

# The Kentucky Press

*JULY, 1950*

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

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*post is a stick in the ground*



*but Post is a newspaper*



Yes . . . a capital initial changes the meaning of a stick in the ground (or an army station, or a dispatch of mail) to the name of a newspaper. It's the same way with Coke. Spelled with a capital "C," it means Coca-Cola and nothing else.

So, whenever you have occasion to refer to Coca-Cola by its friendly abbreviation, Coke, the capital initial keeps your meaning clear—just as the upper-case initial identifies the name of your paper or magazine.

We keep reminding you of this because it is very important to us. You see, Coke and Coca-Cola are our registered trade-marks, and good practice requires the owner of a trade-mark to protect it diligently.

\* \* \*

Coke = Coca-Cola

*Both are registered trade-marks which distinguish the same thing: the product of The Coca-Cola Company.*

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## George Yates Reports On Recent Trip Through Eleven European Countries

Our trip was conceived and directed by Dr. Carl Horn of Michigan State College, who had previously conducted flying studies within the boundaries of the United States. This was his first flying project abroad and the largest group of its kind to visit the European countries. There were 65 members, including college presidents, deans of education, superintendents of public instruction, superintendent of schools, principals, elementary and secondary, teachers, Chamber of Commerce representatives, three photographers, a reporter and businessmen. We were financed by industry, educational organizations and civic clubs.

The purpose of the tour was to study the political, social, economic and educational conditions in 11 European countries—all of this in 44 days from time we left New York, Monday, April 10, until our return Wednesday, May 24. If I were to make any criticism of the trip, it would be that we tried to do too much in a short period of time. Our schedule of conferences started at 9:00 every morning and continued with no break until 5:00 in the evening. Then there were receptions at night until 11 or 12 o'clock. By the time we returned to our hotel, wrote a story, a few letters, washed our clothes, it would be 1 or 2 o'clock. This continued without interruption for 44 days with the exception of Sunday, which generally found us enroute to another country. we covered 12,000 miles. Believe me, we were tired upon our return.

I should like to make it clear that I do not have any feeling that one can visit a country for a few days and become an expert or competent commentator on the social, economic or political problems involved. Any one of you who are trained observers and experienced reporters could have done a much better job. Nevertheless, we did see and hear many things. And may I say that in every country we received a most enthusiastic welcome. It is a fallacy that Americans are not welcome. Our group was received by the top officials, in Government and industry in all the countries visited. They gave generously of their time and we received the benefit of the best qualified judgment of leading officials.

It is difficult for me to know where to begin, what to include and when to stop. I could easily talk for more than an hour on the human interest experiences of the trip, and I can't resist including several. But I am sure your interest is centered on the more serious phases. But before I attempt that, may I tell you an incident or two which we

enjoyed and which relieved the monotony of conferences, and speeches:

1. Story of Dorothy Lamour.
2. Visit to St. Peters.
3. Attempt to buy a sandwich.

Our group was divided into four main committees:

1. How the people live (I chose this one).
2. How the people work.
3. How the people are governed.
4. How the people are educated.

Each group was divided into subcommittees. At the conclusion of the trip, we spent an entire day and night writing up our reports.) These are now being combined and edited. They will be returned to us for criticism and suggestions. The final report will be given to each member about June 15. I regret that the report is not in my hands so that I could give you the group findings rather than my own personal observations.

I have been asked many times about the food situation. There is no food shortage in Europe, with the exception of Germany. The stores and food markets are abundantly stocked with every kind of food imaginable and good quality. It does not follow that everyone has plenty to eat—it is a question of money and not shortage of food supply—which amounts to the same thing as far as a hungry individual is concerned. It is true that some items are still rationed in a few countries, butter in Sweden, coffee in Finland, for example. The so-called austerity program in London is misleading. It is not a program of deprivation, but merely one of restraint. Londoners are not suffering from want of food. Incidentally restrictions are being removed weekly. There are surpluses of food in the agricultural countries, such as France, Holland and Sweden.

The European countries, except Germany, have made almost miraculous recovery in the field of housing. We were amazed at the absence of evidence of bombing in London, Norway, Milan, Italy, Holland and Belgium. Housing is still a problem but they are attacking it vigorously and you see huge housing projects under way everywhere. Especially is this true of the Scandinavian countries.

In Germany we visited Frankfurt, Bonn and Dusseldorf. These cities were almost completely destroyed and they are just about the same as when the war ended. Very little reconstruction has been accomplished. We were told this is due to the fact that currency was not stabilized until about a year ago. Previous to this there was no inclination to invest money in houses and reconstruction.

Where there is such vast destruction, a year's work does not make much impression. The German people in many places live in worse conditions than animals. We visited houses in which there were 8 to 15 living in one room. This is due to bombs destroying their housing, coupled with a huge influx of refugees and displaced persons, and these continue to pour into Germany in large numbers daily.

The people are poorly clothed—you see none well-dressed. All wear clothing which looks 15 to 20 years old. The size, style, or condition doesn't matter. If they can get into it that is all that matters. There is no happiness in their faces and they seem without hope. When the bombs destroyed their homes, businesses, careers, loved ones, they destroyed individual hope and life without hope is hardly worth living. All this is reflected in their faces and actions.

