

The Kentucky Press

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

VOLUME SEVENTEEN

January, 1946

NUMBER THREE

Record Attendance At Annual Meeting

More than 240 persons signed the register at the 77th Annual Mid-Winter meeting of the KPA, January 24-26, which indicated the largest meeting in the association's history. In 1945, the largest prior meeting, 149 persons were registered. The meeting, not only was the largest in attendance, but the program presented was highly interesting and instructive as was evidenced by the large attendance at the sessions.

Harold A. Browning, publisher of the Shelby Republican, Williamsburg, was elected president, succeeding Chauncey Forgey. Breaking precedent, Fred B. Wachs, general manager of the Lexington Herald-Leader, was elected first vice-president and Walter Munford, junior publisher of the Madison County Advocate, Morganfield, was elected second vice president. Victor R. Portmann, assistant professor of journalism, University of Kentucky, was re-elected secretary-manager. James M. Willis, Brandenburg, was elected chairman of the executive committee and will also represent the fourth district.

The first official act of president Browning was the announcement of his executive committee to serve during 1946. These included by district: First, Joe LaGore, Sunoco, Paducah; second, John B. Gaines, City News, Bowling Green; third, J. M. ... Courier-Journal and Times, Louisville; fourth, Virgil T. Saunders, News-Democrat, Carrollton; sixth, Enos Swain, Advocate, Danville; seventh, Norman Allen, ... County Times, Prestonsburg; eighth, ... Hedden, Advocate, Mt. Sterling; ninth, ... Whitehead, Harlan Enterprise, Harlan;

state-at-large, Seymour Goodman, Enterprise, Elizabethtown; and Chauncey Forgey, Independent, Ashland, immediate past president.

A feature of this 1946 meeting was the broadcast of the program from station WLW, Cincinnati, on Thursday evening, and from station WHAS, Louisville, Saturday morning. Thursday night, President Forgey presented some historical data on the association, Committeeman Virgil B. Saunders discussed the proposed pledge for the support of the "New England Plan" to aid newspapers in case of newsprint shortage, and Secretary Portmann discussed the apprenticeship program for all newspapers in the state that is being formulated.

The last part of the Saturday morning session was broadcast over WHAS. President Browning was formally inducted into office by Chauncey Forgey; Secretary Portmann gave his annual address, and Ed M. Anderson, Brevard, North Carolina, spoke on the activities of the National Editorial Association.

The meeting was opened Thursday evening by an informal reception of "early birds" at the association's headquarters in the Brown hotel. The formal session was called to order by President Forgey in the South Room, Friday morning. Invocation was pronounced by the Rev. C. E. Burns, Religious Coordinator of station WHAS. The Hon. Leland Taylor, mayor of Louisville, extended official greetings from the city and expressed his appreciation of the cooperative spirit that existed between Louisville and the rest of the state. A brief, but

sincere response, was made by Mr. Browning.

President Forgey then reviewed the events of the past year and the progress made by the association during the trying period. His address will be found in another column. He appointed as his convention committee, Virgil, Saunders, Carrollton, chairman; Vernon W. Richardson, Danville, and John Crawford, Corbin, as the resolutions committee; Vance Armtrout, Louisville, chairman; Percy Landrum, Hartford, and Mrs. George Hart, Murray, as the memorial committee.

Harry W. Schacter, president of the Committee for Kentucky, gave an inspiring address on the purposes, aims, and ideals of the committee, putting special emphasis on the reports of Dean Cooper, Maurice Seay, and Dr. Blackerby which have been published to date. He thanked the newspapers for the support that they had given this worthwhile survey of Kentucky and requested their continued support. He called attention to the series of feature articles being written by Ewing Galloway and hoped that the editors would publish the series as their contribution to the work of the committee. He further explained that local branches would be formed in each county and invited the participation of the editors in this important work.

Augustus Robbins, publisher of the Hopewell, Virginia, News, former president of KPA in 1935, was introduced and surveyed the work of the Weekly Newspaper Bureau, affiliate of the National Editorial Association. He explained the purpose of the

Bureau and commented on the work that it has already done. Readership studies of weekly newspapers have already undertaken, and, following the results of the proposed series of surveys, the results will be presented to manufacturers and advertising agencies to prove the high readership of news and advertising in the nation's community newspapers.

