

# The Kentucky Press

**OCTOBER, 1950**

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



VOLUME TWENTY-ONE  
NUMBER TWELVE

Publication Office:  
University of Kentucky  
Lexington

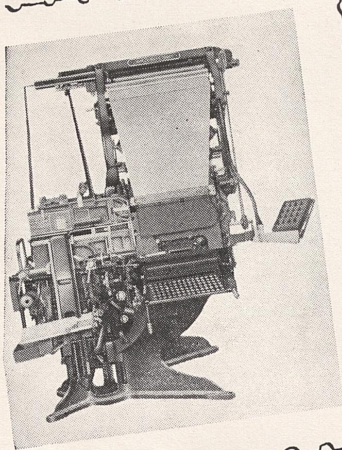


New Modern Printing Plant Of The Franklin Favorite

Official Publication Kentucky Press Association

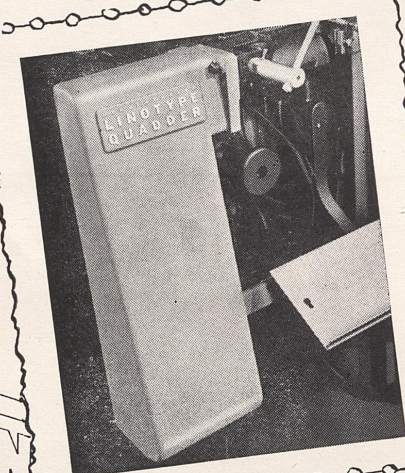


## At the Graphic Arts Exposition— these were the hits of the show!



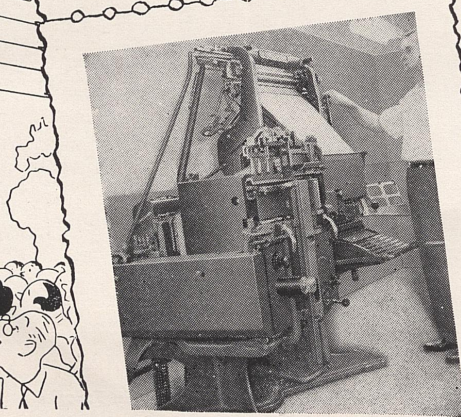
### 1. New Blue Streak Comet—fast, dual-purpose Linotype

The fastest Linotype ever built, the new Comet thrives on last-minute rush jobs or steady hour-after-hour straight-matter production. Operated *manually* or by *Teletypesetter*, it can race through as much as 12 lines of single-column text per minute! With Teletypesetter and a special Linotype self-quadder, it quads right, left and centers in response to tape perforations! Whether you need a manually or Teletypesetter-operated machine, you will want to check the many exclusive features of the Blue Streak Comet.



### 2. New MLCo. Quadder—for your present machine

Adaptable to most line-composing machines, the ML Quadder enables you to gain new savings, new profits from your composing-room equipment. Simple, sturdy, reasonably priced, the new ML Quadder quads right, left and centers—but does not interfere with regular Linotype operation. It is installed outside the casting area. Designed and built for easy operation, easy maintenance and extra safety.



### 3. The LINO FILM—a Linotype photo-composer

Operating on a modified Linotype principle, the LINO FILM can produce 8 lines of filmed copy per minute. It accommodates two 90-channel magazines; uses special 2-letter matrices. Type sizes from 6 to 36 points are obtained photographically from one font of matrices. Shown only as an example of Linotype research in photo-composition, the LINO FILM is not offered for sale.

Whether or not you have seen these new Linotype developments, you will certainly want to go over their many exclusive time-saving and profit-building features with your Linotype representative. Write or phone him today. Mergenthaler Linotype Company, Brooklyn 5, New York.

Linotype Corona, Gothics No. 18 and 20



Sm  
An

Iowa  
percent  
than we  
larger co  
annual  
State Un  
paper Se

The st  
go" as re

We se  
in the st  
plete tha  
and profi  
income,  
used in T

We rec  
incomplete  
in Tables

The re  
population  
we had to

Group  
3,000 pop

Average in  
groups: to

Average In  
Average E  
% of In  
Average P  
% of In

Average ci  
40 papers i  
Population  
group

Weeklies u  
3,000 pop.  
Weeklies fr  
3,000 to

10,000 pop.  
Semi-week  
from 3,000  
10,000 pop.

Dailies fr  
3,000 to  
10,000 pop.

Dailies 10,0  
pop. and o

Sources of  
3,000 popul  
reporting p

Source of  
income

Local Displ  
National  
Classified

Legal  
Total Ads  
Circulation  
Job Printing  
Miscellaneous



## Small Weeklies Show Profit In Fourth Annual Iowa "Income, Outgo" Survey

Iowa small town weeklies showed a greater percentage of profit on the average last year than weeklies, semi weeklies and dailies in larger communities, according to the fourth annual income and expense survey of the State University of Iowa's Bureau of Newspaper Service.

The study, made on 1949 "income and outgo" as reported by Iowa newspapers, says

We sent questionnaires to all newspapers in the state and received 40 replies so complete that we could total income, expense and profit and could calculate per subscriber income, expense and profit. These 40 were used in Tables 1 and 2.

We received an additional 25 replies with incomplete data. All 65 returns were used in Tables 3 through 8.

The returns were broken down into three population groups. The returns for which we had totals are:

Group I—25 weeklies from towns under 3,000 population.

Group III—two dailies from cities of 10,000 population and over.

For the 25 papers in Group I, the smallest town.

Group II—13 weeklies, semi-weeklies and dailies from cities of 3,000 to 10,000 population group, profits represented an average of 24.4 percent of the average income. This compared with 14.7 percent for Group II papers and 19.1 percent for Group III papers.

Expenses of the 40 papers as a group averaged 81.5 percent of average income in 1949. A survey of 51 Iowa weeklies, semi-weeklies and dailies taken by the Bureau last year showed 1948 expenses averaged 81.9 percent of income. A previous study of 41 papers showed 1947 expenses averaged 82.5 percent of income.

The three studies did not cover the same panel of newspapers, however, so no scientific comparisons may be made.

Table No. 1 shows the average income,

average expense and average net profit for papers in Groups I, II and III.