As we viewed the bombed-out cities, Frankfurt 60%, Coblenz 90%, Bonn 40%, we wondered whether the Germans, viewing these ghost buildings day after day, are developing a feeling against war, or whether they will develop a feeling of revenge which will dominate all else.

Although education was only a minor phase of our study, we did look into what was being done to reform German education. To attempt to change the educational system of any country is always a difficult task. People object strongly to any alteration of their educational program. This is especially true of the Germans.

Previous to the war they were known the world over for the excellency of their educational system. When the occupying authorities attempted reforms, the German people and teachers said, "Why do you wish to change something that has produced such great leaders in many fields and made lasting contributions to the world?" They point to their achievements in the fields of science, literature, medicine, art, sculpture, painting, etc. The obvious answer, of course, is that they have failed miserably in the field of government, citizenship, political science and international relations.

Now, the German schools are teaching these subjects. At first they met with violent opposition on the part of parents and teachers who were untrained to teach in these fields. However, most of the opposition has subsided and the education officials feel that real progress is being made. Obviously a real evaluation of the success of the program cannot be made until many years have elapsed and the effects of the teaching and learning can be viewed in the light of their democratic, political and social activities.

Adenaur, Chancellor of Germany, when asked his impression of the German schools, replied that he was not greatly impressed;



and he smilingly said that often teaching was achieved by attacking or hitting the end opposite the head. He went on to say that democracy as taught by the three occupying authorities was a doubtful affair, each nation having its own version of democracy, but he added, in a more serious vein, that the Germans really needed models of democratic living by which to pattern their living.

I am reminded of this conversation by three Germans as reported by an American educator:

1st German: "I'm the best democrat among us because I was a democrat even before Hitler took power."

2nd German: "Oh no, I'm the best democrat because I remained one even during the Hitler dictatorship."

3rd German: "You're both mistaken. I'm the best—because after 4 years of instructions by the Western Allies on how to act like a democrat I'm still one."

Adenaur opposes nationalization of industry believing it would concentrate power in the hands of the government and that this would lead to a return to Nazi principles. It is my observation that there is a rapidly increasing spirit of nationalism in Germany. When the atrocities of the concentration camps became known most Germans were ashamed of their nation. But, he said it was human to remember the good things and forget the bad things. The Germans have now become stronger physically and economically, and he believes it is time for the Germans to remember their former greatness. Only by a strong national feeling can they resist communism, he declared. He said the problem was to correctly channel this rising nationalism.

Adenaur thinks the United States has an interest in Germany that far exceeds political interest, and that Europe without a strong Germany would be a great loss to the world. I would add that practically all of the European countries feel that a strong Germany is necessary for a strong and prosperous Europe, but they all feel too that a strong Germany is a dangerous Germany. Here I should point out that there is considerable conversation and interest in a Federated Europe, economically if not politically. Adenaur pointed out that Europe is divided and feeble and he considers the concentration of European nations into a huge federation both a political and economic necessity.

The problems with which Western Europe is confronted at the present time are due only in part to the destruction and the impoverishment which the last world war has inflicted upon this old continent.

The whole setup of world economy has changed so much during the past fifty years that Western Europe will only be able to

recover a certain degree of prosperity, if, in addition to carrying out reconstruction work, determined efforts are made to adjust the structure of this economy, to world economy. To this end it is necessary that the countries of Western Europe should follow new courses, and should discard standards which formerly determined the relations between the powers of Western Europe.

The old prosperity of Western Europe was largely a result of the economic start which this continent had obtained ahead of other countries. This advantage reached its peak in the second half of the nineteenth century, when one Western European country after the other, under the influence of the increase in population, applied itself to further industrialization.

The result was, that Western Europe, became more and more dependent for regular supplies of goods upon imports from other countries. In former times this was no drawback. The proceeds of the exports of industrial products were more than sufficient to pay for the necessary imports of foodstuffs and raw materials. When other countries outside Europe also made great strides towards economic development, the interest in European products decreased. Nevertheless, up to the outbreak of the last world war, it was still possible to maintain the great imports from other continents, because the differences between imports and exports was fully covered by the yield of Western European investments, in the so-called economically backward countries, as well as by the revenues earned by Western European shipping companies and other concerns which granted services. The economic equilibrium which existed during the period between the two world wars was so unstable, however, that a struggle lasting nearly six years brought about an absolute chaos.

The rapid increase in population in Western Europe, which was accentuated by the displacement of large groups of the population, the destruction of Germany, the suspension of international payments, as well as by the elimination of a healthy trade with South East Asia, as a result of which the European raw material and food position as well as the possibility of earning dollars was impaired, were the cause of the present structural difficulties of Europe. To this must be added, to mention the most important points, the devastation caused in Europe during the war, the moral reaction which is a result of the great war effort and the dislocated financial position of many European countries.

The only road out of this chaos, is close economic cooperation between the countries of Western Europe. Before the war it occurred but too frequently that the European countries inflicted injury upon one another

in the economic sphere which could have been avoided by greater cooperation. The producing power of Europe was largely lost as a result of the great European country could pursue a purely national economy is past, and should make way for a period in which a large measure of coordination of the economic and monetary policy of the Western European countries takes place.

