

The Kentucky Press

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

VOLUME SEVENTEEN

June, 1946

NUMBER EIGHT

7th. Mid-Summer Meeting Sets Criterion

When President Browning called the seven-seventh annual mid-summer convention of the Kentucky Press Association to order on June 28, he opened the outstanding mid-year meeting in the history of the association in attendance, in interest, and in entertainment. Activity cards were issued to 188 delegates and their guests, and from the "early bird" open house in KPA headquarters on Thursday evening to "adjournment" at one o'clock, Saturday, every moment sparkled with interesting addresses, splendid entertainment, and good fellowship.

Chancellor Henry Noble Sherwood, Pennsylvania College, gave the invocation at the opening session in the radio studio, University of Kentucky. County Judge E. Nichols, welcoming the convention to Lexington, gave a hint of good things to come in his description of a Kentucky breakfast.

James Armstrong, Henderson and Louisville, director of promotional activities for the Committee for Kentucky, briefly outlined the activities of the Committee since its formation under its first slogan, "Wake Up Kentucky," and gave a graphic word-picture of the Committee's future program. He aims under its new slogan "Kentucky Takes It On." He urged the newspapers to take a militant editorial stand and to organize their communities and different groups into a strong co-operative movement in order that major problems facing the state and nation today might be grappled with at the grass roots. He cited the outstanding initial program of Henderson, and county, as a criterion and example

for the other cities and counties to follow.

Rear Admiral Harold Miller, director of naval public information, speaking informally, outlined plans for news coverage of the Bikini bomb test which took historic place the following Monday. He averred that the detonation of the bomb literally would be heard around the world. He stated that every effort was being made to broadcast the actual explosion, and that if unusual weather conditions or unforeseen last-minute eventualities did not prevent, the "greatest news event of the decade and possibly the century" would be carried on all major networks.

The Navy, the admiral explained, regards the test as of vital interest to the entire country and has made almost as elaborate preparations for maximum news coverage as the scientists have made for the gathering of data. In order to eliminate the delay occasioned during the war by censorship, he said, no newspaper and radio copy will be censored at all but will be sent out as fast as the correspondents at the scene can prepare it and the four teletype machines on the press ship can carry it.

Only news media to be subjected to censorship will be the still and motion-picture services, he said. Plans now have been completed to fly the first stills to Kwajalein for processing and transcription by wire-photo to San Francisco on the day of the test. Motion pictures will be flown to Washington for processing and censoring and then released, all in a matter of four days.

Among the problems facing those mak-

ing the test, the admiral pointed out, are unpredictable atmospheric conditions which often blot out all radio transmission from about 2 to 4 o'clock each afternoon and high cumulous clouds common to the area which may obscure the target at the last minute on any number of runs. The world knows how well these plans were carried out under the minimum of difficulties.

President Browning, publicity director for General May, spoke briefly on the topic of "Reactivating Kentucky's National Guard," and explained, under stress of time, the program for the establishment of new armories in all sections of the state. "Let's train our young men at home," he said, "so that they need not be sent away for that training outside the state."

After the morning session, members of the conference adjourned to the Student Union building for a luncheon at which Leo M. Chamberlain, dean and registrar of the University, introduced Raymond W. Wild, who assumed the duties of head of the public-relations department for the University on July 1; Elmer G. Sulzer, former public-relations head who has been placed in charge of the new Department of Radio Arts, and Miss Helen King, Mr. Sulzer's former assistant, who has become executive secretary of the Alumni Association.

Dean Chamberlain, speaking in place of President H. L. Donovan, expressed to the newspapermen and women appreciation for their support of the University and pledged that consideration would be given to all their suggestions.

After the luncheon, the editors had their choice of a golf tournament at the Ashland

Golf Club under the direction of the golf "bugs" on the staff of the Herald-Leader; a conducted tour of the Blue Grass horse farms in a large army bus under the direction of Ed Wilder, secretary of the Lexington Board of Trade; swimming at the Joyland pool, and theater parties as guests of the Schine Theaters

Late in the afternoon, the guests were entertained at a tea at the spacious, beautiful home of Mr. and Mrs. Fred B. Wachs on Castle Lawn Farm. Mr. Wachs, recuperating from an operation, greeted his many friends there as he was under orders not to attend the programs.