Table No. 2 shows the average circulation and per subscriber income, expense and profit for weeklies in Group I, weeklies, semi-weeklies and dailies in Group II, and dailies in Group III.

Dailies in Group III cities (10,000 population and over) reported the highest per subscriber profit, \$7.03. Their per subscriber income was \$36.74 and per subscriber expense was \$29.71.

The lowest per subscriber profit was reported by weeklies in Group II cities (3,000 to 10,000 population). Their average per subscriber profit was \$2.62 with a \$17.69 per subscriber income and \$15.07 per subscriber expense.

Semi-weeklies in Group II cities were second highest in per subscriber profit, \$5.38. They reported an average per subscriber income of \$25.00 and expense of \$19.62.

The per subscriber profit of dailies in Group II cities was \$4.71, with income of \$34.70 and expense of \$29.99.

Weeklies in Group I towns (under 3,000 population) reported \$3.94 as average per subscriber profit, with income of \$16.15 and

**Table One**

Average income, expense and profit for 40 papers in three population groups: towns under 3,000 to 10,000, and 10,000 and over.

	Group I 25 papers under 3,000	Group II 13 papers 3,000 to 10,000 pop.	Group III 2 papers 10,000 and over pop.
Average Income	\$26,364.27	\$129,127.96	\$647,704.50
Average Expense	\$19,931.80	\$110,188.84	\$523,775.00
% of Income	75.6	85.3	80.9
Average Profit	\$ 6,432.47	\$ 18,939.12	\$123,929.50
% of Income	24.4	14.7	19.1

**Table Two**

Average circulation and per subscriber income, expense and profit for 40 papers in three population groups.

Population group	Average circulation	Income per subscriber	Expense per subscriber	Profit per subscriber
Weeklies under 3,000 pop.	1632	\$16.15	012.21	\$3.94
Weeklies from 3,000 to 10,000 pop.	3170	\$17.69	\$15.07	\$2.62
Semi-weeklies from 3,000 to 10,000 pop.	4127	\$25.00	\$19.62	\$5.38
Dailies from 3,000 to 10,000 pop.	4698	\$34.70	\$29.99	\$4.71
Dailies 10,000 pop. and over	17,629	\$36.74	\$29.71	\$7.03

**Table Three**

**INCOME**

Sources of income as reported by weeklies in Group I towns, under 3,000 population; average income and percent of total income for the reporting papers.

Source of income	No. of papers	Average income	% of total income
Local Display	6	\$14,367.07	47.4
National	7	2,195.47	7.6
Classified	9	1,603.72	5.0
Legal	15	1,489.08	5.2
Total Ads	39	15,062.79	60.4
Circulation	38	3,359.80	13.3
Job Printing	38	5,997.63	23.6
Miscellaneous	27	1,155.41	4.3

**Table Four**

**INCOME**

Sources of income as reported by weeklies, semi-weeklies and dailies in Group II cities, 3,000 to 10,000 population; average income and percent of total income for the reporting papers.

Source of income	No. of papers	Average income	% of total income
Local Display	2	\$28,402.54	54.9
National	2	3,691.38	7.1
Classified	2	4,042.06	7.8
Legal	2	2,965.10	5.7
Total Ads	6	32,533.46	69.1
Circulation	6	5,614.75	11.9
Job Printing	6	6,732.84	14.3
Miscellaneous	5	2,376.92	4.4
<b>Semi-weeklies</b>			
Local Display	3	\$48,537.10	48.2
National	3	8,752.11	8.7
Classified	3	6,612.60	6.6
Legal	1	3,258.82	3.4
Total Ads	3	65,666.63	64.3
Circulation	3	14,531.68	14.4
Job Printing	3	16,602.64	16.5
Miscellaneous	3	10,392.50	10.3
<b>Dailies</b>			
Local Display	8	\$75,179.47	46.1
National	8	13,777.14	8.5
Classified	8	16,259.43	10.0
Legal	7	3,439.99	2.1
Total Ads	8	108,295.87	66.4
Circulation	8	38,213.77	23.4
Job Printing	5	20,980.46	12.5
Miscellaneous	7	3,864.69	2.4

**Table Five**

**INCOME**

Sources of income as reported by dailies in Group III cities, 10,000 population and over; average income and percent of total income for the papers reporting.

Source of income	No. of papers	Average income	% of total income
Local Display	2	\$317,330.00	49.0
National	2	69,197.50	10.7
Classified	2	83,346.00	12.9
Legal	2	4,896.00	.7
Total Ads	2	474,759.50	73.3
Circulation	2	168,816.50	26.1
Job Printing	—	—	—
Miscellaneous	2	5,129.00	.6



expense of \$12.21.

Tables No. 3 through 8 show the sources of income and expense for all papers reporting, broken down into the three population groups.

Tables No. 3 through 8 also show the number of papers reporting in each category because some papers did not report on certain items listed in the questionnaire. Other papers lumped several items together and it was impossible to include their answers in the sub-totals.

The "percentage of total income and expense" columns do not add up to 100 percent because the number of papers reporting for

each item varied greatly.

By checking the various tables, you can compare your paper's financial operation with the average paper in your population group.

Table No. 3 shows the sources of income, average income from each source and percentage of total income for weeklies in Group I towns (under 3,000 population).

Table No. 4 shows the sources of income, average income from each source and percentage of total income for weeklies, semi-weeklies and dailies in Group II cities (from 3,000 to 10,000 population).

Table No. 5 shows the sources of income,

average income from each source and percentage of total income for dailies in Group III cities (10,000 population and over).

Table No. 6 shows the sources of expense, average expense from each source and the percentage of total expense for weeklies in Group I towns (under 3,000 population).

Table No. 7 shows the sources of expense, average expense from each source and percentage of total expense for weeklies, semi-weeklies and dailies in Group II cities (3,000 to 10,000 population).

Table No. 8 shows the sources of expense, average expense from each source and per-

(Please Turn To Page Six)

**Table Six**

Sources of expense as reported by weeklies in Group I towns, under 3,000 population; average expense and percent of total expense for the reporting papers.