Only in this way will the European Recovery Programme, the Marshall Plan, achieve success. If the United States and the Marshall Plan has restored Europe to its pre-war condition of trade barriers, jealousies, high tariffs, and general lack of economic cooperation then our money has been wasted. It might not be far wrong to say that the most important part of the Marshall Plan is not our American dollars, but our leadership in the development of a spirit of cooperation, mutual respect, and a general understanding of the necessity of economically and politically working together. It seems to me there is considerable evidence that real progress is being made in this direction.

A great handicap is the lack of a strong European nation to lead the way. The recent getting together of France and Germany along with four other countries in the joint operation of the steel and coal industries of Saar Valley, is a tremendous step forward. This project was proposed by France, who fears and distrusts Germany, but a France, who recognized the right of German interest in the Saar and the necessity of working out a practical solution in a peaceful manner.

There was almost a unanimous conviction in our group that communism is being successfully halted. Also there is little doubt that without the Marshall Plan, Communism would have overrun Europe quickly at the close of the war. Communism actually is declining, judged by the smaller number of votes and decreasing membership in the various parliaments.

Actual membership in France—204 seats out of 940; Italy—183 out of 924; Belgium—18 out of 387; Norway—11 out of 150; Denmark—10 out of 226; Netherlands—12 out of 150; and Luxemburg—4 out of 51.

We met with them just as we would any other political group, but it was a tough task to listen to their attacks upon Democracy. They attack the Marshall Plan at every opportunity. Their main theme is that we are helping Europe for the sole purpose of entering into their politics and government, declaring that we are imperialistic in motives and intentions.

It seemed to be the general opinion that Communism would continue to decline to a small tough hard core.

Strangely enough, there is little talk of a

(Please Turn To Page Six)



## *An Adequate Diet*



"To buy, sell and distribute to a substantial portion of a hundred and thirty million people, one and three-quarter billion of dollars worth of food annually, at a profit of one and one-half cents on each dollar, is an achievement one may feel proud of.

"No place in the world, I take it, do food distributors accomplish efficient distribution at so low a margin of profit.

"In contrast, we are told, in other nations the problem is not one of an adequate diet but one of any diet at all."

Federal Judge Walter C. Lindley, U.S. vs.  
The Great Atlantic & Pacific Tea Co., et al.

No nation in the world is so well fed as ours.

At no time in history have so many people enjoyed such a bountiful and varied diet.

How did this all come about? Not by accident, you can be sure.

First, American agriculture — our six and a half million farm families, the agricultural colleges, and the state and federal departments of agriculture — have done a great job of improving the quality and increasing the variety and quantity of agricultural products.

Next, food distributors have worked unceasingly to develop more efficient and less costly means of getting these products into the hands of the ultimate consumer.

A & P, for example, has devoted all its energies for more than 90 years to the job of giving people more good food for their money.

We are constantly striving to shorten the route and speed the movement of food from farm and factory to dinner table. We are constantly seeking to eliminate waste of time, money, motion and food, all along the line.

Other distributors, too, have worked to cut their costs, and to pass along the savings to the ultimate consumer in the form of lower prices.

The net result of the combined efforts of farmers and processors and distributor is more food and better food for our people.

The men and women of A & P are proud of the part they have played in improving the diet of American consumers, by doing the nation's most efficient job of food distribution.



## **A & P FOOD STORES**



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## FLS-WH Records

Effective as of June 19, 1950, revised regulations governing "Records to be kept by Employers" under the Fair Labor Standards Act of 1938, were amended. Basically, the regulations are about the same as have been in force. Information required of exempt newspapers (those of less than 4,000 circulation) includes items (1) through (4), listed below, plus "Place or places of employment." Every employer (including non-exempt newspapers) "shall maintain and preserve payroll or other records containing the following information and data with respect to each and every employee to whom sections 6 and 7 (minimum wages and maximum hours) of the Act apply:

(1) Name in full, and on the same record, the employee's identifying symbol or number if such is used in place of name on any time, work, or payroll records. This shall be the same name as that used for Social Security

record purposes,

(2) Home address,

(3) Date of birth if under 19,

(4) Occupation in which employed,

(5) Time of day and day of week on which the employee's work-week begins. If the employee is part of a workforce or employed in or by an establishment all of whose workers have a work-week beginning at the same time on the same day, a single notation of the time of the day and beginning day of the work-week for the whole work force or establishment will suffice. If, however any employee or group of employees has a work-week beginning and ending at a different time, a separate notation shall then be kept for that employee or group of employees.

(6) (i) Regular hourly rate of pay for any week when overtime is worked and overtime excess compensation is due under section 7 (a) of the Act, (ii) basis on which wages are paid (such as '90c hr,' '\$7 day,' '\$40 wk'), and (iii) the amount and nature of each payment which, pursuant to section 7 (d) of the Act, is excluded from the 'regular rate' (these records may be in the form of vouchers or other payment data).

(7) Hours worked each work-day and total hours worked each work-week (for purposes of this section, a "work-day" shall be any consecutive 24 hours),

(8) Total daily or weekly straight-time earnings or wages; that is, the total earnings or wages due for hours worked during the work-day or work-week, including all earnings or wages due during any overtime worked, but exclusive of overtime excess compensation.