He stated that the Bureau had a great task before it, but also a worthwhile and challenging one. The job to be done is perhaps greater than that of any other medium of information and advertising, because of the size and scope of the weekly newspaper publishing industry and the many small town-rural-suburban market areas which include over one-half of the entire nation's population. He explained the ideas of the bureau which seeks to accomplish its four-point program of research, evaluation, improvement, and promotion on a much smaller budget than any one of the leading media. He urged that all Kentucky newspapers should join the Bureau and give it the financial and moral support that it deserves. He explained that the cost is small—one cent for each subscriber—but that the money raised would be put to good use in conducting the four-point program.

E. B. Ball, AP correspondent who had just returned from Germany, spoke on the life of a foreign correspondent on that assignment and discussed the conditions now existing in that unhappy country. His address was entirely informal and he answered many questions from the audience until his time was consumed.

Mark Ethridge was introduced and discussed the withdrawal of news wire services to many countries. He emphasized that Congress should make every effort to establish world-wide information services to every country so that free and untrammelled interchange of news should be available to all.

The editors adjourned to separate luncheons for the daily and weekly groups. John L. Crawford presided at the daily luncheon and introduced Henry McClaskey who led the roundtable discussion on newsprint, and Tom Adams, who led the discussion on circulation. All members present took part in the discussion and reported an instructive afternoon.

Chairman Harold L. Browning presided at the weekly luncheon and introduced the leaders for the roundtable: Gus Robbins led the discussion on national advertising and NAS; circulation was under the leadership of James M. Willis; Robert O'Bannon, Corydon, Indiana, led the discussion on the Audit Bureau of Circulation, and an inter-

esting discussion on job printing was led by D. M. Hutton.

Saturday morning's program opened with breakfast for all in the South room, President Forgey presiding. The secretary-manager's annual report was given in part, and the financial statement of the past year was presented and approved. After a brief presentation of the proposed apprenticeship program by the manager, supplemented by brief remarks by Robert Kirk, U. S. Department of Labor adviser, the Association, by motion, approved and authorized the executive committee to proceed with the establishment of the program as soon as it can be arranged.

A proposal to amend the present statutory law on retraction was led by President Forgey in the absence of Tom Wallace, who was called to Washington. After some discussion on the many difficulties that would prevent passage of the proposed amendments in this legislature, no action was taken.

Colonel Mead, officer in charge of the Louisville Recruiting area, spoke briefly on the regulating program which has been extended to June 1, and thanked the Kentucky newspapers for their loyal and continuing support of the recruiting program.

Reports of the memorial and resolution committees were read and approved, and the election of officers was held early to permit the radio broadcast to go on the air at 11:30.

The cocktail party Friday afternoon, courtesy of the Lexington Herald-Leader and Courier-Journal and Times, was enjoyable. The dinner dance and floor show, courtesy of the Courier-Journal-Times-WHAS, the Louisville Board of Trade, and the Brown hotel, set a new criterion for years to come.

New members of KPA elected by the convention were: active, Times-Argus, Central City; Trail Blazer, Morehead Teachers College; Wolfe County News, Campton; Journal-Gleaner, Henderson; associate members, Paul S. Chisholm, Mergenthaler Linotype Co., and Miller Paper Co., G. F. Allegier, Louisville.

Following the broadcast, the 77th Annual Meeting was declared adjourned.

Resolutions—

Resolved, that we extend our thanks to the following for their contributions to the convention: Rev. C. E. Burns, Religious Coordinator-Radio Station WHAS, for his invocation; Hon. Leland Taylor, Mayor of Louisville, for his warm words of welcome; Harry W. Schacter, President of the Committee for Kentucky, for his informative and inspiring

address; Gus Robbins, Director Newspaper Research Bureau, and former KPA president, for his interesting address; Ed M. Anderson, Brevard, North Carolina, for his two enlightening discussions; E. D. Ball, A.P. correspondent for his interesting, inside information on the state of affairs in Germany; and Robert O'Bannon, Corydon, Indiana, for his boost to the current ABC promotion.