As guests of the Lexington Herald-Leader, the association sat down to a splendid banquet in the Gold Room of the Lafayette that evening. Honored guest, Governor Simeon Willis, who was associated with a newspaper at Greenup, told the editors that if they printed the facts in their news columns he did not care what they wrote about him in editorials. He declared that the old days of "personal journalism" and enmity between editors happily were over and the newspapers were becoming increasingly valuable as leaders of public opinion.

At the speakers' table were Gov. Willis; Adml. Miller; Harold Browning, Williamsburg, president of KPA, and Mrs. Browning; Thomas L. Adams, circulation manager of The Herald-Leader, and Mrs. Adams; Warren Wachs; and Mr. and Mrs. Henry Meigs, son-in-law and daughter of Gov. Willis. Tom Underwood, editor of the Herald, acted as toastmaster in his usual witty and gracious manner.

Entertainment following the banquet was furnished by the lady trio of singers from Renfro Valley; and the Harmonaires, an outstanding group of Negro singers from station WLW, as presented by William Barlow. Their popularity was attested by many demanded encores. Prizes, awarded to winners of the KPA golf tournament, ranged from a rooster (Al Wathen), a cabbage-atom-bomb (Admiral Miller), and a cake of ice (Herndon Evans), to many useful articles. Door prizes were won by Miss Betty Tevis and Mrs. Ransom Todd. While the floor was being cleared, many guests attended the showing of the films on television and F-M radio as guests of the extension division of the University. Dancing followed with music furnished by the Kentucky Knights.

Jack Tarver, young Atlanta Constitution columnist-humorist, opened the final Saturday morning session with a chatty discussion of his experiences as a country editor. Following him, Neil Dalton, national

deputy housing expediter, on leave of absence from the Louisville Courier-Journal, addressed the editors on the housing problem. Speaking shortly before President Truman vetoed the OPA bill passed Friday by Congress, Mr. Dalton stated that if the bill should pass, the long government fight for low-cost housing for veterans would be lost.

Told by newsmen after the meeting of the President's action, he amended his statement to say the fight was already lost unless Congress delivered a stop-gap measure before Sunday night and then drafted a bill that actually would control prices.

Mr. Dalton urged his listeners to consider the housing problem as a community problem and to exert the influence of the press to secure the co-operation of their communities in setting up and actively participating in their local emergency housing committee.

A brief report on the annual National Editorial Association convention at Estes Park, Colorado, June 13-20, was made by Secretary-Manager Portmann. A more complete report is carried in another column.

Portmann presented Editor J. Sterling Towles, Shively Gazette, with a victory bond as winner of third place in the Herrick Editorial contest of the NEA annual newspaper contests. Mr. Towles also won third place in the Community Service division for his series of editorials on juvenile delinquency.

Awarding of prizes in the annual KPA newspaper production contests were made as announced elsewhere.

A motion to exclude the Negro press of Kentucky from the Kentucky Press Association was passed with one dissenting vote. The action was taken after President Browning opened for discussion an unanimous recommendation of the executive committee that the Louisville Defender, applicant Negro weekly newspaper, be denied membership.

Mr. Browning explained that the executive committee had passed its recommendation on a conviction that the social events which form a large part of the association's activities would prove "embarrassing" to representatives of all member papers if the application was accepted.

The committee's action was supported by several members speaking from the floor before the motion to exclude the Negro press was carried.

The report of the resolutions committee, unanimously carried, closed the most successful mid-summer meeting in history.

