

# The Kentucky Press

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

VOLUME SEVENTEEN

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NUMBER FOUR

## War Took Heavy Toll Of U K Graduates

By Mildred Long

World War II took a heavy toll of the newspapermen-to-be who were studying journalism at the University of Kentucky when Hitler's march across Europe began. Eleven men of the classes from 1938 to 1942 are known to have been killed in the service of their country.

In view of the total fatalities of 271 for all colleges of the University this is proportionally a high percentage from the Department of Journalism.

On the service flag in the newsroom of the campus paper, The Kentucky Kernel, are five gold and nine red stars, in addition to seven gold and 32 red stars on service flags in the printing plant and the business office. Four members of a single staff—the editor-in-chief, managing editor, sports editor, and a reporter of the 1942 staff—lost their lives in action.

The promising careers of such outstanding students as Robert J. Ammons, Lexington, who was Kernel editor while only a sophomore, were cut short. Ammons was killed in August of 1944 in France. The staff sports editor, Lieutenant Fred B. Hill of Somerset, was killed during landing operations in the North African invasion three months after entering active service. He was only 21. Both Ammons and Hill were employed by The Lexington Herald until they received their army commissions and went into active service.

The reporter and the managing editor were respectively, Lieutenant Oaks Caldwell and Lieutenant Harold Winn. Caldwell, from Louisville, was flying his twenty-fifth mission over Germany in February, 1945,

when he was killed. Winn, whose home was in Marion, lost his life during the breakthrough at Saint Lo, France.

Killed in India, Sgt. J. Arthur Sanders, Jr., of Nicholasville, was a junior in 1941 in journalism when he left for service. On the day following the report of his death, Dr. Niel Plummer, head of the department, received a letter and newspapers from Sanders postmarked the same day he had lost his life.

The North African landing operations brought death to a second 1941 journalism graduate, Lieutenant George Lawrence of Cadiz. In an article in Collier's magazine, January 23, 1943, in which the landing in the harbor at Oran was described, Lawrence was mentioned as the "kid from Kentucky." He, like many others, was shot in the water, after the launchers had struck the boom across the harbor, and the men had been ordered to swim for it.

Lieutenant William Hopewell, Providence, journalism graduate of 1940, was killed on Okinawa in May, 1945. He was on leave as assistant to the director of student publications at the University. While in college he had paid his way by working in The Kernel plant. Two classmates of his, Lieutenant Walter Botts, Winchester, and Lieutenant Leslie Gross, Lexington, were both shot down in planes, Botts in the Pacific and Gross over Europe.

A pilot officer in the Royal Canadian Air Force, Sidney Buckley, Earlington, was killed in a crash in Quebec. A 1939 graduate, he was editor of the University yearbook. Oscar Wisner, Danville, a member of the 1938 class, was another of the UK jour-

nalists shot down in planes in the Pacific area.

Other well-known newsmen of earlier University classes who lost their lives in World War II include S/Sgt. David P. McNamara. On the staff of the State Journal in Frankfort before the war, McNamara did public relations work for the Army Air Corps while in service. He died of a heart attack in Edenkoben, Germany, in 1945. Navy Lieutenant Capel Weems McNash, one-time night manager of the Cleveland bureau of the United Press, and inventor of an electric typewriter, was killed in action in the Pacific. He attended the University in 1934 and 1936.

Many foreign correspondents and veteran reporters distinguished themselves by their battle records, but none conducted themselves more valiantly or paid more dearly than the journalists who went out from Kentucky's university to fight a war.

### Daily Circulations Show Record New High

The 1946 Ayer Directory of Newspapers and Periodicals shows a new high in circulation for daily newspapers at the end of 1945. Total circulation for all U. S. dailies has risen to 48,757,110, an increase of approximately 1,750,000 over 1944 figures. These figures illustrate the importance of a free press and free speech and indicate the intense interest of the average citizen in the news of the day.

ABC is advertising insurance.

