamsburg
Fred B. Wachs, *First Vice President*
Herald-Leader, Lexington

Tyler Munford, *Second Vice President*
Union County Advocate, Morganfield

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

District Executive Committeemen

Chairman, James M. Willis, Messenger, Brandenburg, (Fourth); First, Joe La Gore, Sun-Democrat, Paducah; Second, John B. Gaines, Park City News, Bowling Green; Third, J. M. Wynn, Courier-Journal, Louisville; Fifth, Virgil P. Sanders, Sun-Democrat, Carrollton; Sixth, Enos Swain, Advocate-Messenger, Danville; Seventh, Norman Allen, Floyd County Times, Prestonsburg; Eighth, J. W. Heddon, Advocate, Mt. Sterling; Ninth, Kyle Whitehead, Enterprise, Harlan; State-at-Large, Seymour B. Goodman, Enterprise, Elizabethtown; Immediate Past President, Chauncey Forgey, Independent, Ashland.

NATIONAL EDITORIAL
ASSOCIATION
1946  Active Member

25 KPA Newspapers Are ABC Members

With the Bardstown Kentucky Standard, A. S. Wathen, publisher, being elected to membership in the Audit Bureau of Circulations, Kentucky now lists fifteen ABC weekly members and ten daily members.

The weekly members including Bardstown are: Campbellsville News-Journal; Carrollton News-Democrat; Cynthiana Log Cabin; Eddyville Lyon County Herald; Elizabethtown Hardin County Enterprise; Harrodsburg Herald; Hodgenville Herald-News; La Grange Oldham Era; Leitchfield Gazette; London Sentinel-Echo; Murray Ledger & Times; New Castle-Eminence

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Henry County Local; Owenton News-Herald; and Paintsville Herald.

Daily members are: Ashland Independent; Bowling Green Park City News; Frankfort State Journal; Lexington Herald; Lexington Leader; Louisville Courier-Journal; Louisville Times; Owensboro Messenger; Owensboro Inquirer; and Paducah Sun-Democrat.

The NEA committee for ABC has set the Kentucky quota for 30, but The Press believes and urges that Kentucky should boast of at least fifty to sixty ABC members in the near future. Assuredly, there is every advantage to the weekly newspaper in ABC membership, especially as one advertising agency executive pointed out that ABC membership would assure that an ABC weekly would have every chance of being included on national schedules in which weeklies would be used.

Flexibility And Control Make Newspapers Desirable

Effectiveness of an advertisement may be heightened or lessened by sudden changes in marketing conditions, local or national events, the weather, seasonal changes, comments Edwin Badger with Los Angeles offices Lord & Thomas. Continuing, Mr. Badger says: Newspapers enable the advertiser to keep close control over his advertising releases, to act quickly in meeting unforeseen emergencies, to start or stop his copy on short notice.

Newspapers provide great flexibility of space. They enable the advertiser to use as little or as much space as he may care to use at any time; it can vary from one inch to a multi-page section; it can run any day or week at the will of the advertiser.

Advertisers find it advisable to test copy

and merchandising ideas in a small way before launching a campaign embracing their entire marketing area. Newspapers make the ideal medium for this purpose, as they enable the advertiser to confine his test to a limited area, at comparatively small expense, and with minimum demand on time.

Newspapers parallel distribution and enable the marketer to select the areas in which he can advertise with the greatest profit and the least waste. Further, newspapers make it possible to schedule advertising on the basis of the potential business in each marketing center, and to adopt the advertising to local buying habits.

What Relation Between News And Advertising

Newspaper publishers for decades have liked to have some rule of thumb as a guide to determine the proportion of advertising to news and editorial matter in each issue. Thus, one publisher will try to keep a proportion of 60 per cent news and 40 per cent advertising, while another may figure that 50-50 is about right. The underlying issue, of course, is to play square with the subscribers and see that they receive a well-balanced diet of local news instead of a sheet with little else but ads. As a matter of fact, the percentage method is not a sound yardstick. As publishers, we have at least a strong moral obligation to our paying subscribers to present each week a good local coverage of news and features. That job can be done with an approximately uniform amount of space each week. But advertising volume ebbs and flows, and it is the amount of linage which determines the number of pages. A rule of thumb percentage figure works well enough, say, on a normal 8-page newspaper. But when our ad volume requires us to jump to 12 or even 16 pages, it does not necessarily follow that the volume of news and editorial content also must jump in proportion. We have discharged our obligation to readers if we still give a good local coverage in the larger issues. A better rule of thumb, therefore, would be to establish a minimum space goal for news and editorial matter for each issue, regardless of number of pages. This minimum goal might be, in case of some newspapers, 24 columns; in another, 30 columns, etc. In other words, the greater the number of pages, the higher percentage of advertising which is justified. We know there are some holes in this line of reasoning, so shoot at 'em if you wish.