(9) Total overtime excess compensation for the work-week; that is, the excess compensation for overtime worked which amount is over and above all straight-time earnings or wages also earned during overtime worked.

(10) Total additions to or deductions from wages paid each pay period. Every employer making additions to or deductions from wages shall also maintain, in individual employee accounts, a record of the dates, amounts, and nature of the items which

*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.*

make up the total additions and deuctions.

(11) Total wages paid each pay period.

(12) Date of payment and the pay period covered by payment." No particular order or form of records is prescribed by the regulations. Payroll records should be preserved two years and these include: basic employment and earnings records, including time cards, wage rate tables, and work time schedules; records of additions to or deductions from wages paid; and order, shipping, and billing records.

## Candidates Can Receive Wrong Impressions

(Maryland Press Bulletin)

Once in a while the newspaper business has to go before some legislative group and fight against laws which might restrict and hamper freedom of the press. Like all businesses, newspapers need good public relations. A good place to start is with the political candidates of the state, some of whom will someday be passing laws that might affect your paper.

Some papers charge these political candidates more for their campaign advertising than their regular advertisers. Most candidates don't mind paying cash, but they don't understand why they have to pay more.

They also have the impression that if they run an ad, their announcement is news, but no ad, no news. This leaves them with the impression that your impartial news columns are hopelessly married to your advertising columns.

In short, we hope you have a good year for political advertising but also that the candidate will come away with greater respect for the newspaper business, not less.

Mrs. Cecil T. Williams, publisher of the Somerset Journal, has begun her third term as a member of the University of Kentucky Alumni Association board's executive committee.



## Are Newspapers Liable For Errors Occuring In Display Advertising

"What is the liability of newspaper publishers for errors in display advertisements in their publications?" asks Professor Frank Thayer, Wisconsin.

Most publishers have reasonably good proofreading and so the problem of liability on display advertising may arise very infrequently. But as the law deals with possibilities, not probabilities, it is well to analyze such contingencies.

In the first place, the factual situation must be determined. An advertiser may have approved the proof for his advertisement in which case there would be no liability on the part of the publisher, provided, of course, that the advertisement appeared in accordance with the approved proof.

When the error is made through negligence of the publisher, the question arises whether the publisher can collect for the price of the space. It is submitted that generally a publisher cannot collect for the space when the error was due to lack of care in checking the advertisement.

Another problem presents itself in this case. Would the publisher owe the advertiser for any losses the advertiser incurred when prices as given in the advertisement are less than the prices listed by the advertiser in his copy? There are several considerations. Ordinarily, the publisher would run a correction in the following issue and possibly a news story calling attention to the error. However, if the erroneous advertisement were in a community weekly issued on a Thursday and if the advertisement announced a special sale for the following Friday and Saturday, it would not correct the situation to run a corrected advertisement the following Thursday.

It would be possible, however, for the publisher to write a letter to the advertiser admitting the error. This letter could be shown the customers who might demand the goods advertised at the erroneous lower price. It might happen that the merchant, from a public relations viewpoint, would not care to disappoint his customers and would therefore proceed with the sale of the items at the lesser (erroneous) price.

In such a situation, may the merchant recover his loss from the publisher? It is submitted that in such a case, the merchant could not legally recover his loss, for the loss would be regarded as too vague and indefinite, but the merchant would not have to pay for the space. After all, the merchant elected to go ahead with the sale for the erroneous price; he did not attempt to

minimize his own loss.

In one Wisconsin community newspaper, an advertisement was run in the wrong location and the advertiser thought he did not receive full value for the advertisement; the paper re-ran the advertisement.

Ordinarily, a display advertisement is placed in a newspaper on the basis of contract. The advertisement does not legally offer certain goods for sale, but merely advertises for the public to make offers for the goods. If the situation were otherwise, a customer of a store could accept the "offer" as announced in the newspaper even though the merchant did not have sufficient goods to meet all the offers of the customers.

In a recent case, The Meridian Star ran an advertisement on December 15, announcing that goods would be sold at one-half off. The Star, however, ran this advertisement that was actually for insertion on December 26. The advertisement originally scheduled for December 15, had announced a sale at one-fourth off. The merchant elected to proceed with the pre-Christmas sale at the announced price of one-half off.

In stead of suing the newspaper on a contractual basis he elected to sue in tort (civil injury) for the negligence in switching the two advertisements. The Mississippi Supreme Court upheld the liability but remanded the case to the trial court on the question of the \$4,000 damages originally awarded (41 So. (2nd) 30 (1949). On a suggestion of error the case came before the Mississippi Supreme Court a second time but the suggestion of error was overruled (41 So. (2nd) 746 1949).

If a relationship gives rise to a legal duty without enforcing the contract, a tort action would lie; otherwise it would not.

In the Mississippi case, the sole relationship would seem to be contractual. The advertiser bought space in the newspaper; if there were an error in the advertisement or if there were a wrong insertion, as there was in fact in this case, the contract was not carried out as per agreement of the parties. A contract action should lie.

The Mississippi decision in the Kay case is unusual, and not one universally accepted in case of advertising relationships. It is doubtful if other jurisdictions would follow the doctrine of the Mississippi decision.