Whereas the Kentucky Press Association, holding its Seventy-seventh annual mid-

summer meeting in the city of Lexington, on June 28 and 29, 1946, does ordain and establish these resolutions which should be spread on the minutes of our organization and forwarded, as instructed, to those persons and organization that have contributed so much to our enjoyment and pleasure. Therefore, be it

Resolved, that we extend our sincere thanks and appreciation to Doctor Herman Lee Donovan and the University of Kentucky for the privilege of meeting on the campus, and for the luncheon tendered us at the Student Union Building, the Lexington Herald-Leader for the bountiful banquet, floor show, and dance; the Lexington Board of Trade for the tour through the beautiful bluegrass horse farms; the University Extension Service for the showing of the radio films; Radio Station WLW for the Negro singers who added so materially to the banquet program; Radio Station WLAP for the broadcasting of our program; the Renfro Valley singers for their program; management and employees of the Lafayette Hotel for their efforts in making our stay enjoyable. Be it further,

Resolved, that we extend our thanks to the speakers on our program for their contributions; to Rear Admiral Harold Miller for his address on "Crossroads America"; to James Armstrong for his address on "The Housing Problem"; and to Jack Tarver for his address on "The Country Editor." Be it further

Resolved, that we extend our thanks to Mr. and Mrs. Fred B. Wachs for the tea at their beautiful home at Castle Lawn. We were honored by the presence of Governor Willis and greatly appreciate his show of interest in the press of the state.

Resolved, that the Kentucky Press Association petition the Kentucky members of the United States House of Representatives to give their influence and earnest support to the adoption of floor amendments to H. R. 4130, restoring the so-called Hoey amendment in S. 1349 which exempts apprentices and learners in newspaper shops from the minimum wage provisions for a period of 4,000 hours, or approximately two years, and an amendment to clarify the Child Labor Section of the Wage and Hour Act so that administrative officials cannot construe carriers and newsboys as "employees." Unless this change is approved by the House so that it is clear that the relations of employer-employee does not exist between carriers and newsboys and the publisher, the present status wherein Workmen's Compensation Insur-

Please Turn To Page Five

STOCKING A SUPER MARKET



Nearly six million American families daily eat food purchased at A&P Food Stores. To meet their demands the average A&P Super Market stocks well over two thousand items.

Such a complex job requires far-flung buying activities in national and world markets.

Take fresh fruits and vegetables, for example. Representatives of the Company's 140 field buying offices go into the fields and orchards of all 48 states to assure a steady flow of quality produce to A&P's customers.

Similarly, poultrymen of 41 states do business with A&P. The finest products of America's dairyland, cattle country and grain belt find year-round public acceptance through the Company's aggressive merchandising.

Fishing fleets from Alaska to Newfoundland and the Gulf of Mexico pour millions of pounds of seafood into A&P's fresh and process market. Tea and spice trade with the Orient and with South America and the Indies for coffee and tropical foods highlight the Company's world-wide buying activities.

Throughout its 86-year history A&P has been alert to the importance of maintaining primary and supplementary supply sources for all foods, working closely with suppliers to improve production and distribution methods. The natural outcome of such a policy has been to provide consumers with foods of greater variety, better quality and lower cost. It has enabled the Company to return to suppliers a larger share of the consumer's food dollar.

Expert buying and tasting facilities are characteristic of the business methods which year after year have enabled the men and women of A&P to do the nation's most effective job of food distribution.



A & P FOOD STORES

The Kentucky Press

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

Volume Seventeen, Number Eight

Kentucky Press Association Officers

Harold A. Browning, *President*
Whitley Republican, Williamsburg

Fred B. Wachs, *First Vice President*
Herald-Leader, Lexington

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

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

District Executive Committeemen

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

NATIONAL EDITORIAL ASSOCIATION
1946 *Active Member*

Stanford Editor For 65 Years Retires

E. C. Watson, editor and publisher of the Interior Journal of Stanford and connected with the paper for 65 years, announced his retirement from active newspaper work.

His son, Claiborne C. Watson, has leased the paper and succeeds his father as editor and publisher. He has been associated with his father in the business for several years. A grandson, Carl Carter Jr., is employed as a linotype operator.

The elder Walton is a native of Louisa Courthouse, Va., and came to Stanford in 1881 to work for his brother, W. P. Walton,

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

who had published the paper since 1873. In 1900, E. C. Walton bought out his brother's interest.