### Features Require Local Background

WHAT IS A FEATURE STORY? It is a news story with added interest, in which the reporter calls upon his own information for a well-rounded background. Almost any news story can be the peg upon which to hang a feature story.

Good news stories must appeal to three basic emotions . . . sex, hunger and shelter. Any story that combines two or more of these elements will have a greater impact upon the reader than one that is built around a single slant.

Money, its loss and its gain, is tied individually into these three factors. The desire or need of money is almost always the motivating force that brings about the incident that provides the interesting news story.

Success or failure of the news story or feature depends upon how it affects "me," the reader. The "me" in this case, consists of the greatest number of readers . . . not any one particular class.

This brings up to the importance of the reporter's knowing his town . . . its geography, its politics, industries and social activities. In feature writing especially, the more the busy reporter knows of the subject upon which he writes, the less he will have to look up.

Publishers would be doing themselves a service if they would observe two rules: Encourage the reporter to do correspondence either to state newspapers or national publications; and make generous use of that master prestige-builder, the by-line.

By doing correspondence, the reporter can add to his salary and thereby be more satisfied to stay in the small town. The main reason for reporters going to metropolitan dailies is the increase in salary that the latter can offer.

By giving the reporter a by-line he (or she) becomes at once a personality, not just a pair of hands banging out the news on a typewriter. There is nothing that can compare with the by-line in building up the prestige of a reporter, and if anything will encourage him to stay, happily satisfied with his work in the small town, it will be a by-line.

If the reader enjoys a story, he is interested in seeing who wrote it. Repetition of the by-line established the reporter in his community and increases tenfold his news-sources. Instead of calling in a news-item to the newspaper, the news-source will ask to talk to "Jimmie Fields" or "Alice Weston."

The reporters are flattered to be singled out as the one chosen to write the item, and the news-source is very proud of the fact that

he personally talked to a news "name."

In this manner, the importance of the reporter is built up . . . his news-sources increase, his stories improve because of the information that is voluntarily given to him, and his time can be devoted to perfecting the story at hand instead of dashing hither and yon to collect the necessary material.

In stressing the importance of the by-line we have gotten a little off the subject of feature writing. In the opinion of the writer, the by-line justifies the above emphasis.

Any feature . . . the spot-lighted story, can be "made" with pictures. A photograph is always viewed as a fact. Pictures prove to the readers that the reporter "was there," and that he wanted them to see what he saw.

Skilled photographers are not available to every publisher. The reporter covering an assignment may have to take his own pictures. It is with this in mind, that the writer suggests that whenever possible, a camera such as the Speed Graphic should be used. The 35 mm is too small. It takes an expert to process the pictures and eight pictures must be taken before the roll can be devoted.

Perhaps in saying this, the writer is sticking his neck out . . . but according to the American Magazine, "the turtle proves that you have to get your neck out to go anywhere."

As a reporter speaking to publishers, the writer would like to add that a newspaper is not a thing of ink, paper and machinery . . . but of people. The satisfied reporter will "stay put." His by-line and the extra money he will make from correspondence will make the bright horizons of the metropolitan dailies less inviting.

The satisfied reporter who has a good supply of news sources will turn in better stories. His correspondence will widen his perspective and make him a better feature writer.

Good stories will hold an increase circulation, and circulation will in turn, hold and increase advertising volume.

Publishers who work with and develop the abilities of their reporters will insure their position in the community, and will keep abreast of the forward trends in today's journalism.

ABC equals \$\$\$\$ in your till.

Do you keep a duplicate mailing subscription list in a fireproof vault?

The Porte bookkeeping system is fool-proof, effective, and versatile for small or large plants. Ask your Central Office.