The court pointed out its primary task was to identify the cause as arising in tort liability. Resting on this basis, it was declared elemental that the damages must be such as resulted proximately from a neglect

act and were reasonably foreseeable as probabilities. The concluding factor in the issue of the amount of damage should be the duty of the plaintiffs (Kay's) to take reasonably available measures to mitigate or lessen damages.

On the basis of good public relations for the store should the merchant continue the sale at the erroneously advertised price, or should he run a correction and still endeavor to maintain the good will of his customers or prospective customers? If the merchant elects to proceed with the sale of merchandise at the lower, erroneous prices, it would seem that he elects to stand the loss.

Aside from the strictly legal problem that arises in controversies on advertising placement, it is advisable to settle with the aggrieved advertiser, in case of an erroneous advertisement, on the basis of partial payment for the space or a rerunning of the advertisement.

### Plymouth Rock Pledge

On June 25th at Plymouth, Massachusetts, "grass roots editors" took a Plymouth Rock pledge to the American way which they said is a stern road to "real freedom" and "not prison-type security."

A "new Mayflower compact" was solemnly signed by 150 members of the National Editorial Association at this enshrined landing spot of the Pilgrims in a ceremony of rededication to "freedom we inherited from our founding fathers."

Alan C. McIntosh, publisher of the **Rock County Star Herald**, of Luverne, Minnesota declared:

"The Pilgrims came here with the same burning desire we echo today — the wish for security and freedom. But they sought the true security of real freedom — not the prison type security where independence of action is forfeited.

"The Pilgrims faced realities . . . We have been content to dream of the living the world owes us, while we sneer at those who prize honesty and thrift."

". . . We must maintain the sovereign dignity of the individual. We must fight the encroachment of bigness in Government, business and unions upon the liberties of the individual."

NEA presented a scroll of the new compact, phrased in the style of the 1620 document, to the town of Plymouth. The signers of it professed their "solemn conviction in virtue of integrity based upon self respect and honest toil, and our considered appreciation of strong character, thrift, hard work, upright dealing, unselfish devotion to public welfare and of our Christian faith."



If you are running a full page of signature ads of local merchants with an announcement offering free merchandise, theater tickets, etc., to the person whose name, selected at random, is published in each ad—beware. According to Post Office Solicitor Frank J. Delaney, that ad constitutes a lottery and the newspaper is unavailable at second-class rates.

In a case reported by the Nebraska Press Association, the names of the persons who received the prizes were not necessarily subscribers to the newspaper. The names were selected from the list of subscribers and other available directories for that locality. Mr. Delaney ruled:

"The selection of those whose names will appear in the advertisement is a matter of chance. It would also appear that although it might not be a requirement for selection that a subscription be purchased, yet it would be advantageous to subscribe in order to have a better chance of being chosen. The plan is accordingly in conflict with Section 36.6 P.L.&R. 1948, and all matter relating to it is nonavailable. It may also be stated that a scheme is none the less a lottery because a segment of the participants pay no fee as long as others in the plan do so."

Post Office Department solicitor Frank J. Delaney stated recently his opinion that cooking school drawings are not lotteries. "This office holds attendance at a cooking school does not constitute the element of consideration," Delaney ruled. "Consideration is not present in a requirement that persons attending a cooking school remain for a drawing held at its conclusion."

Construction of a new A. M. radio transmitting unit for Bowling Green's station WKCT is scheduled to begin soon, enabling the station to begin night operations by September 1. The station, an affiliate of the Bowling Green Park City Daily News, has been operating on a daytime basis for the past two and one-half years. Night operations were approved recently by the FCC. The new construction will include a transmitter and towers.

*(Continued From Page Two)*

war with Russia. It seems they feel little danger of open hostilities, but are concerned with a long cold war. They believe the best way to defend themselves is to create a sound and prosperous Europe, in which people are employed and well-fed and clothed. Communism then loses its appeal. We were in all countries except Germany amazed to see very little evidence of bombing. The English have accomplished little short of a miracle in the physical rebuilding of Lon-

don. Looking closely one can discover an occasional unrepaired building skeleton. Too, there are vacant lots here and there where a building formerly stood. These are now converted to parks enhancing the beauty of London by relieving the monotony of uninterrupted walls of buildings.

Two of our main interests in London were socialized medicine and nationalization of industries.

We were supplied with reams of literature explaining the health program. Even a brief description would require much space. Suffice to say perhaps, the program covers every conceivable phase of health. We were particularly anxious to get a good cross-section viewpoint of how the Londoners liked socialized medicine so we took every opportunity to talk with doctors, nurses, waiters, cab drivers, businessmen, teachers, people in all walks of life. Although 95% of the people and 17,000 out of 21,000 doctors have joined, they are far from satisfied.

Here are a few of the main criticisms. The doctors are too busy, have too many patients, thus creating long waiting periods for the patient. Especially is this true in the field of dentistry. The huge increase of patients is explained by the fact that since teeth and treatment are now available at no cost, those who should have had attention earlier are now flocking to the dentist. This is a temporary confusion probably and authorities maintain it will eventually disappear as soon as the backlog has been eliminated. Another item which adds to the number of patients per doctor is the fact that free medicine causes many to visit a physician for some minor ailment easily treated at home simply to get the benefit of free medicine at the chemists (pharmacy.)