Walton gave as his reason for retiring, poor health due to the confinement and arduous duties of his work. In addition to his newspaper connection, Walton has held numerous other positions in the community and remains as president of the Lincoln County National Bank, master commissioner of the Lincoln Circuit Court and chairman of the Lincoln County Selective Service Board.

His wife, formerly a Mount Vernon (Ky.) newspaper woman, has been associated with him in the publishing business.

The Interior Journal was established in 1860 by Dan Parker as the Stanford Banner, later was sold to the firm of Hilton and Campbell, and then to W. P. Walton.

Towles Wins Awards In NEA 1946 Contests

J. Sterling Towles, editor-publisher of the Shivley Gazette, received many compliments on his two awards in the 1946 NEA newspaper production contests. He received third award and a victory bond in the coveted Herrick Editorial Contest and again third place in the best series of community editorials. The awards were based on the series of editorials, headlined "Dear Mom and Pop'.. on juvenile delinquency. The Press extends hearty congratulations for his accomplishment.

Record Attendance At NEA Convention

Five hundred and fifty members and guests of the National Editorial Association set a new attendance record and took part

in the greatest progress-marking convention in N.E.A. history June 13-16 at Estes Park, Colo. And, after the business was over, 250 of the delegates went on a tour of the scenic Grand Lake area and 60 of those remained over for a visit to Yellowstone National Park.

During the business sessions, full discussion of N.E.A. activities, operations and progress of Newspaper Advertising Service, Inc., and the expansion of the Weekly Newspaper Bureau in the field of research for the weekly newspapers were held.

Fred W. Hill, publisher of the Hamburg Iowa, Reporter, was elected president of the Association for 1946-47, taking the gavel from Charles L. Ryder, Cobleskill, N. Y., Times. Charles P. Helfenstein, Live Oak, Fla., Suwannee Democrat, was elected vice-president, and J. Frank McDermond, Attica, Ind., Ledger-Tribune, was reelected treasurer.

Directors reelected were Orrin R. Taylor, Archbold, Ohio, Buckeye; Joe T. Cook, Mission, Texas, Times; C. V. Charters, Brampton, Ontario, president of Newspaper Association Managers, and J. Clifford Kaynor, Ellensburg, Wash., Daily Record. New Directors chosen were Bernard E. Esters, Houlton, Maine, Pioneer Times, and Louis H. Zimmerman, Burlington, Wis., Standard-Democrat.

Floyd J. Miller, Royal Oak, Mich., Daily Tribune, resigned from the board because of ill health and was named a director emeritus.

The convention moved at a fast pace from the opening annual banquet on Thursday evening, June 13, right through to the closing session Saturday noon. Guests who found themselves with time on their hands had plenty of opportunity to take in tours of the wonderful Rocky Mountain region, fish in a mountain stream rushing through the village, golf, ride horseback, or just sun themselves. Perfect weather prevailed throughout the meeting.

Palmer Hoyt, editor and publisher of the Denver Post, called on the editors to do their part in leading the way to a just and lasting peace in his talk at the annual banquet, which was broadcast over KFEL, Denver. He said it is the moral obligation of the nation's newspapers to insist that America "assume its proper moral leadership in seeing that the rest of the world has a chance to participate in the privilege you so richly enjoy—the people's right to know."

Following Mr. Hoyt's address, Joe T. Cook, Contest chairman, announced the winners of the National Newspaper Contests.

Please Turn to Page Six

Continued From Page Two

and Public Liability Insurance in practically all states does NOT apply to these independent contractors or merchants will seriously endangered. Be it further, Resolved, that we express publicly our thanks to the Convention committee for an excellent program. Especially do we thank Edwards Templin for his efforts; Ed worked hard and faithfully—his was a job well done. Be it further Resolved, that this has been one of the most enjoyable conventions in many years; that the fine people of Lexington and Fayette county have our thanks for their courtesy and for their interest in us.