### Dailies See Rise In Color Printing

Some daily newspaper publishers are definitely interested in r.o.p. color and practically all expect that use of color in newspapers will be expounded, a current report of the American Newspaper Publishers Association reveals. A summary of the ANPA Color Printing Questionnaire results indicates:

"Of the 327 officers which answered, 82 per cent admit that they are definitely interested in the development or expansion of r.o.p. newspaper color, and 88 per cent expect that the use of color in newspapers will be expanded. Fifty-five per cent, 180 in number are equipped for printing color. Some of this equipment is decidedly simple in character, but in many plans the equipment is extensive and elaborate. Of the 180 plants equipped for doing color printing, 36 per cent can print one color, 26 per cent can print two colors, 38 per cent can print three colors.

"Thirty-two per cent of the 327 offices submitting returns have plans for increasing or inaugurating the use of color after the war, but 46 per cent state that they have no such plans. However, it should be pointed out that among these 46 per cent are many plants which are already well equipped. A number of the offices which are equipped for color printing stated that they have plans for expanding the use of color, and a number of these stated that their plans include the use of color in both advertising and news. Only 14 per cent state that they have ordered equipment for furthering the use of color, but here, again, it should be pointed out that many of those who answered 'no' to this question are already well equipped.

"It is interesting to note that 47 per cent anticipate that the expansion in the use of color will include news pages as well as advertising. Only 25 per cent express the belief that the increase in the use of color will be confined to advertising or be chiefly in advertising. Twenty-eight percent express no opinion."

Spring advertising is practically here.

### Greenup News Sold

W. H. Ward, publisher of the Greenup News for nine years, has been compelled to sell his newspaper on account of ill health. He is a patient in the Ashland hospital. William Crutcher, publisher of the Rowan County News, Morehead, was the purchaser, according to the announcement by Miss Ward.

# STRAIGHTENING THE LINE . . . .

**A marketing plan which in the span of five years has increased cash returns to farmers by 400 per cent, recently completed its most successful season in New Jersey's Atlantic County.**

**Under this plan, developed in 1941 by A & P at the request of the County's Board of Agriculture, growers moved a wide variety of fresh fruits and vegetables directly from farm to store, saving thousands of truck miles in wartime and cutting the number of handlings to a minimum.**

**Before this program went into effect, it was a common occurrence for growers near the Jersey shore to truck a load of vegetables 55 miles to the Dock Street Market at Philadelphia and then, a few days later, see the same vegetables being trucked back to stores within a mile of where they were grown.**

**The efficiency of farm-to-store delivery is clear to Atlantic County farmers who received A & P payments of \$154,569 for such shipments in 1945, as compared with \$27,862 in 1941. Consumers, who are the ultimate judges, appreciate the farm-freshness of produce which reaches them one to three days sooner by this bee-line distribution method.**

**The New Jersey plan is but one of hundreds of examples of agriculture at work to improve the quality of its output. It also emphasizes the advantages gained by the consumer through grower-distributor cooperation.**

**Participation in this project is typical of the way in which the men and women of A & P continue to do the nation's most effective job of food distribution.**



## A & P FOOD STORES

# The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

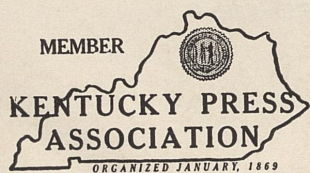
Printed On The Kernel Press, Lexington

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 propoganda under the guise of news. It affirms the obligation of a newspaper to frank, honest and fearless editorial expressions. It respects equality of opinion and the right of every individual to participation in the Constitutional guarantee of Freedom of the Press. It believes in the newspaper as a vital medium for civic, economic, social, and cultural community development and progress.