Another complaint is the disappearance, in some degree at least, of the old-time patient-physician relationship. While authorities claim this relationship is just the same as always, the people on the street say no. The same average person also says there is increase administration problems, adding more confusion and delay. These are a few of a large number of complaints.

Generally speaking it seems as though a good job has been done to get such a huge undertaking functioning, even though imperfectly at the moment. It is fair to state, I believe, that most people believe the kinks will eventually be ironed out. England has tried to do all at one time what it has taken the Scandinavian people many decades to develop. Many feel that the program should have been started on a small scale, including certain fields of health at first, and as each was perfected include more and more until all were finally encompassed.

Nationalization of industries has included most of the large vital industries. It is my

observation that there is an increasing widespread dissatisfaction. It would not be surprising to see a definite swing from this liberal trend to a more conservative course in the future. Of course, it is rather difficult to unscramble an omelette, but there are many in England who would try if given the opportunity. A main criticism of nationalization is increased prices to the consumer, resulting from the lack of competition provided by free enterprise and the traditional inefficiency of governmental operation.

May I say in conclusion that Europe in general is far along the road to a complete recovery. Housing remains serious, but much has been accomplished and buildings are being constructed rapidly. There is no shortage of food or commodities of any kind. Business is booming in many countries. There is little unemployment. Countries such as Switzerland, Belgium, Sweden are far better off now than in 1938. England's per capita consumption is greater than pre-war level. Her per capita production in most instances equals that of 1938, and she is retiring her national debt.

In answer to a question I asked myself all along, "Could Europe have recovered without our help?"—I believe so. Should the United States have disappeared in the ocean and Europe realized there was no hope of assistance anywhere, I think they could have eventually completed their recovery. It would have been a tremendously more difficult job and would have taken a much longer time. Too, there is little doubt but that Communism would have become dominate. But with the possibility of our aid forthcoming a psychological aspect enters the picture.

I think all will agree we have a huge stake in the economic recovery of Europe. We are a great producing country, capable of producing far more than we need. Europe is the most logical outlet for our goods. We can't sell to them if they are unable to buy. Incidentally one great problem remaining in Europe, is the dollar-gap. They are importing far more than they are exporting. This cannot continue indefinitely, unless the deficiency is made up by investments abroad, which was the case before the war. This investment no longer exists in any appreciable amount. The dollar-gap is being steadily reduced, but much remains to be done before 1952.

We have bridged the gap from almost total helplessness following the war by our American dollars to a condition in which Europe has made great progress and achieved considerable independence economically. When the Marshall Plan ceases in 1952 much adjustment must be made from depending upon the United States financial crutch to standing upon their own feet. I personally think it will not be a too difficult job.



It is now Dr. Mark Ethridge, L.L.D. Mr. Ethridge was honored by receiving an honorary degree granted him at the 1950 commencement of Harvard University. His citation read: "Reporter, editor, publisher; his journal sets a high standard by providing the reader with accurate information and

balanced judgments of the daily news."

The dark corners of a Linotype machine can be lighted up easily with the aid of a small mirror such as those found in women's compacts. Mirrors discarded by dentists also are good for directing light into dark corners.

### Paducah Publisher Honored For Service

(By JOE LaGORE)

Edwin J. Paxton, publisher of the Paducah Sun-Democrat, was honored for 50 years of community service as a newspaperman, at a citizens' dinner given for him June 30. The dinner was attended by 205 persons, with Vice-President AlBen W. Barkley as the principal speaker.

The 73-year-old publisher became associated with the Paducah Evening Sun June 10, 1900, and before long was its editor and publisher. In 1929 he bought the Paducah News-Democrat, merged it with the Sun, the name of the paper becoming the Paducah Sun-Democrat.

Employees of the Sun-Democrat presented Paxton an oil painting of himself and a Morocco leather-bound scrap book.

Citizens gave him a gold plaque inscribed with a message of appreciation "for a half century of outstanding community service."

The Paducah junior chamber of commerce gave the publisher a plaque for his service to the organization. He is known as "the father of the Paducah Jaycees." An 18-hole municipal golf course, built by the jaycees with financial help and guidance from Paxton, is named for him.

Paducah's Mayor Stuart Johnston pointed out at the dinner that Paxton serves the city of Paducah in three capacities — as chairman of the municipal water works commission, as a member of the Paxton Park board and as a member of the mayor's labor-management committee.

Vice President Barkley said, "I have always felt that newspaper work, next to the ministry, offered the greatest opportunity for influence in the intellectual, moral and political fields.

"It is easy to practice personal journalism—color the news and write editorials in the news columns. The Paducah Sun-Democrat has never been guilty of personal journalism. It never has tried to destroy a man and it never has been vicious. "The Sun-Democrat has been forthright and honest, and its editorial policy always is intelligent," he added.

Lawrence Hager, publisher of the Messenger and Inquirer at Owensboro, Ky., and a 40-year friend of Paxton, said at the dinner, "The newspaper people of Kentucky love and respect Mr. Paxton."

Another tribute was paid Paxton when Governor Earle C. Clements commissioned him as an honorary Kentucky Colonel.

A press operated by steam power was invented in 1882.