J. LaMarr Bradley
George A. Joplin, Jr.
Joe Richardson

Committee

Princeton Leader Judged Best All-Around Newspaper

The Princeton Leader, Gracean M. Pedley, Editor, was adjudged the Best All-Around Newspaper in the 1946 newspaper contest of the Kentucky Press Association, and received the Lexington Herald-Leader trophy.

The Providence, Journal Enterprise, J. LaMarr Bradley, Editor, received the certificate for second place in the All-Around contest; The Somerset Journal, John Edwards, Editor, received the third place certificate and honorable mention was accorded the Somerset, Commonwealth, George A. Joplin, Editor; and the Eddyville Herald.

The Louisville Courier-Journal Trophy for the Best Front Page was presented to the Somerset Journal. Second place was awarded the Somerset Commonwealth, and third place, the Providence Journal Enterprise. Honorable mention was given the Princeton Leader and the Shelby News, Eddyville, Bennett Roach, Editor.

In the Editorial contest, the name of the Cock Clarion, Howesville, was inscribed on the Enoch Grehan Memorial Plaque for the editorial, "Those Babies Of Ours," written by Editor Roscoe I. Downs. Ben L. Williams, editor of the Kentuckian Citizen, was accorded second place certificate for his editorial on "Juvenile Delinquency," and the editorial "That's Where the Money Goes," written by John Edwards, Somerset Journal, was given third place. Honorable mention was given Gracean M. Pedley for his editorial "The Quality of Our Neglect," in the Princeton Leader, and his editorial, "Hearty Congratulations to The County Board of Ed-

ucation" in the Eddyville Herald.

Albert Schumacher, Berea Citizen, was awarded the Salvation Army War Cry Trophy for the Best Religious Editorial entitled "The Greater Emphasis." Second and third place certificates were awarded The Somerset Journal and the Kentucky Standard, Bardstown, respectively.

The Cecil Williams Memorial Award, established in 1945, by Mrs. May Williams, in memory of Mr. Williams who was one of the leading editorial writers in the state, is given each year to the winner of the Best Editorial Page, with permanent possession to be given to that newspaper which wins recognition in three different years. The first paper to win a leg on this trophy in the 1946 contest, is the Big Sandy News, Louisa, Mary Jane Nippert, editor. Second and third place certificates were awarded the Providence Journal Enterprise, and the Somerset Journal. Honorable mention was awarded the Somerset Commonwealth, and the Paris, Kentuckian-Citizen.

The Kentucky Post, Covington, Trophy for the Best News Story was presented to the Shelby News, Shelbyville, Bennett Roach, for his story, "Nazis Nearly Starved Shelby Boy Prisoner." Second place was awarded the Princeton Leader for the story, "Soil Erosion Robs Many Caldwell County Farms," Gracean M. Pedley, writer. Third place was awarded the Somerset Journal for the story, "Police Chief Says Council Plans Ouster," John E. Pearce, writer. Honorable mention was accorded the Kentucky Standard, Bardstown, and the Falmouth, Outlook.

The Best Advertisement Contest with trophies presented by Ed Weeks, Bush-Krebs Co., Louisville, were awarded:

Best Full Page: First, Somerset Commonwealth; Second, Princeton Leader; Third, Providence Journal Enterprise. Best Half-Page: First, Princeton Leader; Second, Dawson Springs, Progress; and Third, Eddyville, Herald. Best Quarter-Page: First, Kentucky Standard, Bardstown; Second, Princeton Leader; and Third, Somerset Journal.

Associated Press Held Sunday Meeting

Chauncey Forgey, managing editor of the Ashland Daily Independent, and immediate past president of the Kentucky Press Association, was named chairman of Kentucky members of the Associated Press, Sunday, June 30, at the annual meeting of AP members and their news staffs at Lexington.

Forgey, whose father, Col. B. F. Forgey, publisher of the Ashland Independent, also headed both the KPA and the state AP members' group in past years, succeeded Joe LaGore, managing editor of the Paducah Sun-Democrat as chairman. LaGore had held the office since 1938 and requested that a new chairman be named this year.