Source of expense	No. of papers	Average expense	% of total expense
<b>EXPENSE</b>			
Wages, Salaries, Commissions, Bonuses			
Administrative, Executive	22	\$ 3,266.54	13.6
Editorial, Advertising, Business and Clerical	30	3,473.79	16.5
Mechanical Departments	28	6,699.90	32.1
<b>TOTAL WAGES</b>	<b>34</b>	<b>12,046.90</b>	<b>56.7</b>
Payroll Taxes	22	118.16	.6
Business Taxes	29	366.40	1.7
Newsprint	23	1,403.69	6.0
Inks, Advertising			
Mat Services	22	423.22	1.8
Engraving, Photos, etc.	23	388.47	1.7
Job Shop Paper, Rollers and Office Supplies	18	3,279.44	13.3
Power, Light, Heat, Gas, and Water	30	529.02	2.5
Freight, Postage, Mailing, Delivery	30	531.02	2.6
Telephone, Telegraph and Travel	29	476.20	2.2
Rent and Repairs	30	572.95	2.7
Depreciation	31	892.60	4.1
News Feature, Wire Services and Supplements	12	410.28	1.5
Bad Accounts	7	126.68	.5
Interest and Insurance	30	732.76	3.3
Contributions, Miscellaneous Expense	28	621.95	2.8

**Table Seven**

Sources of expense as reported by weeklies, semi-weeklies and dailies in Group II cities, 3,000 to 10,000 population; average expense and percent of total expense for the reporting papers.

Source of expense	No. of papers	Average expense	% of total expense
<b>EXPENSE</b>			
Wages, Salaries, Commissions and Bonuses			
Administrative, Executive	4	\$ 5,686.00	11.9
Editorial, Advertising, Business and Clerical	3	4,836.50	11.1
Mechanical Departments	3	13,340.50	30.5
<b>TOTAL WAGES</b>	<b>5</b>	<b>26,326.13</b>	<b>55.1</b>
Payroll Taxes	6	432.90	.9
Business Taxes	6	536.63	1.1
Newsprint	5	2,936.42	5.9
Inks, Advertising			
Mat Services	4	408.41	.8
Engravings, Photos, etc.	4	971.32	2.0
Job Shop Paper, Rollers and Office Supplies	2	5,102.43	7.9
Power, Light, Heat, Gas and Water	5	805.72	1.7
Freight, Postage, Mailing, Delivery	4	566.50	1.2
Telephone, Telegraph and Travel	4	813.89	1.7
Rent and Repairs	4	1,378.69	2.9
Depreciation	4	2,459.61	5.2

News Feature, Wire Service and Supplements	1	443.00	1.0
Bad Accounts	1	735.00	1.8
Interest and Insurance	5	1,079.86	2.3
Contributions, Miscellaneous Expense	5	1,353.93	2.8

Source of expense	No. of papers	Average expense	% of total expense
<b>EXPENSE</b>			
Wages, Salaries, Commissions and Bonuses			
Administrative, Executive	3	\$ 9,655.00	12.2
Editorial, Advertising, Business and Clerical	3	14,962.49	18.9
Mechanical Departments	3	26,013.88	32.9
<b>TOTAL WAGES</b>	<b>3</b>	<b>50,909.71</b>	<b>64.5</b>
Payroll Taxes	3	890.38	1.1
Business Taxes	3	842.11	1.1
Newsprint	3	4,753.33	6.0
Inks, Advertising			
Mat Services	2	870.00	1.1
Engravings, Photos, etc.	3	1,549.26	2.0
Job Shop Paper, Rollers and Office Supplies	2	6,825.00	8.4
Power, Light, Heat, Gas and Water	3	1,644.52	2.1
Freight, Postage, Mailing, Delivery	3	1,504.34	1.9
Telephone, Telegraph, Travel	3	609.99	.8
Rent and Repairs	3	1,843.33	2.3
Depreciation	3	3,101.00	3.9
News Feature, Wire Services and Supplements	2	460.00	.6
Bad Accounts	2	175.00	.2
Interest and Insurance	3	1,139.49	1.4
Contributions, Miscellaneous Expense	3	1,559.61	2.0

Source of expense	No. of papers	Average expense	% of total expense
<b>EXPENSE</b>			
Wages, Salaries, Commissions and Bonuses			
Administrative, Executive	8	\$ 23,585.63	16.7
Editorial, Advertising, Business, and Clerical	8	25,479.88	18.1
Mechanical Departments	8	35,886.99	25.5
<b>TOTAL WAGES</b>	<b>8</b>	<b>84,952.50</b>	<b>60.3</b>
Payroll Taxes	7	2,029.81	1.4
Business Taxes	7	1,140.67	.8
Newsprint	7	10,906.34	8.5
Inks, Advertising			
Mat Services	7	724.29	.5
Engravings, Photos, etc.	7	1,783.41	1.3
Engravings, Photos, etc.	7	1,783.41	1.3
Job Shop Paper, Rollers and Office Supplies	7	6,998.91	5.4
Power, Light, Heat, Gas and Water	7	2,109.70	1.5
Freight, Postage, Mailing, Delivery	8	4,007.19	2.8
Telephone, Telegraph and Travel	7	1,717.08	1.2
Rent and Repairs	8	2,690.75	1.9
Depreciation	8	3,476.37	2.5
News Feature, Wire Services and Supplements	8	5,070.60	3.6
Bad Accounts	5	755.51	.6
Interest and Insurance	8	1,449.24	1.0
Contributions, Miscellaneous Expense	8	9,129.56	6.5

OF  
Vle  
Prin  
Joe La  
Dougl  
Victor  
Chairm  
byville  
senger,  
Park C  
Dalton,  
Fourth,  
town; K  
News,  
Messen,  
Daily N  
Advoca  
Dyche,  
William  
Past P  
Brand  
Incre  
into ne  
make it  
ditional  
are abs  
It do  
you tha  
that bu  
sight. C  
line so  
some ac  
down w  
quantity  
munity  
higher p  
psycholo  
Later  
along w  
be able  
price co  
look at  
cause th  
prices fr



**T**HE 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.

Official Publication of the Kentucky  
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume 21, Number 12

#### 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.



Increasing costs in all materials that go into newspaper and printing production make it apparent, more and more, that additional means of procuring more revenue are absolutely necessary.