We also express our sincere appreciation to the Lexington Herald-Leader and the Courier-Journal and Louisville Times for the delightful cocktail hour; and the Louisville Board of Trade, Courier-Journal and the Brown Hotel for the banquet, dance, and splendid floor show.

We also express our gratitude to the Brown Hotel for cooperation and courtesies extended, and the Louisville theatres for their entertainment.

Whereas, KPA Vice-President Fred B. Wachs, general manager, Lexington Herald-Leader, has given of his time in an unsparring manner for the benefit of the Association for past several years;

And, whereas, he is temporarily disabled and thus prevented from taking the presidency of the Association;

Therefore, be it resolved that Kentucky Press Association extend to Vice-President Wachs its best wishes for a speedy recovery, and, be it further resolved, that the Association avail itself of his services as president at the next mid-winter meeting following his recovery.

Whereas, the press of the nation is facing a critical newsprint shortage, be it therefore resolved that the Association endorse and join the "Share the Newsprint" campaign of the Southern Newspaper Publishers Association and other associations.

Whereas, proposed increases in second-class postage rates would finally bankrupt a majority of the newspapers of the United States, and, whereas, the proposal does not include recognition of the public services rendered by said newspapers, be it therefore resolved that KPA oppose unqualifiedly any upward revision in present second class postal rates.

Whereas, state printing contracts expire at the end of this year, and, whereas, the Statutes governing the contracts were adopted in 1893 and contain maximum prices that are far below cost today, and, whereas, it should be the privilege of every printing establishment in Kentucky to have the opportunity to bid on these contracts.

Be it resolved that the KPA in general session in Louisville, Ky., on January 25,

Please Turn To Page Five

A & P PROGRESS DOOMS BREAD MOLD

A few weeks ago a young A & P chemist discovered a way to banish bread mold, the bane of bakers and housewives for centuries.

Grain, one of the oldest of human foods, contains an abundance of nourishment, as well as an abundance of mold spores. Given a little more than average temperature and humidity, these spores go into action and the bread is on its way to the waste heap. This happened to the ceremonial bread of the ancient Hebrews. It plagued the bakers of early Roman days. And it causes the loss of at least 150,000,000 pounds of bread in this country each year.

But Dr. William H. Cathcart, head of A & P's national bakery laboratories, has found that by moving wrapped bread through an electronic oven and "broadcasting" di-electric heat through the loaves, he can kill the spores without affecting the taste, texture or nutritive value of the bread.

A & P Laboratories have thus surmounted one of the oldest of all food problems. They move on now to other equally complex problems whose solution will bring consumers closer to the perfection they are entitled to in their daily food purchases.

Dr. Cathcart's achievement is typical of the way A & P strives to improve the quality of foods while its stores find better ways of moving fine foods to consumers.

It is through such effort that the men and women of A & P continue to do the nation's most effective job of food distribution.



A & P FOOD STORES

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KPA in general
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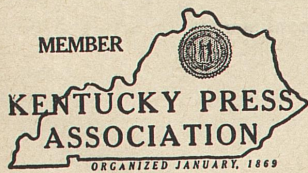
The Kentucky Press

The Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth in the Canons of Journalism. It advocates strict ethical standards in its advertising column. It opposes the publication of propaganda under the guise of news. It affirms the obligation of a newspaper to frank, honest and fearless editorial expressions. It respects equality of opinion and the right of every individual to participation in the Constitutional guarantee of Freedom of the Press. It believes in the newspaper as a vital medium for civic, economic, social, and cultural community development and progress.