### Volume Seventeen, Number Four

#### Kentucky Press Association Officers

- Harold A. Browning, *President*  
*Whitley Republican, Williamsburg*
- Fred B. Wachs, *First Vice President*  
*Herald-Leader, Lexington*
- Tyler Munford, *Second Vice President*  
*Union County Advocate, Morganfield*
- Victor R. Portmann, *Secretary-Manager*  
*University of Kentucky, Lexington*
- District Executive Committeemen*
- Chairman, James M. Willis, Messenger, Brandenburg, (Fourth); First, Joe La Gore, Sun-Democrat, Paducah; Second, John B. Gaines, Park City News, Bowling Green; Third, J. M. Wynn, Courier-Journal, Louisville; Fifth, Virgil P. Sanders, Sun-Democrat, Carrollton; Sixth, Enos Swain, Advocate-Messenger, Danville; Seventh, Norman Allen, Floyd County Times; Prestonsburg; Eighth, J. W. Heddon, Advocate, Mt. Sterling; Ninth, Kyle Whitehead, Enterprise, Harlan; State-at-Large, Seymour B. Goodman, Enterprise, Elizabethtown; Immediate Past President, Chauncey Forgey, Independent, Ashland.*



### Price Stability Must Be Maintained

The period of reconversion may be more trying in some respects than the war days. Shortages in materials and manpower may be succeeded by competition of an intensity never before experienced in many printing business—even in the hectic struggles to sur-

vive at the bottom of the pre-war depression. So, in every printing enterprise, stability must be maintained, in —

1. Method—whereby mechanical processes continue without variation along approved lines and new ones are adopted for increased efficiency.
2. Long Range Policy—whereby your community is maintained and enhanced by firmly grounded success.
3. Produce Valuation—whereby the rates at which your printing is sold are based upon known and proven factors, avoiding haphazard valuation.

This is where the Frankling Printing Catalog steps into the picture as a prime stabilizing force in your business. For the Catalog is based on known and proven factors, none of which, however obscure, is overlooked in the complete tabulations that guide valuation for every useful form of letterpress printing—and some other processes, as well.

The publicity seekers were given a free rein by the publisher of a weekly newspaper in Alabama, according to the following account in Editor & Publisher, Feb. 2, 1946:

Tom Sharp, publisher of the Prichard (Ala.) Citizen, produced a stunt for the Alabama Press Association recently that could effectively be emulated in all state associations that are fighting free space grabbers.

Sharp published a four-page edition of "Goose-Stuffing" which contained nothing but the publicity blurbs received in mat form by his paper during December. "Free insides for a paper without guts—special service for weakly papers," read Sharp's headline.

Thirty-one matted publicity blurbs filled the four-page paper. Most of them were of the Hollywood photo type or the cartoon technique and ran as big as three columns.

At that, Sharp says mats of three of four of the "services" were not saved and many of them send more than one mat a month, one of them offering as high as 30 to 50. "Goose Stuffing" carries only one mat from each "service" and it omits all mats sent for the Victory Loan, Save Fats, Red Cross, Clothing Collection and any other effort that might be construed as a public service.

It all adds up to a tremendous cost to the firms indulging in this publicity as undoubtedly all dailies and weeklies are on the mailing list.

The point is that it is a wasteful practice which most alert companies have abandoned. As Sharp asks: "How can the firms that pay for it be such suckers."

### Reprints Offered To Local Readers

Next time some feature elicits unusual approbation, try offering your readers free reprints; it's a wonderful prestige builder. Perhaps it was an editorial you wrote, perhaps a picture of the dedication of a soldier memorial, even a topical poem (if really good) written by some one to commemorate a local event—whatever it is, if it is a keepsake variety and better than run-of-mill, consider it a prestige item.

Yes, making up the reprints on attractive job stock takes a little time, but what else could you do which would bring home as forcefully that much desired I-never-realized-there-was-anything-that-good-in-the-Chronicle reaction. Your little six point signature, "Reprinted from the Hometown Chronicle," below the feature will pay dividends more handsome than a 72-point Chelb shout in the usual space filling plugger ad. Offer the reprints next week as though you were proud of them; suggest that readers pick up extra copies to mail to that former resident who now lives in another state. Many reprints will find their way into scrapbooks and albums. Don't try this too often, but what a prestige builder it can become when given full promotion.