It doesn't take any argument to convince you that your costs are going up. Not only that but the end of rising costs is not in sight. Governmental action on holding the line so far has been very feeble. Just when some action will be taken to try to hold down wages and prices is an unknown quantity. Every line of business in your community is going through the process of higher prices. Your merchants are in the psychological mood for a price raise now.

Later on if prices are frozen and you come along with a rate increase (which you will be able to do as newspapers are exempt from price controls) your merchants are going to look at the raise with a frigid attitude because they feel they have had their own prices frozen.

Now this all calls for some common sense and not just an indiscriminate wave of price increases on advertising. Figure out what you need to keep making a fair and legitimate profit, then raise your figures accordingly. You could raise your national rate to the sky but that will not solve your problem because the bulk of your advertising is local and that is where you must look for your substantial increase in income.

Whether you like it or not, we are in an inflationary stage, and if you want to keep your head above water you must move along with it.

The additional revenue must accrue from circulation, commercial printing, and advertising. Many newspapers are raising their subscription rates to \$2.50 and/or \$3.00 a year — and are finding that very few "kicks", if any, have been received over the raise. To most newspapers, this raise means 25% to 60% more circulation revenue. You might investigate this proposition.

Many newspapers can raise their commercial printing revenue by installing the Franklin Printing Price List, prices therein being accurately based upon cost-plus-production. At least, many newspapers should study and ascertain their own hour-cost of production and raise their job printing rates accordingly. Too many shops are charging printing prices far under actual cost of production.

The problem of raising advertising rates needs careful study and evaluation. This study must include both local and national advertising rates with much more emphasis directed toward the local field. While your central office has urged some state newspapers to raise their national advertising rates, justifying the raise by increased circulation and coverage, it is surely apparent that a publisher cannot depend upon national advertising to realize a large amount of additional revenue from that source.

Nobody knows exactly just what rate, national or local, the individual newspaper should charge. The principal basis for this rate should be the cost of production plus

a fair profit, and still not price yourself out of the market. A recent Editor and Publisher survey shows that many daily papers have raised their rates from 3% to 10%, both local and national, with most emphasis on local rates.

We sincerely believe that many Kentucky newspapers charge too low local rates incompatible with cost of production. Just what should be the basis for local rates is difficult to determine in absence of accurate cost-production figures. However, many publishers today are basing their top local rate on the same level as their national open rate. This, we believe, is logical and practical and so recommend. Naturally, regular and large-space users of local advertising should be given a proportionate lower earned rate, logically based upon volume. On the other hand, there is justification for charging a higher rate to the one-time advertiser or the spasmodic advertiser.

In the past we have heard much criticism over the spread of milline rate between weekly newspapers and dailies. While this criticism has not always been justified, yet a study will reveal that daily papers have a smaller spread between national and local rates than most weeklies. Starting your top local rate with that of your national rate would do much to stop this unwarranted, but harmful, criticism.

We urge every publisher to give serious thought to study of their local rate structure in consideration of today's rising costs. We also urge consideration of the monthly earned rate sliding scale, which helps to adjust the differential between rates. This study is necessary because our present economic scheme of life has brought about a great change on account of chain-store method of merchandising. This presents many borderline cases because newspapers are somewhat vulnerable when national organizations, with local outlets, raise the question of whether the advertising is national or local. No one has been able to come up with a clear-cut definition of what such ads are national or local.



## *SPEAKING OF ADS . . .*



For quite a few years we have been publishing a monthly message in these columns.

Our purpose has been to keep you informed of interesting developments in the food field; and to give you a picture of the policies and practices of the nation's leading food distributor.

Like all advertising, these messages are only worth-while if they appeal to the readers.

In other words, they can only do a job for us if they interest you.

We know that the men who edit and publish the nation's newspapers aren't letter writers.

But we do want you to know that we would appreciate any comments you may have regarding our use of this space.



# **A & P FOOD STORES**

This  
tucky v  
outlets.  
tween  
central  
problem  
if it co  
should  
rate.

The K  
ments o  
It surely  
if you s  
cost-plus

The r  
the Sele  
9, 1951  
of emplo  
Armed S  
those in  
guarante  
to enlist  
tain the  
active du  
consent.  
that pers  
order to  
must:

1. Lea  
in the en  
U. S. Go  
ing upon  
of the Ur

2. Sati  
vice and

3. Enli  
for a per  
or, if a res  
than thre  
as he is a  
from activ

4. App  
days after  
hospitaliza  
a period, c

5. The  
he left wa  
ployer, th  
not have s  
or unreas

man. How  
the sense o  
shall be r  
give him,  
would hav  
uously in

6. If dis  
not physica  
of the posi  
to be resto  
is able to f



This problem has bobbed up in Kentucky when state organizations have local outlets. Where should the dividing line between national and local rates start? Your central office has based its answer to the problem upon the source of the advertising; if it comes from an outside agency, then it should be scheduled under the national rate.

The Press would like to receive your comments on this problem of advertising rates. It surely will make good use of your findings if you should raise your local rates to this cost-plus level. May we have them?

The recent action of Congress extending the Selective Service Act of 1948 until July 9, 1951 continues the reemployment rights of employes who leave their jobs to enter the Armed Services, under conditions similar to those in effect during World War II. This guarantee extends not only to inductees but to enlistees and to reservists. Reservists retain their rights whether their return to active duty is with or without their personal consent. The Secretary of Labor has ruled that persons entering the Armed Services in order to protect their reemployment rights must:

1. Leave a position other than temporary in the employ of a private employer or the U. S. Government for the purpose of entering upon active duty in the Armed Forces of the United States.
2. Satisfactorily complete his military service and receive a certificate to that effect.
3. Enlist only once since June 24, 1948, for a period of not longer than three years, or, if a reservist, serve for a period not longer than three years or as soon after such period as he is able to obtain orders relieving him from active duty.
4. Apply for reemployment within 90 days after he is relieved from duty or from hospitalization continuing after discharge for a period of not more than one year.
5. The law requires that if the position he left was in the employ of a private employer, the employer's circumstances must not have so changed as to make it impossible or unreasonable to reinstate the ex-serviceman. However, the statute declares it to be the sense of Congress that the ex-serviceman shall be restored in a manner which will give him, upon his return, the status he would have had had he remained continuously in his employment.
6. If disabled during military service and not physically qualified to perform the duties of the position he left, the ex-serviceman is to be restored to such other position as he is able to fill.