Volume Seventeen, Number Three

Kentucky Press Association Officers

- Chauncey Forgey.....Independent, Ashland
President
- Fred B. Wachs.....Herald-Leader, Lexington
Vice-President
- Victor R. Portmann.....U. of K., Lexington
Secretary-Manager
- Executive Committee, Districts*
- Harold A. Browning, *Whitley Republican*, Williamsburg (Ninth), Chairman; First, Joe LaGore, *Sun-Democrat*, Paducah; Second, John B. Gaines, *Park City News*, Bowling Green; Third, J. M. Wynn, *Courier-Journal*, Louisville; Fourth, James M. Willis, *Messenger*, Brandenburg; Fifth, Virgil P. Sanders, *News-Democrat*, Carrollton; Sixth, Enos Swain, *Advocate-Messenger*, Danville; Seventh, Walker W. Robinson, *Herald*, Palmito; Eighth, J. W. Heddon, *Advocate*, Mt. Sterling; Tyler Munford, *Advocate*, Morganfield, State-at-Large; Seymour B. Goodman, *Enterprise*, Elizabethtown, State-at-Large; Immediate Past President, Joe Richardson, *Times*, Glasgow.
- Kentucky Press Women's Club*
- Miss Mary E. Hutton, *Herald*, Harrodsburg, President; Miss Mildred Babbage, *Breckinridge News*, Cloverport, First Vice-President; Mrs. J. O. Young, *Journal*, Dixon, Second Vice-President; Mrs. Mary Henderson Powell, *Record*, Stearns, Third Vice-President; Mrs. J. R. Wallace, *Advertiser*, Walton, Recording Secretary; Miss Urith Lucas, Independent, Maysville, Corresponding Secretary; Mrs. J. L. Bradley, *Journal-Enterprise*, Providence.



85% Of Readers Want Advertising

Eighty-five per cent of newspaper readers definitely prefer to have advertising in their newspaper, four per cent are undecided, and only 11 per cent say they would prefer to have a newspaper that did not contain advertising.

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

city editor is being swamped with tips from schoolmates of the winner and also school teachers to whom the idea appealed.

This stunt should go over big in any town.

414 Weeklies Now Members Of ABC

Growth of weekly newspaper memberships in the Audit Bureau of Circulation was cited last week with the report that 342 U. S. and 72 Canadian country weeklies are now members with others being added every month. The total of 414 today was contrasted with 49 members in 1941; 63 in 1942; 106 in 1943; and 178 in 1944. As the close of 1945, with 414 members, there were more than 150 applications on hand from weeklies awaiting their first audit. Kentucky now has 13 weekly members with many more applications pending.

Foundation Creates Leadership Project

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, announced Chairman Stuart Peabody.

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 Company 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 Elliot City, Md.; Bernard Estes of the Pioneer Times at Houlton, Mo.; Goldon Philpott of the Contour 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.

Standard Rate and Data Service, which once only listed daily newspapers, is now listing all weeklies and semi-weeklies that are members of ABC.

That was the result of a poll of Minnesota adults made by the Minneapolis Star-Journal and Tribune.

Answers to the first question revealed that both sexes; all age groups; city town and farm residents; and those of the various economic brackets want their newspapers with advertising.

Resident tabulations are as follows:

	City	Town	Farm
	%	%	%
With advertising	84	89	85
Without advertising	14	7	7
Undecided	2	4	8

The results of a breakdown by men and women revealed that nine out of 10 women preferred newspapers with advertising, against an eight out of 10 ratio for the men.

Answers to the second questions ("What do you enjoy most in the newspaper you buy?") revealed that most Minnesotans enjoy regular news the most.

Breakdowns by residence (city, town and farm) placed regular news as the most enjoyable. Those living on farms and in towns placed comics in second place.

Steadily the list of ABC weekly newspapers is growing in the nation. Several community newspapers will soon finish their probationary periods in Kentucky.

Getting Tips On Local News

Twenty-five dollars in weekly prizes is being awarded by a Minnesota daily in a contest to stimulate voluntary tips on local news stories and events.

For a story about his family of pets, a schoolboy won five dollars. The story was featured on the front page. As a result the

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1946, request the State Legislature to revise the Statute governing state printing contracts so as to bring them to cover printing that is done at the present time and under prevailing prices, and, further, to make it possible for all printing establishments in Kentucky to bid on such work and to receive all, or a portion of it, as their bid justifies.