### Tain't Funny, McGee!

Keep your eyes peeled for a flood of "free" stuff neatly hidden behind an offer to supply a "cartoon strip." Everybody likes a good laugh and the "funnies" are enjoyed by young and old alike . . . but when a cutting pie publicity agent tries to slip free advertising to you under the heading of "Little Willie Says," etc., etc. . . . tain't funny any more.

## Banks Source Of Local Printing

Samuel Koplan in Pacific Printer:

Whereas banks in the larger cities have utilized advertising printing to promote their trust departments, many banks in small towns have not made the most of their opportunities in this direction.

The present is a particular opportune time to do so. If your printing plant is located in a small town, here are reasons why the manager of your bank will listen with interest to your idea that he print up a folder on his trust department.

Farmers and business men on the whole have done very well during the past few years, and are still making substantial profits. In other words they have a larger amount of property and funds than ever before. If they have made no will, it would be wise for them to do so. And a folder, you will explain to the bank manager, can forcefully show why it would be to their advantage to make one. Wherein the folder would benefit the bank would be those sections of the copy which explained the function of its trust department: in serving the estate owner when he wants that all or any part of his property he held in trust; in acting as executor and trustee in carrying out the plans he has made regarding his property in the event of his death.

The folder might be entitled, "It's Wise to Make a Will." The copy might go on from there to point out that when a person dies, his estate, if he has left no will, may not be divided as he would have liked. The law, not having a will by which to be guided, would take its regular course, viz., provide that the estate be distributed in varying portions to the nearest in relationship. The fact that certain of the relatives who by reason of age, illness or other real need would have been better provided for—if a will had been drawn—would not alter the course of the law.

Furthermore, the copy will emphasize, when there is no will the law directs that the estate, before distribution, must be placed in the hands of the nearest relatives. These may not be well qualified to carry on the necessary duties efficiently and economically.

Therefore the wise estate owner will have his will properly drawn by his attorney, and appoint an experienced, responsible executor to care for the estate.

The copy will dwell on the advisability of making the bank his executor and trustee. It can point to its many years' experience in handling trust funds; to its expert knowledge of the problems of accounting, management and investment of trust funds.

The copy would also stress the fact that the fees of an executor or administrator are fixed by law; that they are the same whether an individual or the trust department of the bank is appointed. The court controls the fee paid the trustee in all circumstances. Therefore it would be wise to have the bank, with its long experience in estate matters, appoint trustee.

Aside from the order of the folder, this job would serve as an opening wedge for future work from an institution that uses a considerable amount of form printing.

## Safety In Color Unique Plan For

Color is growing increasingly important as a safety factor in mechanical plants. Another state publishing company is now using color to advantage to reduce eyestrain and fatigue, and to promote safety and create better working conditions in its mechanical department. The ceiling of the stereotype room is painted a soft aluminum, and the walls are light cream with a high dado in warm tan. Mechanical equipment has received special treatment. All moving parts are painted buff which spotlights danger points. Stationary parts of the machines are in soft grey. All electrical parts are painted red.

A newspaper publisher who recently decorated the newspaper's backshop with white paint (including the stones) maintains that the light color makes the plant a more inviting place in which to work and effects a noticeable saving in electricity.

Readership of weekly newspapers, moulders and reflectors of public opinion in many small towns and rural America, will be measured by the Advertising Research Foundation, Chairman Stuart Peabody has announced.

A special project, christened the Continuing Study of Weekly Newspapers, has been planned to survey the readership of these papers whose columns sow seeds of discussion along Main Street, at Grange meetings, barn raisings, Town meetings, the Fire Station and the corner drug store.

Plans call for the study of six weekly newspapers during the first year. The new project will be managed by a nine-member administrative committee equally representing the Weekly Newspaper Bureau of The National Editorial Association, the Association of National Advertisers, and the American Association of Advertising Agencies.