—S.N.P.A.

### Franklin Favorite Moves To Its New Building

The 93-year old Franklin Favorite, the weekly newspaper of Franklin, has a new home. The nonagenarian publication has found a fountain of youth in its new building designed especially for newspaper and job printing operation. This building, 80 feet by 40 feet, provides ample space for shop, business office, editorial office, and stock room. It is constructed throughout of fire-resistant materials; walls are built of concrete blocks with a brick veneer front. The outside surface of the roof is constructed of concrete, supported by steel beams and steel base.

The owners, L. L. Valentine, editor, Howard H. Ogles, business manager, and Miss Betty Milliken, secretary-bookkeeper, declare the mental relief from eliminating fire hazards is adequate compensation for the hectic move.

The move from the old quarters of the newspaper to the new building, a distance of two blocks, wasn't the back-breaking task that was first feared. It was spaced over two week ends and completed without interruption in publishing schedules. Job printing operations were closed only during a two-day period.

All equipment except the newspaper press was moved on Thursday, Friday and Saturday of the first week of August. The press was left at the old location for press work the following week. Then it was dismantled and moved during the off-day period of the second week.

The new building provides space for a 40x40 shop, well ventilated and lighted by four rows of fluorescent lights. Side and rear walls of the shop are spaced with windows for natural light during daylight hours.

The business office occupied by the business manager and secretary-bookkeeper is 40x20 feet. The editorial and news office is 18x18 feet. Stock room, cloak room and a stapling and assembly room for job work occupy the additional space allotted to the front office. Before moving, the Favorite occupied a building in which it had been housed for more than forty years.

Owners of the paper declare their objectives in building their own quarters were four-fold: (1) to provide adequate housing for present and future needs of the newspaper; (2) to voice a confidence in the future of the community; (3) to finance a new community asset through savings of rent; and (4) to give the newspaper the new independence which comes from owning its own home.

Franklin is a town which the 1950 census

shows a population of 4215 people. It is located on US Highway 31-W, forty-four miles north of Nashville, Tenn., just inside the Kentucky line in Simpson County. Simpson County and Franklin together have a population of nearly 12,000. Simpson County ranks among Kentucky's leading farm counties. Agricultural income from tobacco, livestock, grain crops and dairy products provide the basic source of income.

### Hopkins County Times Announces Merger

Merger of the Hopkins County Times, Madisonville, and the Earlington News was announced in the Thursday edition, October 5.

The Times was established in September, 1948, by a corporation owned by Mack Sisk, Niles Dillingham, and Lowell Davis of Dawson Springs, Tom McConnell, Princeton, and R. L. Towe, Madisonville. The Times was declared the "best all around community newspaper" in the KPA 1950 contest.

The Earlington News was established as the Earlington Bee in 1889. Emil C. Calman, Sturgis News, purchased the Bee in 1938 and changed the name to the News. Ted Stanton purchased the News in April, 1950, and made many improvements.

Ownership of the two newspapers was transferred to a three-man corporation, F. O. Baker, prominent Madisonville business man, Robert L. Towe, advertising manager of the Times, and Theodore L. (Ted) Stanton, former publisher of the News.

The combined circulation of the two newspapers is over 4,200, which places the new Times in the largest weekly circulation bracket in the state.

Mickey Martin is editor, Ted Stanton, production manager, Robert Towe, advertising manager, and F. O. Baker, business manager of the new publication. For the time being, the Times will continue to be printed in Dawson Springs.

The Breckinridge News, edited and published by William G. Polk, has increased from seven to eight columns.

Jack Light has resigned as editor of the Stanton Herald to join the staff of the New Albany, Ind., Tribune.

Mrs. W. P. Nolan, co-publisher of the Whitesburg Eagle, will head the Letcher county March of Dimes campaign this year for the third successive year.

O. B. Asher has joined the staff of the Jamestown News as advertising, job work, and subscription solicitor.



INDIVIDUALS — The increased rates took effect on October 1, 1950. All salaries and wages paid on and after that date became subject to the new withholding rates.

The following table shows the effect of the tax increase on a family of 4 at various levels of income:

Net Income*	Old Law	New Law 1950	New Law 1951
\$ 3,000	\$ 100	\$ 104	\$ 120
5,000	432	452	520
8,000	974	1,016	1,152
10,000	1,361	1,417	1,592
15,000	2,512	2,607	2,900
20,000	3,888	4,030	4,464
25,000	5,476	5,672	6,268
50,000	16,578	17,152	18,884
100,000	45,643	47,208	51,912
500,000	358,677	369,645	402,456

\* After deductions but before exemptions.

CORPORATIONS — Rate of Tax — Increased rates were made retroactive to July 1, 1950. For 1950, the new corporation rates are 23% on the first \$25,000 of earnings, and 42% on all over. For 1951, corporations will pay 25% on the first \$25,000 of profits and 45% on all of the remainder. The effect of these new rates will be to give a modest cut to those corporations earnings between \$31,250 and \$71,429 — all others will pay more.

Payment — In 1951, corporations will be required to accelerate their tax payments. Instead of 4 equal payments, the first two will be 30% and the last two 20% each. Acceleration will be continued gradually until 1955 when the number of payments will be

reduced to two — one in the first quarter and one in the second.

Excess Profits — While the present tax bill provides for no excess-profits tax, it is expected that Congress will vote such a tax retroactive to either July 1, 1950 or October 1, 1950.

COMPARISON OF CORPORATION TAXES

Net Income	Old Law	New Law 1950	New Law 1951
\$ 5,000	\$ 1,050	\$ 1,150	\$ 1,250
10,000	2,200	2,300	2,500
25,000	5,750	5,750	6,250
35,000	11,050	9,950	10,750
50,000	19,000	16,250	17,500
75,000	28,500	26,750	28,750
100,000	38,000	37,250	40,000
150,000	57,000	58,250	62,500
200,000	76,000	79,250	85,000
300,000	114,000	121,250	130,000
400,000	152,000	163,250	175,000
500,000	190,000	205,250	220,000
1,000,000	380,000	415,250	445,000
5,000,000	1,900,000	2,095,250	2,245,000
10,000,000	3,800,000	4,195,250	4,495,000

CARRY-BACK AND CARRY-FORWARD — Instead of the former two year carry-back and two year carry-forward provision, the new bill permits business losses to be carried forward for five years and to be carried back for only one year.