Because the association believes the diplomatic corps of the United States needs modern facilities for contacts with its government, and, because currently proposed facilities would be of great value in promoting goodwill between our country and other nations of the world, the KPA wishes to endorse the proposal to establish a world wide information service. This service to be established by Congress and placed under control of whatever department of the government that body may choose.

In Memoriam—

Death further decimated the ranks of Kentucky journalism in 1945. From February to December that mythical number, "Thirty," signed off the earthly careers of three publishers long identified with the Kentucky Press Association, and three columnists, whose bylines had made their names familiar to many people in this state and Indiana who had never seen their faces.

The Kentucky Press Association deeply laments the tragic and untimely death of Editor Flem Smith, of The Georgetown News, last October 1 at a Lexington hospital following the accidental discharge of a shotgun a few hours previously.

The tragedy removes from the Kentucky journalistic scene one of the most lovable characters in State journalism at the early age of 38 years.

Mr. Smith was a native of Pineville and was graduated from Georgetown College in 1909. He purchased The News soon after his graduation and moved the paper into the building with The Georgetown Times. Under his editorship his paper gained strength as a disseminator of news and became recognized as a top ranking Kentucky newspaper.

The Association voices the sympathy of the entire newspaper fraternity in Kentucky to surviving members of his family and is deeply moved at his passing.

Walker Robinson, 41 years old, publisher and owner of The Paintsville Herald, died suddenly of heart failure August 27, at West Baden Springs, Ind.

Mr. Robinson was a well-known figure in

the journalistic circles, having for many years been a member of the executive committee of KPA representing the Seventh District. He was a member who gave unstintingly of his time for the advancement of his profession and the Kentucky Press Association.

He did not confine his interests to his major field. He was the Democratic nominee for circuit judge, in the 24th judicial district, and owned coal and gas properties in eastern Kentucky. Before going to Paintsville, he published a paper at Danville. He was a native of Lancaster, Garrard county.

Mr. Robinson was a well trained individual, having attended the University of Kentucky where he was a member of Kappa Alpha fraternity, and later he received his law degree from George Washington University.

Although Mr. Robinson has gone on to his reward, his absence here at this convention is the loss and sorrow of the Kentucky Press Association. A good member has gone. The Kentucky Press Association, its members, and officials mourn his death, and extend sympathy to the family.

Rumsey Elliott Garrison, editor and publisher of the Anderson News, passed away February 12, 1945, after 56 years of active newspaper work, about equally divided between city dailies and his own paper at Lawrenceburg. During those first years he served in practically every capacity of the news department for the Albany, New York, and Lexington press.

From this experience, which usually renders a man timid about venturing out on his own, Mr. Garrison formed a partnership with former Governor Keen Johnson in 1921 and together they bought the Anderson News. After Keen acquired the Richmond Register, Mr. Garrison became sole owner of the News.

Rumsey Garrison remained wedded to his craft. All he had he put into his paper, believing that through this medium he could best serve his community. And it was a good paper, attested by the fact that he won three successive annual first prizes in the KPA contests.

Mr. Garrison was a native of Scottsville. The Kentucky Press Association takes this opportunity to express its sympathy to his family and the deep loss by the newspaper fraternity of Kentucky.

In the latter part of the year three well known names vanished from pages of the Louisville press. On October 30, death claimed Harry Bloom, associate editor of The

Times, whose unique "Off The Record" column chronicled odd, interesting and more often than not, amusing episodes in real life, which probably were read more thoroughly than articles that possessed news value in the estimation of a copy reader.

On December 8, Louis McNeely, sports editor of The Times, lost his life in an automobile accident. "Letters to the Editor," the following week paid tribute to the esteem in which he was held by sportsmen for his efforts in behalf of wildlife conservation. Mr. McNeely was a pioneer in this phase of sport editorship which is more and more shifting emphasis from professional games to recreations.

A few days later, on December 19, Howard Henderson, political writer on The Courier-Journal, succumbed to a prolonged illness and his column, "I say Wat I Think," which he did, as pugnaciously about The Courier-Journal policies in his column or an editorial conference as about anyone or anything else.