Charles C. Carr of the Aluminum Com-

pany of America will serve as committee chairman. His colleagues will be: Ed. M. Anderson of The Times at Brevard, N. C.; P. G. Stromberg of The Times at Ellicott City, Md.; Bernard Esters of the Pioneer Times at Houlton, Me.; Gordon Philpott of Ralston Purina Company; Joseph Bohan of the Centaur Co. Division of Sterling Drug, Inc.; E. F. Wilson of McCann-Erickson, Inc.; Kirk Greiner of Young & Rubicam; and J. J. Hartigan of Campbell-Ewald Company.

## Newsprint Amendment Defines Carry-Overs

Newspaper publishers have been allowed another month for using up such carry-over tonnage as they actually had on hand on Dec. 31, 1945, OPA announced. In an amendment to Directive 7 of Priorities Reg. 32, OPA ruled that the carry-over tonnage can be excluded from their regularly computed inventory until March 31. It was emphasized that the carry-over tonnage actually had to be in the owner's warehouse or operating plant on December 31 to come within the provisions of the amended regulation. The newsprint supply is still tight with a somewhat larger supply than the last six months today but nothing to mean that expansion plans can be started at once.

## Decision Has Bearing On Advertising Rates

A recent U. S. Supreme Court decision in a case involving price discrimination may be of interest to newspapers having no established advertising rate policy or those deviating from the policy by extending lower rates to some advertisers than to others. The court held that under the Robinson-Patman Act three times the actual amount of the discrimination may be awarded as damages. While it is true that advertising is a service and not a commodity, the act of discrimination would still exist regardless of the subject matter of the act in the case of a newspaper. The decision does not affect sliding scale contracts, nor is it applicable to cases where the established policy is to charge a higher rate to ALL advertisers within a certain class, such as alcoholic beverage advertisers.

Mrs. Josie Killpatrick Newell, wife of Frank S. Newell, publisher and general manager of the Frankfort State Journal, died suddenly after a paralytic stroke at their home near Versailles on February 11. Burial was made in Maysville.

### Tax On Advertising

Although the proposal is so far confined to the state of Virginia, publishers everywhere should be interested in a bill presented to the Virginia legislature which would "levy a tax of 10 per cent on the cost price of every insertion of each published advertisement advertising any alcoholic beverage containing more than three per centum of alcohol by volume in any magazine, journal, newspaper, periodical or other written publication, published or printed in the Commonwealth of Virginia, or having general circulation therein."

Disregarding the wet-dry issue involved, the real danger of this proposal lies in the fact that it places a tax on advertising. It may be true that it only applies to liquor advertising and many publishers would be willing to support that. But it also opens the gates to a general tax on all advertising. Indiana's opposition to the anti-advertising clauses in the dental and undertakers' bills last legislative session was not directed to getting more advertising from dentists and embalmers, but was based on the principle that these measures would start a wave of anti-advertising bills. HSPA took that same position several years ago in opposing a bill creating a high tax on billboards. The spenders need more and more money and a tax on liquor advertising in Virginia might suggest the feasibility of a tax on all advertising in Indiana. —Indiana Bulletin.

### Smallwood Purchases Beattyville Enterprise

Robert Smallwood purchased the interest of Carter D. Stamper Jr. in the Beattyville Enterprise and is the latest publisher to join the ranks of members in the Kentucky Press Association. The Press bids him welcome and wishes him every success.

### Watch Columns For Lottery Advertising

Attention of publishers is called to the postal regulations prohibiting the mailing of a "newspaper, pamphlet or publication of any kind containing an advertisement of any lottery, gift enterprise or scheme of any kind offering prizes in whole or in part upon lot or chance, or containing any list of prizes drawn or awarded by means of any such lottery, whether said list contains part or all of such prizes." Penalties include barring such an edition from the mails, possible loss of second-class privileges.