Most of the other changes in the new tax law while important are either technical or pertain to special situations not of general interest.—Wolf & Company.

centage of total expense for papers in Group III cities (10,000 population and over).

Advertising furnished the greatest source of income for the papers reporting in Groups I, II and III, with local display advertising proving the largest source of advertising revenue.

Job printing was the second greatest source of revenue for the reporting weeklies in Group I and the weeklies and semi-weeklies in Group II.

However, the dailies in Groups II and III

reported that circulation was their second greatest source of income.

On the expense side of the ledger, wages accounted for more than half the total expense of the reporting papers in all three groups.

Mechanical wages were the largest part of total wages on all reporting papers with the exception of the dailies in Group III (cities of 10,000 population and over). They reported editorial, advertising, business and clerical wages as the biggest percentage of

Social Security Act Will Cover Publishers

Effective January 1, 1951, publishers will be covered by the social security act. The word "publisher" is to be construed as owner or part owner.

However, for a self-employed person the total deduction is 3/4ths of the combined rate. At present the combined rate is percent, 1 1/2% from the employer and 1 1/2% from the employee. Therefore the rate paid by a self-employed person would be 2 1/4 percent. The taxable limit is \$3600, same as for employees.

Publishers make no report during 1951 of deductions for social security purposes. The only report made during the year, of course, is the quarterly report for employees. Social security tax will be paid by March of 1952, along with income tax. Special forms will be prepared for that purpose. REPEAT! No report of any kind is necessary during the calendar year of 1951.

This new provision is mandatory, not optional. As stated before, whether you are sole owner, partner, part owner, or absentee owner, you are covered. But only to include your first \$3600 of income. Two and a fourth percent of \$3600 is \$81. That's a big chunk to dig up March 15, 1952, especially if you're one of the smaller fellows who's glad to end up with \$3600 including salary and net income. We never heard of any publisher who wanted the coverage. Evidently, it's just a case of not knowing what's good for you.

Patronize Press Advertisers.

Patronize Press Advertisers.

Newsprint and job shop paper, rollers and office supplies were the two next highest categories among source of expense listed by reporting papers in Group I (towns under 3,000) and Group II (cities from 3,000 to 10,000).

Group III papers (dailies in cities 10,000 population and over) reported newsprint as their second greatest source of expense but listed contributions and miscellaneous expense as next greatest.

Table Eight

EXPENSE

Sources of expense as reported by dailies in Group III cities, 10,000 population or over; average expense and percent of total expense for the reporting papers.

Source of expense	No. of papers	Average expense	% of total expense
Wages, Salaries, Commissions and Bonuses			
Administrative, Executive	2	\$ 28,237.00	5.4
Editorial, Advertising, Business and Clerical	2	130,693.00	24.9
Mechanical Departments	2	127,669.50	24.4
TOTAL WAGES	2	286,599.50	54.7
Payroll Taxes	2	4,804.00	.9
Business Taxes	2	6,153.00	1.2
Newsprint	2	89,684.00	17.1
Inks, Advertising			

Mat Services	2	2,478.50	.5
Engraving, Photos, etc.	2	5,111.00	1.0
Job Shop Paper, Rollers and Office Supplies	2	4,819.00	.9
Power, Light, Heat, Gas and Water	2	6,171.50	1.2
Freight, Postage, Mailing, Delivery	2	30,119.00	5.7
Telephone, Telegraph, Travel	2	14,011.50	2.7
Rent and Repairs	2	8,973.50	1.7
Depreciation	2	8,120.00	1.5
News Feature, Wire Services and Supplements	2	14,187.00	2.7
Bad Accounts	2	452.00	.1
Interest and Insurance	2	3,580.50	.7
Contributions, Miscellaneous Expense	2	38,500.50	7.4



President J. Clifford Kaynor has appointed his active committees for the efficient operation of the National Editorial Association for 1950-51. Progressive Kentucky editors on these committees include William L. Dawson, LaGrange Era, ABC committee; Roscoe I. Downs, Hawesville Clarion, Agricultural; J. LaMarr Bradley, Providence Enterprise, Amos Award; Amos Stone, Central City Times-Argus, Circulation Promotion.

Murray Rogers, Paducah Press, Commercial Printing; Sag Kash, Cynthiana Democrat, Community Service; Earl Bell, Morgantown Advocate, Display and Classified Advertising; Dalph Creal, Hodgenville Herald-News, Legal Publications; Thomas Underwood, Lexington Herald, Legislative; Albert Schumacher, Berea Citizen, Mechanical Research and Production.

Douglas Cornette, Louisville Courier-Journal, Membership; Greecan M. Pedley, Eddyville Herald, Memorials; George A. Joplin, Somerset Commonwealth, NEA Publications; George M. Wilson, Irvington Herald, Photographic; Charles E. Adams, Warsaw News, Program Objectives; Niel Dalton, Louisville Courier-Journal, Public Relations; Albert S. Wathen, Bardstown Standard, Rededication Program.

S. B. Goodman, Elizabethtown Enterprise, Semi-Weekly Newspaper; Paul J. Hughes, Shively Gazette, Suburban Newspapers; Victor R. Portmann, Schools of Journalism; Mrs. Byrne A. Evans, Russellville News-Democrat, Women's Committee; President Joe LaGore, Paducah Sun-Democrat, State Presidents' Committee.

A new committee, Daily Service Bureau, was recently formed. Members at large of the Membership committee include John W. Gaines, Park City Daily News, Bowling Green. Members on the special committees include Thomas Wilson, Log Cabin, Cynthiana, Community Service, and Fred B. Wachs, Lexington Herald-Leader, Mechanical Research and Production Committee.

John Fournier, Kent, (Wash.) News Journal, uses his news pictures, even not exactly up to date, in building up advertising lineage. For instance, snow pictures were used in an ad series this summer by a heating firm to urge summer repairs to heating plants. Every newspaper should file all pix along with a proof index; a glance at this index would give a hint as to possible advertising usage.