ABC is advertising insurance.

Newsprint Situation Explained By ANPA

The supply of newsprint in 1946 almost will return to prewar level of 1941 probably will exceed that year's 3,928,000 ton figure, American newspaper publishers were told, April 23. Newsprint experts led a panel discussion of some 400 members of the American Newspaper Publishers Association in its 60th annual meeting in New York.

The minimum forecast for 1946," said Weston Williams, general manager of N.P.A., "is 3,870,000 tons. This is within 10 per cent of the tonnage in 1941, used as a base year by the Government when newsprint was rationed."

The recent rise in the ceiling price of newsprint in Canada is expected to stimulate production there. Finnish experts have announced that they shortly will begin to negotiate contracts for 1947 delivery of newsprint, and southern mills in the United States are increasing their output, the publishers were told.

There is no doubt that the minimum production already is on the rise."

Capacity of a newsprint mill in Texas jumped from its present 50,000 tons a year to 100,000 tons by September, 1947, Carl B. Short, president of the Southern Newspaper Publishers Association, said. A second mill planned near Birmingham, with a 100,000-ton capacity, but that project remains in the blue print stage. Short said.

It will be a long time before the pre-war price of newsprint, \$40 a ton, comes back," Williams replied in answer to a question. There is no reasonably near prospect of price going below the present figure of about \$67 a ton." The newsprint shortage has been solved by the publishers themselves, Williams added, and "no bona fide paper in the U. S. has suspended because of lack of newsprint."

"A very small percentage" of publishers of papers of 50,000 circulation or less reported they still were freezing circulation.

When it comes to a choice between reducing advertising space or circulation to publish within the limits of newsprint available, they said they wanted circulation," Williams said.

Newsprint Construction Times Under New Ban

W. Hugh Porter, deputy director, Bureau of Construction, Civilian Production Administration, Washington, D. C., under date of April 10, confirmed that all construction on newspaper offices in excess of \$15,000 will

not be permitted.

No approval is required on jobs costing less than \$15,000 as is outlined by the following statement: "A newspaper plant should be considered as a structure coming under sub-paragraph (vi) of paragraph (d) of the Order. This means that construction jobs, the cost of which does not exceed \$15,000 may be started on such a plant without obtaining authorization to do so from the Civilian Production Administration. Paragraph (e) relating to repair and maintenance work also applies."

In reply to the question concerning the installation of equipment, such as printing presses, the following paragraph is cited: "In figuring the cost of installing a printing press to see if it comes within the exemption the cost of the press need not be counted as the press is considered to be processing machinery. However, the cost of a concrete or other base on which the press may be erected must be included in the cost of the job along with the value of paid labor used to prepare the foundation, and contractors' fees."

Mrs. Emma Wachs Dies

Members of the Kentucky Press Association extend their sympathy to Fred B. Wachs, Lexington Herald-Leader, and Carl B. Wachs, Secretary of the Kentucky Municipal League, on the death of their mother, Mrs. Emma Wachs, at her home in Covington on April 10.

Mrs. Wachs, 75 years old, also leaves two daughters, Mrs. V. M. Smith, Lexington, and Miss Margaret Wachs, Covington.

Former Newspaper Man Dies At Danville Home

William Charles Jones, 72, father of Mrs. Melvin T. Veatch, Danville, died at his home early in March. He was born in Scotland and lived in England until 1884, when the family came to America. His father, William Jones, was a Methodist minister in the mountain area of Kentucky.

Jones had served as editor of The Paintsville Times and The Louisa Picket. He also was a railroadman and a contractor, retiring in 1940. Burial was at Newport.

Construction Limitations Apply To Newspapers

Civilian Production Administration issued on March 26 a new order which places drastic restrictions on construction. This is Veterans' Housing Program Order 1. The previous order on construction L-41, was revoked Oct. 11, 1945, as announced in B Bulletin No. 62-1945, Oct. 31.