### JUST AS STRENGTH INSPIRES CONFIDENCE

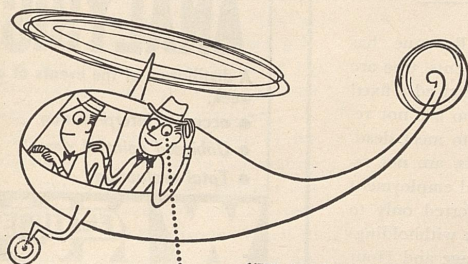
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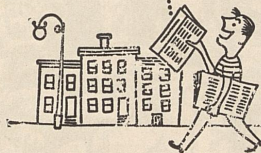


"Wait, Joe—it looks like the 'Star' has changed to 8½-point Corona"

(FOLLOWING THE TREND TO LARGER SIZES)

Not every reader, of course, will spot the face—and the point size—at twenty paces. But their eyes will light up at the easy-reading sharpness of line, the clear contrast, the clean texture Corona gives your page. That's why more than 350 leading newspapers have switched to Corona.

Corona is bigger. Yet you can cast the 8½-point Corona on an 8-point slug! For papers going to a larger size, the 8½-point is a natural step up from 7½-point Corona. It's the same big, true-rounded letter, so it also shapes up nicely on newsprint, holding the proper spacing and form. Restyle your paper with this big, readable, economical face. Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, N. Y.



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by  
**LINOTYPE**

Set in Linotype Corona and Gothic No. 19 ("Corona" Reg. U.S. Pat. Off.)

TRADE MARK



**NAS-KPA Will Distribute AMA Fall Advertising**

An old and well known weekly newspaper advertising representative is trying to recoup dwindling lists by dangling before at least some of our newspapers the bait of a five-column 14-inch ad. This probably is the campaign planned by the American Medical Association. If and when it breaks, you'll get the advertising just as readily through your NAS-KPA setup as through any other source. No representative has exclusive accounts; if anyone is going to use the weeklies they use 'em, placing orders through the recognized representative of each; only time there's any hitch is with those newspapers which have signed up with more than one representative. In these cases the advertiser doesn't know how the order should be placed and sometimes it isn't placed.

At a recent convention of the American Medical Association, the AMA president said, "If it were not for the leadership of the American Press in defending our fundamental liberties, American medicine even now might be socialized and under the heel of political dictation.

"The newspapers of America with few exceptions have taken a strong stand not only against socialized medicine but against all forms of state socialism in this country, and the doctors of America are proud to take their stand beside the fighting editors of America in the battle to save our freedom and the system of individual initiative which maintains it."

**Buel Gaskin Dies**

Buell Gaskin, owner of the Russell County News at Jamestown, died June 15 at Middleburg following a heart attack.

Gaskin, who was 42, entered the publishing business at Jamestown in 1940 after several years of work on small town and metropolitan newspapers. A native of Russell County, he was educated in local schools and attended the University of Kentucky. He was widely known among Kentucky publishers and active locally in civic affairs.

Survivors include his father, J. P. Gaskin, who will continue the publication of the News.

Col. W. Vernon Richardson, 73-year-old Kentucky newspaper man, recently led the grand march at the Centre College carnival in Danville for the 46th consecutive year.

Economy measures in some small linotype, batteries call for cutting corners and rejuvenating old parts where practicable. One dollar-saver consists of cutting slightly damaged liners to another length. The new measure may be stamped into the side of the liner.

**Don't Short-Change Space**

Newspaper Advertising Service informs us that several of their clients have complained about the practice of some publishers who continually short space their clients in national advertising. This results from (1) cutting down the mat, and (2) when shrinkage occurs, not filling in for white space. These accounts (primarily automotive) are now adopting a practice of making payment for only the lineage measured.

In the interest of better serving your national advertising clients, and as assurance for keeping national advertising in your publication, please make every effort to see that these shortages do not occur.

Your manager also points out this complicates making your books balance when your bookkeeper charges for the space ordered and you get paid for only space used. Several accounts handled by your KPA Service are measured for space and paid accordingly.

The Bureau of Internal Revenue has ruled that part-time correspondents, who are paid on a space rate basis or received a fixed compensation monthly and who are not required to keep regular hours to meet deadlines or to cover special events, are not regarded as employees for federal employment tax purposes. The ruling referred only to Social Security and income tax withholdings and not in any way to the Wage and Hour Law.

ABC is advertising insurance.

A group of reporters first conceived the idea of the Linotype in 1866.

**"What's The News"**

*That historic cry of inquiry, a mainspring behind the vital development of American newspapers, has suffered a change. Now it's "What's the meaning of the news?"*

*For readers of the nation's weekly newspapers, the answer is provided in the most timely feature of them all—*

**WEEKLY NEWS ANALYSIS**

A distillation of the events of a week.

- accurate interpretation
- Unbiased point of view
- Total evaluation



ONE OF KENTUCKY'S TRADITIONS

**Exploring Neighborhood Caves**

Have you travelled the dark way inside a hillside cave? Have you found long forgotten names smoked by candle on the wall of some newly discovered gallery? Then you have savored to the full the thrilling adventure of exploring neighborhood caves that is one of Kentucky's most precious traditions.

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

Like exploring neighborhood caves, BEER BELONGS in Kentucky. Often in olden days a convenient cave was the cool repository of some cherished half barrel of mellow beer, the beverage of moderation.