Resolved, further that this report be spread upon the minutes and copies sent to the surviving families.

President's Address

Another year has come around; another milestone in the history of the Kentucky Press Association has been recorded in the book of time. Another administration will soon take over, and we will go forward stronger than ever.

This is the 77th year of the Kentucky Press Association which has just passed through one of its most strenuous years in its history. Barred by a world war from hold-in the annual mid-winter meeting, the work nevertheless was carried on, and, despite all hazards, the organization was kept together and functioned as usual.

This was done through the holding of "district press meetings." It was quite a task to travel from one end of the state to the other, but we feel that the effort was worthwhile.

The first of the district meetings was held in Lexington in June and the Lexington Herald-Leader was a splendid host. Ed Templin, the general promotion manager, had everything arranged in advance, and we had a nice gathering. Informal addresses were made by delegates and the roundtable plan was adopted so that everyone would have a chance to express his opinion regarding advertising, circulation, and news-print. Secretary-Manager Portmann related interesting facts regarding the advertising situation.

Our next meeting was at Ashland in June. Raymond S. Fletcher, general manager of the Portsmouth, Ohio Times, was guest speaker and he declared that newspaper editors were going to have to make up their minds that better newspapers were going to have to be printed by everyone. He cited the dangers of facsimile and the transmission of entire newspapers by wire from city to city and the chances of making distribution of metropolitan papers on a carrier basis at the same time of local deliveries of the home town papers. The address was indeed most interesting.

The Mammoth Cave meeting was a success as any Mammoth Cave meeting can be. Joe Richardson was there and had everything arranged for a splendid session. This too was carried on in an informal manner.

One of the most enjoyable sessions, however, was held at Cumberland Falls in early August and all who attended this gathering enjoyed it to the utmost. Harold Browning was in charge of the program. One of the interesting discussions was made by Charles Blanchard, Mergenthaler Linotype Company, who discussed the advantages of changes in newspaper make-up to suit the needs of publishers to save newsprint.

The last of the district meetings was held during the celebration of the freeing of the Egger's ferry bridge near Paducah. Henry Ward and Joe LaGore of the Paducah-Sun Democrat, went to the utmost to see that all visiting editors were entertained. One of the most important discussions which occurred here was regarding the threatened advance in postal rates and Secretary Portmann declared that many weeklies would be in danger should this measure pass. Henry Ward of the Sun-Democrat also expressed a danger in the adoption of such legislation.

At these meetings a fine spirit of friendship existed. Although we did not have such large attendance, we did function and we felt that by holding such gatherings the Press Association would be bound closer together.

We attended the NEA and NAS conventions and gained much from each of them. We fail to see why any small newspaper would not recognize the merits of the two groups. The NEA certainly protects the small newspaper. Not only does it try to protect you from certain infringements, but it also makes it possible for the small papers to present just as large, or larger newspaper group, as the dailies. The NAS is also a fine set-up, because it boosts your national advertising, and when we get our apprenticeship program started increased advertising will soon be welcome. We hope that more

weeklies will subscribe to the Audit Bureau of Circulation. We believe that you will get more advertising in this manner, because it was stated many times at the NEA convention that soon only accredited newspapers would be considered in advertising schedules.

The Kentucky Press Association is stronger today than ever before. Our membership has grown steadily until today we have a membership of 157 weekly newspapers, 27 daily newspapers and 15 associate memberships. Interest is high and the outlook for a great year is promising.

Our Association has played a great part in support of many issues which will prove to be a great aid to the state. The work accomplished in the campaign to support the good roads program was outstanding.

We have other proposals facing us at this session, which no doubt will prove of great benefit to the state. In mentioning these things, one must not get the idea, however, that the Kentucky Press Association is a propaganda machine. It is far from it; in fact, that is the one thing of which we steer clear. Endorsement of any proposition is only made after careful study and in no instance does the Association endorse any proposal that has a political significance behind it.

The Kentucky Press Association is a non-profit organization. It is a gathering of newspapers pledged to defend and uphold a free press in the state.