### Plant Inventory Is A Newspaper Must

The Press has frequently advised that every newspaper plant, dailies and weeklies, should have a complete inventory of all physical equipment, even to the smallest items. There are several advantages in this absolute necessity—in the event of a fire, an inventory stops haggling with the insurance company over payment of loss; in dealing with the sale of the property there is no argument over values, which has often ruined impending deals; in the event of death, an inventory becomes invaluable to the executor or administrator in prompt settlement of the estate. An inventory should be in duplicate and up-to-date, the two copies kept in separate safe places.

### Folio Lines Necessary On Every Newspaper Page

It hardly seems necessary to reiterate, but a few Kentucky newspapers do not place complete folio lines over each page—an absolute necessity as far as advertising goes. Every page in each issue of your newspaper should have a folio line—complete name of your newspaper; town, county and state; day of issue, and date. For example: The Sun-Independent, Jonesboro, Jones County, Kentucky, Thursday, March 7, 1946. Page number is optional, but desirable. Remember, when checking advertising, the agency wants to know where the ad-proof originated. If the page cannot be checked by a folio line, that newspaper stands the likelihood of losing a nice advertising contract. Advertisers want to know the name of your county—and it's good promotion for you.

### Renews Dried-Up Ink

If you get on a rush job that requires a certain color ink, and discover that the ink has dried up, you can renew it with oil of wintergreen in a few minutes time.

First, skim off the top "skinny" layer of ink, then pour a small amount of the oil of wintergreen into the can. Let this stand a few minutes, then chop up the dried ink into small bits with your ink knife.

Keep doing this until the ink appears soft enough to use. This will not effect the printing qualities of the ink; and an ounce of oil of wintergreen will renew approximately a quarter pound of ink. The ounce more than 15 cents at any drug store.

The NEA monthly mat service will please you, and give you service plus.

You cannot go wrong with these letter combinations

**KPA**  
**NEA**  
**WRB**  
**NAS**

### STORIES OF THE STATES



A NEW FEATURE IN PRINTED SYNDICATE SERVICE

The romance of America is best told in the story of its states.

These stories, by Edward Emerine, associate editor of Western Newspaper Union, tell of the pioneering, the steady advance of the people, the natural heritage which have made the state outstanding or industrial achievements which have brought it into leadership. Each story has an art heading, a pictorial map of the state, halftone photographs of scenic attractions and a picture of the state's governor.

"The Story of the States" is just one of the many fine features which make Printed Syndicate Service highly attractive to readers. Investigate. Ask your WNU office for complete details now.

**PRINTED SYNDICATE SERVICE**  
WESTERN NEWSPAPER UNION

### Teletype Used First Time In Court Trial

In speeding up transmission of news stories and maintaining greater accuracy, The Newark News adopted a new system in covering the Grassmann meadowland trial at the Essex County Court House. The News installed a direct teletype hook-up between the Court House press room and its City Room. Two city reporters, Francis Van Voorhees and Jerry Ritson, were covering the trial and Joseph Storch Jr. of the radio department is operating the teletype machine.

Van Voorhees and Ritson alternate in taking notes in Common Pleas, Judge Brennan's court, before which the trial is being presented to a jury. They write their stories in paragraph form and pass them over to Storch, who sits nearby at the teletype machine and transmits direct to the City Room. This system saves time and eliminates the services of a rewrite man to whom the court house reporters would ordinarily dictate their stories over the telephone.

H.R. 2328, by Representative Lynch of New York, proposes an amendment to the Criminal Code to declare "all papers, pamphlets, magazines, periodicals, books, pictures, and writings of any kind, containing any defamatory and false statements which tend to expose persons designated, identified, or characterized therein by race or religion, any of whom reside in the United States, to hatred, contempt, ridicule, or obloquy to tend to cause such persons to be shunned or avoided or to be injured in their business or occupation are hereby declared nonmailable matter, and shall not be conveyed in the mails or delivered from any post office or by any letter carrier, and shall be withdrawn from the mails under such regulations as the Postmaster General shall prescribe." Referred to House Committee on Post Office and Post Roads.