The new order is so lengthy and complicated that no adequate summary of it is possible. It places restrictions not only on new building construction, but also on alteration, additions, and the installation of machinery. It does allow the completion of a structure on which construction was actually started before March 26, 1946. Demolition, excavation, and similar site preparation do not constitute "construction" and are, therefore, permitted.

Certain "Exemptions for Small Jobs" are listed. Although printing and publishing establishments are not specifically mentioned (as was done in L-41), the order appears to permit an expenditure of as much as \$15,000 for a "single job" on a newspaper plant.

What constitutes a single job is also defined. There is no restriction upon expenditures for maintenance and repair of "industrial" buildings, which term appears to include newspaper buildings, but maintenance and repair are defined, and the meaning of these terms is strictly limited. They are not to be stretched to cover improvements. In the case of damage by disaster, it is allowable to do the minimum work necessary to prevent more damage to building or contents, but not to restore the building to its original condition.

On the whole, this order is about as restrictive in its provisions as L-41. Any publisher who contemplates any construction work would do well to become acquainted with this order before buying material, letting contracts, or starting work.

Application to do construction, forbidden by this order, should be made on Form CA-4423 and filed with the appropriate Construction field office of CPA. Communications concerning this order should be addressed to Civilian Production Administration, Washington 25, D. C., Ref: VPH-1.

Continued From Page Two

11. Make-up and balance: the page make-up with emphasis on balance, symmetry, and contrast will be given close scrutiny. Extra width columns, in symmetry with the rest of the page, will be given special consideration.

12. Subject matter: as a community paper should emphasize community news and community interests, too much "outside" news will be marked down.

13. Special attention will be given to the rhetoric, punctuation, unity, coherence, expression, dignity, vocabulary, contents of this page.

14. Each contestant will submit three consecutive issues of his newspaper from which the judges will select the best single issue for competition.

\$1 Increase Per Ton Predicted For Newsprint

The Paper Trade Journal issue of March 28, carried the following story under a Montreal, Quebec dateline:

Hints that have been dropped for some time past regarding the possibility of an increase in the price of newsprint have now crystallized into a statement in the press here that the selling price of newsprint has been under discussion and that there is a likelihood that a further rise of \$5 or \$6 a ton will become effective on July 1 next, bringing the price up to \$72 or \$73 per ton.

If this materializes it will mean the best price level since 1925, when the selling price of newsprint was \$76.80 a ton. As close to 80% of the output of Canadian mills is sold on the United States market, and as U. S. funds currently are selling at a premium of approximately 10% while they were practically on a parity here in 1925, the actual return to the mills on a price of \$72-\$73 a ton would be in the neighborhood of \$80 a ton as compared with \$76.80 a ton in 1925.

Should this further price rise be negotiated for the second half of this year, it would constitute the fifth increase since 1943 and the sixth since 1937, when the depression level of \$42.50 a ton was in effect.

Shipments of newsprint this year are running at a substantially higher level than last year, having increased 152,294 tons in the first two months, or 33.9%, the total being 601,624 tons as compared with 449,330.

Costs have become so high that in some quarters it is stated that, but for the premium on U. S. funds, newsprint at the present price would be selling at a loss. The major part of the manpower of the mills is engaged in woods operations, and woodsmen's wages have practically doubled in the past few years. The cost of mill labor has also increased materially.

It is also pointed out that newsprint mills in general have had little opportunity, over a period of nearly 20 years, to adequately take care of necessary plant improvements. This was emphasized during the depression years of the 30's by reason of sadly impaired earning power and working capital, while in later years priorities and difficulty in obtaining materials further held up improvements. As a result most mills today face the need for more or less substantial capital expenditures on plant improvements and modernization.—SNPA Bulletin.

Nature knows her business, but why does the desire for romance linger on when we grow too ugly to inspire it?

Mail Frauds Are Increasing Every Day

The terrific boom in mail fraud rackets and many of the countless news schemes to fleece the public, much of which are aimed at war veterans, have caused William O'Brien, head of the Post Office Department mail frauds branch, to call attention to the many frauds and warn the public to be on their guard. He states that so many types of swindle rackets operate through the mails that "they pass through his door like patients in a doctor's office." The Post Office is now handling ten times as many mail fraud cases as it did at the beginning of 1945, he said. Among some of these rackets are:

The second-hand clothing racket operated from New York and vicinity to sell clothes by mail-order to people of farms and poor sections; seizing on the clothing shortage, the operators are advertising "wearable ready-to-wear" used clothing at very low prices—which turns out to be "nothing but rags."