With such a strong membership and the prospect of increased growth, the officers of this Association believe it will grow to be one of the greatest state press associations in the south. Saturday we will begin our 78th year of existence. Surely a long life—such as this gives us added belief that the Kentucky Press will be here long after many of us have departed from the keyboard.

The incoming officers are leaders. They will point the way to a greater state press, a greater Kentucky, and a greater nation.

Southern Publishers Plan New Paper Mill

A decision with plans for a second large newsprint mill in the south was reached January 20 by the newsprint mills committee of the Southern Newspaper Publishers Association.

"A very large mill is going to be erected in the Southeast," said Carl B. Short, Roanoke, Va., president of the S.N.P.A. "Southern newspapers are going to see to that. . . ." It will add enormously to the assets of the area in which it is located."



This is the column heading that many state newspapers are using on the series of articles on Kentucky by Ewing Galloway. The Committee for Kentucky will also supply this heading in two-column measure on request. The articles are being distributed in mimeo form by the Central Office, and are proving very popular in the newspaper are proving very popular in the newspapers running them.

The National Editorial Association 1946 convention will be held in Estes Park, Colorado, with side trips through that scenic state. The dates are yet pending, but will be announced soon.

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 Emmerine, 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

Local Space Users

In a former article, the Press surveyed various forms of newspaper advertising contracts in use today. Here is another plan that takes a different slant; study it over:

W. H. Conrad, publisher of the Medford (Wis.) Star News reports an effective rate system which encourages regularity of advertising by local merchants. If the merchant agrees to run a minimum number of inches each month during the contract at the regular rate, the newspaper then agrees to rebate to the merchant an earned discount "due and payable within 30 days after the completion of this agreement." You will note that the merchant pays the regular open rate, and the discount is earned and payable only when the merchant lives up to the contract for frequency of insertion. This same method could be used for weekly insertion. The discount is a percentage refund of the total cost, as computed at the regular open rate. The same principle of an "earned discount" is used by many publishers in offering a reduction in the cost of classified advertising if the ad is paid by Saturday noon, if a weekly, or within so many days, if a daily. This is known as the "cash rate." It eliminates the bulk of bookkeeping records and hence is more profitable.

Good Will Experiment

Richmond, Va.—To foster international understanding, the Virginia Press Association has announced a plan to invite newspapermen from the United Nations to temporary staff positions on Virginia newspapers.

Thirty-three daily and weekly newspapers have agreed to underwrite salaries, with details to be arranged, it was stated by Miss Daphne Dailey, editor of the Caroline Progress, Bowling Green, Va., and president of the Association. Other Virginia papers have asked the opportunity to participate when plans are complete, she stated.

"If the plan has the approval and cooperation of the American government," Miss Dailey said, "the Virginia Press Association's executive committee will arrange time, duration, salaries and schedule for extending invitations."

An executive committee statement on the plan reads: "The Virginia Press Association makes the offer in a spirit of good will and wish for better international understanding. Our participating newspapers believe this is a practical, if small, approach, and their interest is demonstrated in the offer to share time and experience."

"Visiting newsmen would have opportunity to observe how American newspapers

function as community institutions. Staff assignment would permit more detailed understanding of American everyday life than is possible in a coast-to-coast hurried tour.

With a daily report a visiting newsmen might cover police, sports or city council. With a weekly editor he would follow the week's news from front office copy to back

shop press. The participating newspapers offer variety in size of paper and community.

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In praising the business leadership of these communities, Vice President, Washington Reed of the K. U. Company declared: "There is reason to believe greater opportunities lie ahead. If all Kentuckians get behind the development of our state, giving full support to local civic groups, the list of new factories will continue to grow."

Individuals concerned over Kentucky's future welfare recognize the need for more industries. It is well to remember that these seldom locate in a city or town without effort on its part. It also is important to remember that seeming obstacles can be overcome by wholehearted cooperation; that the job of obtaining a needed industry is half accomplished when an organized start is made toward the goal.

Editorial leadership is an important factor. There is no lack of it in Kentucky. That fact alone lends extra assurance that Kentucky will grow and prosper industrially in the years ahead.

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