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### National Newspaper Week Again Set October 1-8

Emphasis of 1950 National Newspaper Week will be on services performed by the newspaper for its readers and its community, according to plans now being prepared for the annual observance by Stanford Smith, secretary-manager of the Georgia Press Association, national chairman of the 1950 Week.

October 1-8 again will be the dates with Saturday, October 7, designated as National Newspaperboy Day and set aside for special recognition to the carriers who deliver newspapers to subscribers through all kinds of weather.

Slogan of the 1950 observance will be "American Newspapers—Truth to a Free People." Chairman Smith declared this points up the greatest service rendered by the American press, that of providing the citizenry with factual information—truth on which to base an intelligent public opinion. This slogan also gives every newspaper publisher food for thought in re-appraising his own newspaper and in rededicating himself to the highest ideals of free journalism.

This also ties in with the theme of the 1950 program—"Rededicated to Community Service." Every publisher can examine his public service performance of the past year for his community and rededicate himself to the same type of community service as has been performed by the American press for worthwhile public projects for many years, Chairman Smith emphasized.

National Newspaper Week is sponsored annually by Newspaper Association Managers. Other members of the committee are Cranston Williams, American Newspaper Publishers Association; William F. Canfield, Inland Daily Press Association; Walter C. Johnson, Southern Newspaper Publishers Association; J. Russell Heitman, Alabama Press Association; Edwin A. Bemis, Colorado Press Association; Edwin O. Meyer, Virginia Press Association, and Larry Miller, Kansas Press Association, president of the managers organization, ex officio.

Kentucky newspapers again this year are invited to join other national newspapers in National Newspaper Week. The quantity of promotion that each newspaper will do is a matter of the editor's news and editorial policy, but we hope that every KPA newspaper will give some space to National Newspaper Week—your one important week in which you can "blow your own horn" and point out to your readers the importance of a free press.

Following our usual custom, Newspaper Association Managers will furnish your



Mat of this free to you for Newspaper Week Write The Printers' Port, Omaha

central office with a promotion kit which will reach each newspaper soon. In this kit you will find plenty of editorial material as well as valuable suggestions for your active participation.

For the pictorial side, through the co-



Lucien G. Fluty, a June graduate of the University of Kentucky Department of Journalism, has been named editor of the Louisa News.

Don Clark has resigned the editorship of the Paintsville Herald to accept the post of associate editor of the Jeffersonton Jeffersonian.

operation of Metro Newspaper Service, mats of the official emblem for the week in three sizes will be sent free to every newspaper on request. Simply write on your stationary and request NNW mats; address, 80 Madison Avenue, New York 14, N. Y. A mat of President Truman's letter of congratulations on the occasion will be sent free on request by Stamps-Conhaim-Whitehead, 1032 S. Grand Ave., Los Angeles 15, Calif.

Two two-column cartoons are also free on request if you write to Printers' Port, Inc., 1301 Dodge St., Omaha 2, Nebr. Simply ask for the two mats for the week. These cartoons were made available by the Iowa School of Journalism.

We also hope to have a proclamation by Governor Clements. This will reach you in plenty of time for publication on October 1.

Mr. Herndon Evans, publisher of the Pineville Sun, and Mrs. Evans are recovering from severe bruises received recently in an automobile accident near Danville.

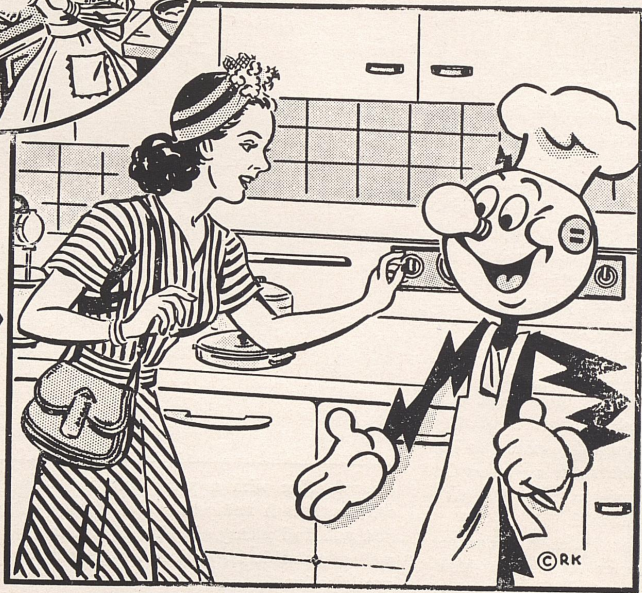
A seven-column Irvington Herald is now being produced by Editor George M. Wilson following installation of a new press at the Herald plant.





← YESTERDAY

TODAY →



## EMANCIPATION --- 1950

Yesterday the average housewife spent long hours in her kitchen, and the hours she could spare from the kitchen were spent with broom, dustpan, and mop in other parts of the house.

Today electricity has taken the drudgery out of dozens of household chores that once were done entirely by hand.

Go upstairs, downstairs, all through the house . . . what else does so much for you, yet still remains the biggest bargain in the average family's budget? The average KU customer spends less than 14 cents a day for all the convenience and comfort her electricity brings her.

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