The Associated Press editors discussed all phases of the news and picture services which the co-operative association furnishes to its member newspapers. Wilber Crawford, chief of bureau at Louisville, and other members of the AP staff in Kentucky joined in this discussion.

The informal session was held in the Gold room of the Lafayette hotel after a noon luncheon given by the Lexington Herald-Leader. Edwards Templin, promotion manager for the Lexington newspapers, presided at the luncheon and welcomed the visiting editors.

Enos Swain, editor and manager of the Danville Advocate-Messenger, proposed and the AP editors approved resolutions thanking LaGore for his years of service as chairman of the group and thanking the Lexington newspapers for playing host to the meeting.

Publisher Joe Richardson Heads State Postmasters

Joe Richardson of Glasgow was elected president of the Kentucky Association of Postmasters at the concluding session of the organization's annual convention at Newport, June 8. He succeeds William Eimer of Newport.

Half Interest Sold In Paintsville Herald

Sale of half interest in The Paintsville Herald, weekly newspaper, by Mrs. W. W. Robinson to J. B. Wells, Jr., and R. H. Dourton, Second National Bank cashier, was announced today. Mrs. John W. Wheeler retained the other half interest.

Replacing a 12 per cent increase allowed in January, OPA on June 3rd authorized a 20 per cent boost in ceiling prices for printing trades machinery and equipment.

The agency said further rises in costs since January threatened to curb production.

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

Continued From Page Four

tests, presenting certificates to the winning publishers who were present.

Ed M. Anderson, publisher of five weekly newspapers in North Carolina, received the coveted Amos Award, awarded annually to the publisher giving "outstanding service to the weekly and small city daily newspapers of the country." W. Verve McKinney, Hillsboro, Ore., Argus, and retiring chairman of the board, made the presentation. Mr. Anderson is chairman of the NEA Legislative Committee and chairman of the executive committee of the Weekly Newspaper Bureau.

Presidents of the State Press Associations were honored at the breakfast meeting Friday morning, with the speech of welcome being made by Clyde E. Moffitt, president of the Colorado Association, hosts for the convention.

Reports were heard from committees on necrology, John Redmond, Burlington, Kansas, chairman; President Ryder; the treasurer's report, given by W. W. Loomis since J. Frank McDermond could not be present because of illness; auditing, by Mr. Loomis; and Don Eck, general manager of the association. Other reports were heard on ABC membership, by Alan C. McIntosh, Luverne, Minn.; community development, Charles P. Helfenstein; job printing and office sales, Fred W. Hill; legislative, Ed M. Anderson and William Daley; N.E.A. membership, Orrin R. Taylor; publications, by Mr. Loomis, pinch-hitting for George R. Averill, chairman, and journalism schools council, Walter Crim.

A. M. Crossley, president of Crossley, Inc., nationally known research organization, spoke at the Friday luncheon, outlining results of a survey of several Pennsylvania weeklies. Mr. Crossley discussed the possibilities of developing the rural market, quoting figures from the 1945 census, showing the shift in population and rising living standards of non-urban families to bear out the trends shown in the survey. Discussing the outlook in the rural areas, Mr. Crossley said:

"In the cities the smaller rented places are far less desirable markets in many respects. Not only are there fewer persons per family to feed and clothe but there are fewer rooms to furnish and decorate and take care of. Family for family, the small town and rural home is quantitatively a better potential market than the average city home, for many items.

"In cities, except for newly created families and homes, a high percentage of first sales have already been made. Families without bathrooms, except in slums, are

likewise. The first market for mechanical refrigerators, electric vacuum cleaners, and many other items has approached saturation. As the farmer and small town dweller obtains electricity, gas, better roads, etc., the original or first sales market opens up, with the replacement and supplemental sales to come later."

A. W. Lehman, managing director of the Advertising Research Foundation, reported on the findings of a readership study made of the Carthage, Ill., Hancock County Journal, the first such study made of a weekly newspaper by the ARF. Referring to results of this test survey, Mr. Lehman said:

"The results of this study indicate that a sound method has been developed whereby publishers may improve the news, editorial and advertising content of their newspapers."