Robert Barker, editor and publisher of the Irvine Times, was elected lieutenant governor of Division Six of the Kentucky-Tennessee district of Kiwanis International at the convention in Chattanooga, October 11.

### Self-Employed Are Put Under Social Security

Individual proprietor and partners in newspaper enterprises will report and pay the taxes under the amended Social Security Act of 1950. Also contract carriers, correspondents, news distributors, and others who may have been exempt as "independent contractors" are subject to the Act if they meet the minimum earnings requirements of \$400.00 a year.

Under the present law self-employed will pay a tax of 2¼% of the first \$3,600.00 of "net earnings from self employment" for the years 1951, 1952, 1953; 3% for the years 1954-1959 inclusive; 3¾% for the years 1960-1964 inclusive; 4½% for the years 1965-1969 inclusive; and 4⅞% for the year 1970 and after.

Taxable net income is computed the same as for federal income tax; is reported and the tax paid as part of the federal income tax return, covering the same calendar or fiscal year as the income tax return. The first return will be made in March 1952 for the year 1951.

If self-employed income is \$3,600.00 a year, each quarter of the year is considered a "quarter of coverage" in computing benefit requirements.

The provisions of the law fixing the benefits and the requirements for benefit payments apply equally to self-employed and to wage-earners.

The new provision requiring only half the quarters between 1951 and age 65 inclusive to be in "covered employment" in order to qualify for benefits, means that a proprietor now 65 or 65 by the middle of 1952 can qualify with as little as 1½ years (6 quarters) of contribution under the "self-employment" clause.

Individuals 75 years of age entitled to Social Security benefits will receive benefits regardless of the amount of net earnings from self employment.

For Sale: Model A. Duplex, now in operation at Madisonville, Ky. Have contracted for it through the Goss people, but other interests require sale of contract. Delivery about April, 1951. Will let contract go for just what I have in it. Write Ralph Young, Marion, Iowa, Sentinel.

Richard C. Horlander, manager of the carriers in the country circulation department of the Louisville Courier-Journal and Times, has been named circulation director of the Little Rock Arkansas, Gazette. Succeeding Horlander at Louisville is Norman Risley, Paducah, district manager for the Louisville papers.

### C. E. McMillion New Mergenthaler Representative

Paul S. Chisholm, who represented Mergenthaler Linotype Company as a Production Engineer in the Kentucky-Tennessee area for several years, was recently transferred to Linotype's home office in Brooklyn, New York, where he has assumed a new post.

Chisholm, a native Kentuckian, learned the printing trade in his father's printing plant and the Owensboro Inquirer in Owensboro, subsequently moving to Louisville where he worked in the composing room of the C. T. Dearing Company. During the war, Chisholm was a sergeant in charge of the Letterpress and Composing sections of the Army Reproduction Department at the Ft. Knox Armored School. Immediately following his discharge in 1945, he joined the Linotype Company and covered Kentucky and adjacent states until his recent transfer to Brooklyn.

Succeeding Chisholm in the Kentucky-Tennessee territory is C. E. McMillion of Nashville, Tennessee. McMillion attended the Southern School of Printing, after which he worked on various weekly newspapers until he entered the Navy in 1941. Prior to his separation from the Navy in 1945, he saw 29 months sea duty. He joined Linotype in 1947 and covered Alabama, Georgia, and Florida before being assigned to Kentucky and Tennessee. McMillion is married and has a son.

KPA President Joe LaGore, Paducah Sun-Democrat, has been elected to the board of directors of the American Society of Newspaper Editors.

E. M. Armstrong, former advertising manager of the LaGrange Times, has purchased the paper from Mr. and Mrs. D. E. Wooldridge. Armstrong, who came to LaGrange from the Lewisburg, Tenn., Tribune, will be assisted in publication of the paper by his son, Gene. Wooldridge will now devote his entire time to his law practice.

Mr. and Mrs. Byron Royster, publishers of the Sebree Banner, have opened their New Pike Hotel in Sebree.

Miss Rhea Franklin, society editor of the Shelby News, Shelbyville, died October 7 after an illness of several weeks. Miss Franklin was 47 years old and served as society editor and secretary for Editor Bennett Roach since 1944. She was a graduate of Transylvania University and taught school for a year, then returned to the College of the Bible for graduate work in religious education.



### KUP—KOT

For Press-Room—Bindery—Stockroom

The Efficient, Sanitary Aid to Paper Handling  
Inexpensive—Durable—Attractive

Worn like a wrist-watch, it is always where you need it, and eliminates the mess and discomfort of old paper-handling methods

Order one for every press-feeder bindery girl and paper handler

INTRODUCTORY PRICE:  
KUP-KOT Dispenser and Bottle of lotion, both for

**\$2 Postpaid**

Order from your Association office, or send check with order to:

Vegas Manufacturing Company  
P.O. Box 1174, Salt Lake City, Utah

Michael Bennett, Hattiesburg, Miss., has taken over the sports editorship of the Frankfort State Journal following the resignation of Jack Simcox, Jr., recently called into active service with a Frankfort National Guard Unit. Bennett, a World War II veteran, is a journalism graduate of Mississippi Southern College. Ronnie Rhody, former substitute sports editor and son of James B. Rhody, State Journal managing editor, is attending the University of Kentucky School of Journalism.

United Press was organized in 1907. William Allen White purchased the Emporia Gazette for \$5,000. The New York Sun sold for the world-record price of \$40,000 in 1837.

*Extra Profits*

**FOR YOU, MR. PRINTER**  
*Send Us Your Orders*

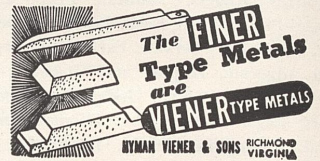
for

- 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



### ONE OF KENTUCKY'S TRADITIONS

## Shucking Corn

In early winter Kentucky farmers watch for a lull in the work to devote to shucking corn in the field. With an armload of corn on a rude bench or table, the farmer snatches the shucks by means of a 'shucking peg' attached to his finger. And serving tradition in his own way Rover stands guard to chase the mice that scatter when the shock is pulled apart.