A racket, in which the classified columns of newspapers are being used, is aimed at instruction of veterans by mail. Many of these collect money from ex-G. I.'s in exchange for instruction in "work-at-home" businesses, which often are nothing but rackets.

The "phony hero books," racket is one in which the relatives of deceased service men are the victims. The scheme is to collect money from families of dead soldiers to list their names in "hero books," which list anyone who pays the money, regardless of how he died. Often the books are never published.

Another prolific source of income for the racketeers is the selling of pin-up girls' pictures by mail. They are badly misrepresented and turn out to be "pretty sad and not even attractive," says Mr. O'Brien.

Other rackets involve medical aids. There are rackets in which the swindlers guarantee to determine the sex of unborn children. Still another is a number of elderly women advertising themselves as marriageable young girls with "great beauty and allure." It is said they have collected thousands of dollars from gullible men.

Publishers should bring these rackets to the attention of their classified ad takers as often the ads are received over the counter usually at a time when there is a rush of customers desiring to get their ads in before the deadline. Editorial comment should also be made.

"Let's get personal!" is good promotion for printed stationery.

State Dailies Receive Awards In Ayer Contest

The Courier-Journal won first honorable mention among papers of more than 50,000 circulation entered in competition for the F. Wayland Ayer Cup, highest recognition in the 16th annual exhibition of newspaper typography conducted by N. W. Ayer & Son, Inc., Philadelphia.

Winner of the cup was the Rochester, Minn., Post-Bulletin, selected from more than 1,200 entries. The award, for which the Courier-Journal was runner-up, was made on the basis of excellence of typography, make-up, and press work, not only of the front page, but of the entire publication.

The Owensboro Inquirer, under like conditions, received first honorable mention among papers of less than 10,000 circulation.

Papers entered in the competition have been placed on exhibition in the Ayer Galleries in Philadelphia and presentation of awards will be made at a later date.

Judges were Lowell Thomas, radio commentator, Harold Van Doren, industrial designer, and Laurance B. Siegfried, professor of graphic arts and head of printing at Carnegie Institute of Technology.

The Press joins the state newspapers in extending congratulations to the Courier-Journal and The Inquirer on their signal recognition.

Three Soap Companies Top Advertisers In 1945

Three soap manufacturers topped the 1945 list of newspaper advertisers, Advertising Age reported, April 21.

The periodical said that Proctor & Gamble—with an outlay of \$3,789,298—led advertising expenditures in 333 daily and Sunday newspapers in 107 cities. Colgate-Palmolive-Peet was second with \$2,827,749 and Lever Brothers third with \$2,771,366.

General Motors—lacking a product to sell—ranked fourth with \$2,680,221, the magazine averred. Distillers Corporation—Seagram and General Mills were close up with \$2,418,180 and \$2,032,307, respectively.

It seems that the work of a comparatively obscure actress had earned his (the critic's) favor. Over his initials the next morning " . . . she was brilliant, poignant!"

At nine the morning following her manager burst into the study of the reviewer clutching a morning paper. He was livid with rage.

"Why—you—you—"

"Why, my dear sir . . . ?"

"Whadda ya mean saying she's poignant? Why she ain't even married!"

O. Clarifies Second Class Regulations

James Bouton, superintendent of the newspaper and periodical division of the Office Department in Washington, D. recently cleared up several points relating to second-class mail regulations:

A paid-in-advance subscription for a special edition or any other single copy is a regular subscription within the meaning of the law.

Special editions are "viewed with suspicion" if offered as sample copies.

Sample copies are to be delivered the same as any other second-class mail.

Publishers should be careful to follow regulations as to mailing of special editions, and to make in advance with the postmaster, with the state "Central Accounting Post-Office."

Weakness Of Weeklies

What are some of the things that subject the weekly publisher to criticism?

They do not follow instructions about printing the right copy, or on the proper use of printing technology.

Poor printing—copy smudged, illegible. Fail to send proof of publication promptly.

Fail to send bills or charge a rate not in accordance with the contract.

No proof as to the amount of the circulation.

Rates too high for circulation.

Unbusinesslike methods—failure to answer letters, etc.

Failure to be definite as to who is the authorized advertising representative."