Commenting on the high readership of the weekly paper, he said that men seemed to hold a slight edge in the readership of both news and advertising content with the sole exception of the amusement ads category. He pointed out that the highest page score for men and women alike was 99 per cent with an average readership per page of 89 per cent for men and 93 per cent for women.

Mr. Shouse debunked much of the advance publicity of Frequency Modulation in favor of a better understanding of the advancements and possibilities of television.

"If the things claimed for frequency modulation are as definite and as positive in fact as the claims are in theory," he said, "I think it would be well to assume that the people, today, who are big in amplitude broadcasting will continue to be big in frequency modulation broadcasting. Television on the other hand, does not represent a new way of doing the same things that has been done before. It adds an increment to a dimension that is constructive and creative. It does not supplement a coupe with a sedan.

"I am inclined to believe, therefore, that television, given a fair opportunity to do so, may cause an appreciable slowing up of the frequency modulation movement.

The convention wound up Saturday noon with the election of officers and report of the resolutions committee.

Raymond B. Howard was reelected president of Newspaper Advertising Service and Albert W. Epperson, Kaysville, Utah, Weekly Reflex, was named to the board of directors, replacing Richard Stanton, Sussex, N. J., Independent.

Named to the Board of directors of the Weekly Newspaper Bureau were Ed M. Anderson, Brevard, N. C.; P. G. Stromberg, Ellicott City, Md.; A. Edwin Larsson, Wellesley, Mass.; John J. Shinnors, Hartford, Wis.; James McCutcheon, Mount Vernon, Iowa; W. Verne McKinney, Hillsboro, Ore.; Roy Schonian, manager, Utah State Press Assn.; Richard Ralston, Buckhannon, W. Va., director at large, and Fred Hill, ex officio. One additional director is to be named.

* * *

Resolutions Adopted

Business resolutions adopted the annual convention of the National Editorial Association:

Fair Labor Standard Acts

BE IT RESOLVED—That the National Editorial Association at the 61st annual convention held at Estes National Park, Colorado, June 13-16, 1946, petitions the House of Representatives for the enactment of amendments to HR 4130 which will make the Fair Labor Standards Act of 1938 more workable in its application to newspaper operations. On behalf of the several thousand small town newspapers in our membership we specifically urge the House of Representatives to restore the so-called Holly amendment as passed by the U. S. Senate in S. 1349 relating to apprentices and learners, of newsboys and carriers in harmony with the laws adopted by the several states holding said newsboys and carriers to be independent contractors.

Be it further resolved that copies of this resolution be forwarded to each member of the State Congressional delegation.

Postal Rates

BE IT RESOLVED—That the National Editorial Association renew its opposition to any proposal for increasing second-class postal rates which does not weight the high degree of public service rendered by the American press or rate schedules which restrict the dissemination of news and information by these publications by a system of discriminatory classifications.

Sworn Circulation Legislation

BE IT RESOLVED—That the National Editorial Association in convention assembled petitions the President of the United States to sign HR 2543, a bill to require all weekly newspapers to make sworn circulation statements as passed by the Congress June 14. We believe this measure endorsed by 34 State Press Associations and sponsored by the National Editorial Association will redound to the benefit of weekly newspapers. We especially commend the Honorable Thomas Murray,

representative from the State of Tennessee for his services to the weekly press of this country in introducing and promoting legislation.

Limitation on Wage Suits

BE IT RESOLVED—That the National Editorial Association at its 61st Annual Convention recommend the early enactment of the so-called Gwynne bill not pending on the calendar of the U. S. Senate approved by the House of Representatives. This measure placing a two-year limitation on the time for filing claims for back-pay and other compensation is essential to the smaller publishers who would be faced with possible bankruptcy in event suits for restitution of additional compensation were permitted to be indefinitely as possible under existing statutes.