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

Like corn shucking BEER BELONGS in Kentucky. Since the early days of Indian maize Kentuckians have eased the weariness of a long, hard day in the fields with a draught of beer, the beverage of moderation.



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

1950 SEPTEMBER 1950  
1950 OCTOBER 1950

**NOW**

IS THE TIME TO PLAN THOSE...

**P**rofitable  
HOLIDAY AND  
YEAR-END EDITIONS

We have a complete assortment of ad and editorial features to help reduce to a minimum your production problems for those BIG-REVENUE issues of your paper.

We invite your inquiry

**WNC** FEATURES  
... FOR BETTER NEWSPAPERS ...

**FOR YOUR SECURITY and PEACE of MIND**

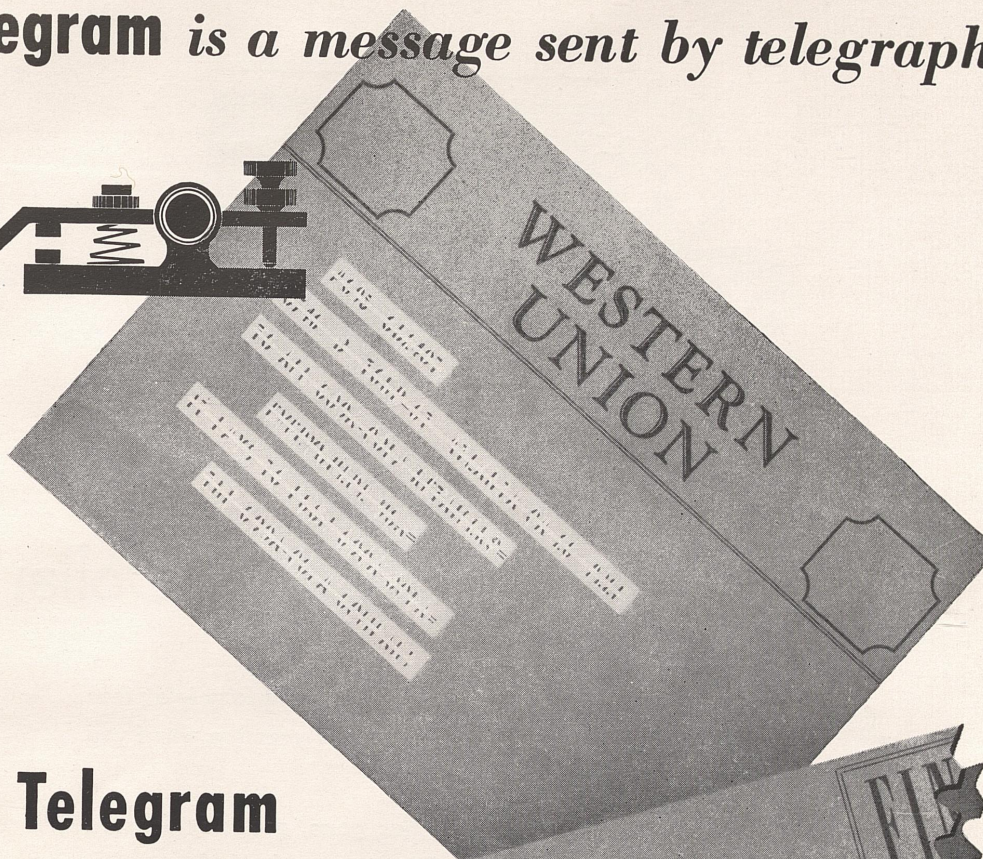
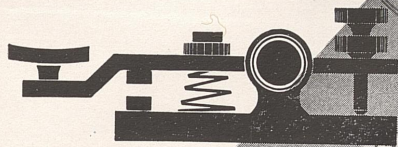
Rely on the nationally famous **FRANKLIN PRINTING CATALOG** for fast, accurate, profitable estimating. Used by thousands for over 33 years.

Write Today for 60-day Free Trial

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



**telegram** is a message sent by telegraph



but **Telegram**  
is a newspaper



It makes a great deal of difference in the meaning whether you write *telegram* or *Telegram*. The first is something the second receives all day long.

In the same way, it makes a difference whether you write and print Coke with a capital "C." The use of a lower-case initial changes the meaning completely.

For Coke is the friendly, popular abbreviation for Coca-Cola. As such, it is a proper name. Correct usage calls for the upper-case "C" always.

Also, Coke is a registered trade-mark. Good practice requires that the owner of a trade-mark must protect

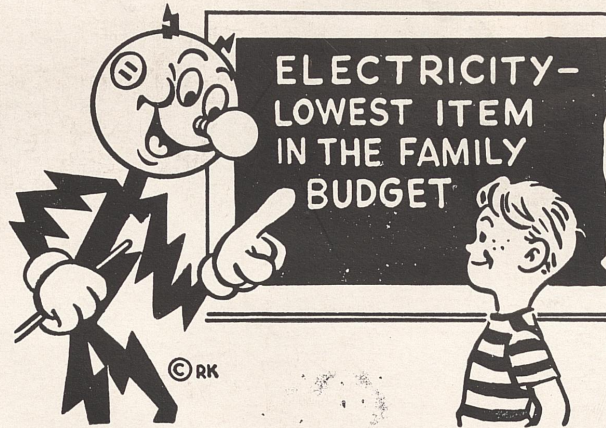
it diligently. That's another reason why we ask your continued cooperation in the use of the capital "C" when you have occasion to refer to Coke or Coca-Cola in your columns.

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



THE COCA-COLA COMPANY





## Whatever Became of the 1939 Dollar?



That's a little like asking, "How long is a piece of string?" Or, "What becomes of your lap when you stand up?"



The 1939 dollar has gone, probably forever. Today it will buy about 50 cents worth of almost anything. Anything but electricity.



Because, believe it or not, your dollar today will buy more kilowatt hours than it bought in 1939. A lot more. Today our average household customer gets 20 per cent more electricity for his money than he got in 1939.

Holding prices down to pre-war levels hasn't been easy. But it has been done. The investor-owned electric companies have succeeded in their job of making electricity the lowest item in the average family budget.

# KENTUCKY UTILITIES COMPANY

Incorporated

1209 \*

159 West Main Street

Lexington