### Look Well To Your Lease If You Rent

With unprecedented demands for buildings and business properties which will last for two years or more, the Press advises that if you do not own your building, you should execute a long-time, fool-proof lease at once. Be advised that OPA rent ceilings do not apply to business property preventing increases in rentals, nor do OPA rules on eviction cover suits for possession involving business properties.

Write your Central Office for ABC applications, or 165 West Wacker Drive, Chicago.

Start your spring advertising promotions NOW.

Strikes are holding back national advertising; the volume will increase as men go back to work.

ABC insures circulation futures.

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

### ATTENTION: New Printing Plants — Reopened Plants —



#### Returning Veterans

Here is your guide for Valuing Printing under CURRENT COSTS

Separate Sections, revised each month, keep you abreast of your changing costs. The Schedules are accurate, easy to use. The possibility of error is eliminated. The guide of Thousands of Printers for over 28 years.

Establish your business with the help of **THE FRANKLIN PRINTING CATALOG**

Test it in your own office. — Send for free trial offer. **PORTE PUBLISHING COMPANY**  
Salt Lake City 5, Utah

## PUBLISHERS and PEAKS

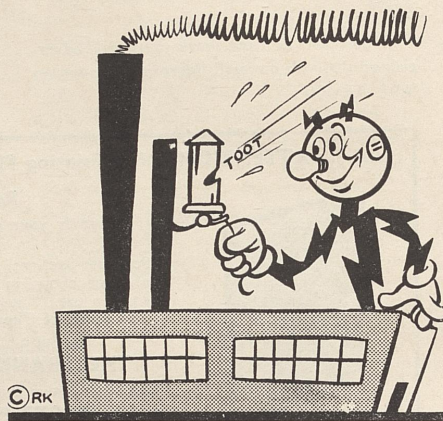
Because they are faced with peak loads, newspaper publishers and printers, more often than most businessmen, must consider peak requirements in machines as well as in personnel. A sufficient number of machines; carefully planned layouts to speed the work flow, when time is everything; the types of machines that combine versatility and flexibility with dependability—all of these must be carefully planned, not just for average production, but to meet frequent peaks.

More and more publishers are relying upon *Blue Streak Linotypes* because of their dependability, their capacity and their economy. There is a Linotype Production Engineer to survey your problem.



29 RYERSON STREET • BROOKLYN 5, N. Y.

*Linotype Bodoni Family and Baskerville Bold*



## Wherein We Toot Our Whistle A Few Small Toots

Each year we spend considerable time and effort to help bring new industries into the Kentucky towns we serve. Because we're public spirited—yes—and for selfish reasons, too—because the more these towns prosper, the more of their people who have steady jobs at good pay, the more electric service we sell.

And of course, as we make and sell more electricity we take in more money. That means we employ more men and women at better pay—buy more equipment and supplies—shell out more taxes—reduce electric rates—spend more money to bring new industries into Kentucky—and so on and so on and so—kind of like perpetual motion.

Take a look at these figures: Our 1945 payroll totaled \$2,851,803.46, while our 1940 payroll was \$1,905,813.66, indicating an increase of 49.6 per cent. Our 1945 tax bill totaled \$2,647,916.23, while our 1940 tax

bill was \$1,688,899.38, showing an increase of 56.8 per cent. In 1945, to operate our plants, we paid \$811,183.98 for coal, while our 1940 coal bill was \$601,657.52, for an increase of 34.8 per cent.

Take these electric rates: In 1933, if you're an average residential customer, three dollars would buy 30 kilowatt hours; in 1940, you'd get 48 kilowatt hours, and in 1945 you'd get 66 kilowatt hours.

Today we have some 1,100 employees, and 6,200 Kentucky stockholders. Altogether we feel that economically we're one of the State's important assets, and we're planning to be even a bigger one.

Thanks for listening to these toots, folks. We feel better now.

**REDDY KILOWATT**  
*Your electrical servant*

## KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street, Lexington 3, Ky.

*A self-supporting business enterprise*