Newspaper Advertising Service

WHEREAS the National Editorial Association through Newspaper Advertising Service is promoting advertising that promises to expand into a large business and whereas the developing of this business is for a close relationship between Newspaper Advertising Service and the various organizations, therefore be it Resolved—that the incoming president N.E.A. be instructed to name a special committee to study ways and means of a closer cooperation between N.A.S. and the various state associations, including the feasibility of direct representation on the U.S. board of directors by the affiliate associations. This committee to bring a report at the next annual meeting of the association.

Newspapers will have an advertising income of more than \$1,000,000,000 if, after conversion, they maintain their ratio of advertising expenditures of recent years, according to study of national newspaper advertising released by Harvard School of Business.

The study points out that this total can be expanded through changes in newspaper methods. It urges wider research by the newspaper industry, revamping of rates, better selling, and a greater drive into the competitive field rather than competition between newspapers.

Prior to World War I, the study said, the newspapers generally had advertising equal to about 3 per cent of national income. After the war they fell to 2.5 per cent, but the following decade it was back to 3 per cent, falling to 2.25 per cent during World War II.

Assuming a national income of \$120,000,000, 3 per cent of this would be \$3,600,-

000,000 and the 1.5 per cent of World War II days would work out \$1,800,000,000.

"We may expect," said the study, "considerable advertising expenditures because the postwar plans of business almost invariably include, in addition to the promotion of established products, the promotion of news and differentiated merchandise."

ABC insures circulation futures.

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

FOR FAST, ACCURATE ESTIMATING, Successful Printers Use the FRANKLIN PRINTING CATALOG



It adds prestige, settles the question without an argument. The accuracy of the amounts quoted in the Catalog will amaze you. Adaptable to any printing plant regardless of size.

Test This Catalog in Your Office Now!

Write Today for FREE Trial Offer


PORTE PUBLISHING COMPANY
 Salt Lake City 5, Utah



WHAT DO WE MEAN—

Versatility?

From the days when the Linotype was built for the single purpose of setting but one face and size of type, the needs of printers have steadily expanded, until now sizes from four through thirty-six point are keyboarded on Linotypes with equal ease in almost countless faces. Linotype's program of typographic development assures the utmost in fine composition, more than 800 languages and dialects being produced from Linotype matrices—all over the world.

LINOTYPE 
BROOKLYN 5, NEW YORK



Linotype Bodoni and Caledonia series

Without freedom of thought, there can be no such thing as wisdom, and no such thing as public liberty without freedom of speech; which is the right of every man as far as by it he does not hurt or control the right of another, and this is the only check it ought to suffer and the only bounds it ought to know. . . . Whoever would overthrow the liberty of a nation must begin by subduing the freedom of speech, a terrible thing to traitors."

—BENJAMIN FRANKLIN

The KPA Represents Kentucky

Somewhere in the United States at this moment sits an immensely satisfied man. He has put a period to a final sentence, and is regarding with some satisfaction a completed editorial. He has written what he thinks, and the man doesn't exist who can deny him the right to print it. He is the author of a community paper.

So long as these men exist in America—and they are a hardy breed, difficult to eradicate, more difficult to regiment—we shall not stray far from the paths of honesty, fairness, and the greatest good for the greatest number.

It is perhaps going too far to call them the backbone of Democracy, but they may well live up to the term "the conscience of America." They will lay no claims to having made America great, but they have recorded her

greatness; and whether they blast her weaknesses and foibles with words better printed on asbestos paper, or merely call attention to them with an upraised eyebrow, few things escape them. This is as it should be.

In this issue of *The Kentucky Press*, recording as it does the recent meeting of the Kentucky Press Association, the Kentucky Utilities Company wishes to pay its respects to the editors and publishers of Kentucky. They, the editors, and we, the Electric Company, have one thing in common: we're working for a better, finer, more prosperous Kentucky. Freedom of press, freedom of speech, and freedom of enterprise go hand in hand, all of them guided by Benjamin Franklin's qualifications: ". . . . which is the right of every man as far as by it he does not hurt or control the right of another."

KENTUCKY UTILITIES COMPANY

Incorporated

A Tax-Paying, Self-Supporting Business in 432 Communities