A Executive Committee Holds Spring Meeting

Mammoth Cave was tentatively selected as the meeting place for the 1946 mid-summer meeting of KPA by the executive committee at the spring meeting, Hotel Brown, Louisville, on May 27. The dates were not selected, but will be open for some week-end during the latter part of June or in July.

Other business transacted was the passage of a resolution commending the newspaper editors in house and senate on their devotion to duty and intelligent approach to legislative vital to the state. Another resolution established a \$100 scholarship award to be granted "to the sophomore major in journalism at the University of Kentucky who is most deserving and has earned the highest scholastic standing as a freshman sophomore."

James W. Willis, dean of Kentucky jour-

nalism, for many years editor of the Irvington Herald until his retirement last fall, was nominated for life membership, subject to the action of the Association at the mid-winter meeting.

Have you an inventory of your plant in a safe fireproof vault? Can you prove fire loss?

ABC insures circulation futures.

The McClure Agency
 Phone 4431 Eminence, Ky.
Kentucky Newspaper Sales
Appraisals Consultants

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AS WE GO ON

The Linotype organization continues to offer with faith and confidence the greatest line of machines for mechanical composition ever made available to publishers and printers of the world.

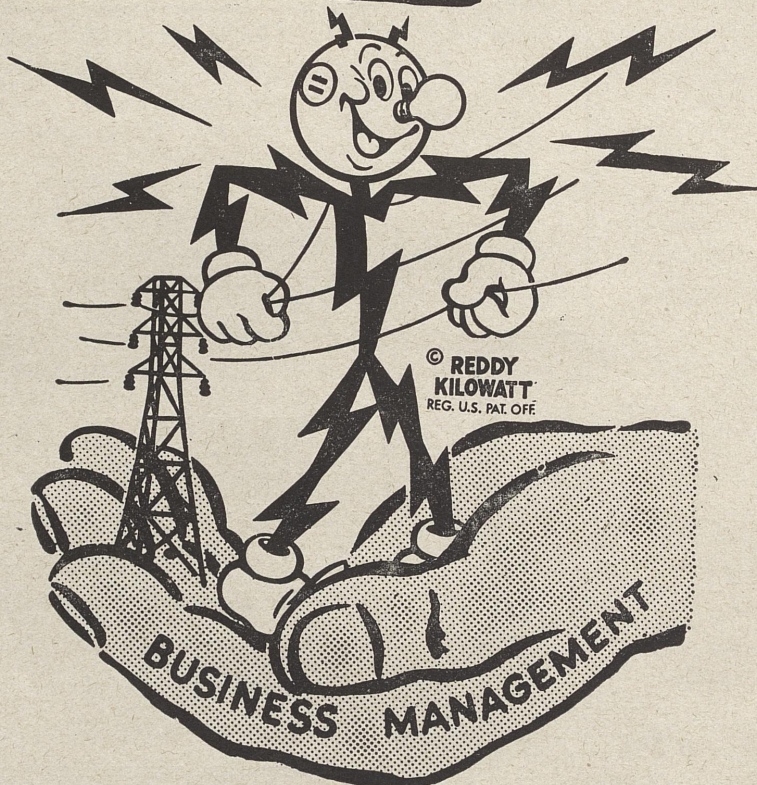
The known engineering skills found in their design and construction; their capacity, measured by the competency of the operator; their versatility, limited only by practical considerations; the record of almost sixty years of Linotype integrity; all this in increasing measure in today's *Blue Streak Linotypes*, with models to meet every need.



29 RYERSON STREET • BROOKLYN 5, N. Y.

City and Baskerville Bold

ELECTRICITY IS IN GOOD HANDS!



Both in war and in peace the business-managed electric companies have proved their worth to America. At no time during World War II did they fail to meet every demand made of them for electric power. When industry expanded like a barrage balloon; when output was doubled and redoubled, and then redoubled again, these power companies, operated by loyal employees and sound management, took it in stride. As always in the United States, when the chips were down, business management produced a winning hand.

UP-UP-UP—have gone prices. In the midst of spiraling costs and stifled production your electric bill stands as a monument to sound business principles. Look at your electric bill—you're paying a lower rate than before the war. This reduction was made even though we pay more for nearly everything that goes into supplying electricity. It has taken your increased usage and our many economies to bring this about. It's a good example of what management and employee teamwork can achieve in a business-managed enterprise.

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