

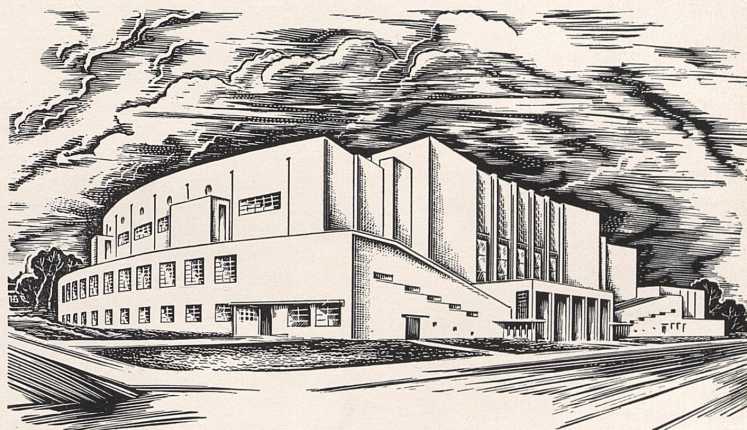
The Kentucky Press

MAY, 1950

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



The New U. of K. \$4,000,000 Coliseum



VOLUME TWENTY-ONE
NUMBER SEVEN

Publication Office:
University of Kentucky
Lexington

Official Publication Kentucky Press Association

The Harrodsburg Herald recently announced in an editorial entitled, "We Are a Member of the Farm Bureau," why that publication became a member of Farm Bureau. The article states:

"While we are not a farmer, we are too closely allied with him not to go hand in hand with him. We know well his prosperity spells our prosperity.

"This farm organization is the greatest move in the farmer's life today. It is an intelligent, business-like organization. We recall when farmers frowned on any effort looking to their betterment. We cannot understand how anything could keep a farmer out of the Farm Bureau."

Once upon a time you could just say: "You're fired!" It was as simple as that. There was nothing more to be said. Now it is different. It goes something like this:

"Harris, I've cancelled your hospitalization and sick-benefit policy, closed out your old-age retirement account, cleared your case with the union, given proper legal notice to the Unemployment Insurance Bureau, and had a check drawn for your vacation credit, cost-of-living bonus, severance pay, and accumulated salary, including overtime. You're fired!"

Your business is like a wheelbarrow—it stands still unless you push it.

Advertising expenditures for 1950 will hold around 1949's high level. That's the summed-up prospects presented by the companies which pay the bill for advertising their wares in the pages of newspapers and magazines and through other "media" such as television, radio and outdoor panels.

The forecast was made by the Association of National Advertisers on the basis of its annual survey of these companies. While it's too early to know exactly, advertising expenditures for 1949 are expected to approximate 1948's total. This was a record \$4,800 million, according to Printer's Ink, trade journal.

J. F. Kurie, ANA official, told a session of the association's 40th annual meeting that "very few" companies indicate they will increase their 1950 budgets by more than 15 per cent. "Similarly," he said, "those companies which plan a decrease are, with few exceptions, planning only slight cuts."

The New York World in 1893 was the first American newspaper to add a colored supplement to its Sunday edition.

Burlyn Pike, who has been editor of the Taylorsville Spencer Magnet, has resigned to become editor of the Marion Falcon, Lebanon.

The Winchester Sun has re-joined the Southern Newspaper Publishers association. James S. Tatman, publisher, lists the circulation as 3,619. His editor is William C. Caywood. Charles S. Harris is ad manager.

James S. Pope, managing editor of the Courier-Journal, Louisville was recently elected to the Board of Directors of the American Society of Newspaper Editors at its annual convention in Washington.

John R. Cox, Covington, has been named news editor and advertising manager of the Mt. Vernon Signal, of which A. F. Hoffman is publisher. Cox graduated from the University of Kentucky in June.

Philip Swift of Lawrenceburg, a recent advertising graduate of the University of Indiana, has taken over the editorship of the Taylorsville Magnet, of which Claude Brock is publisher.

W. Scott "Scotty" Boyd, for the past four years editor of the Pikeville News, resigned his position there and has joined the editorial staff of the Western Newspaper Union's syndicate division at Thorn Hill, Frankfort.

D. H. Hutton, veteran editor of the Harrodsburg Herald, has been appointed a member of the Kentucky Historic Marker committee by John A. Keck, State Highway Commissioner. As such, he represents the Kentucky Sons of the American Revolution.

A \$2,000 judgment was awarded Kerby Jennings, publisher of the Murray Democrat, on May 10, in his libel suit against the Murray Ledger and Times. The case was tried in the Galloway Circuit Court. Jennings sought \$50,000 damages in his claim on a statement published in the Ledger and Times during the 1949 primary election campaign.

Planning for Christmas time advertising is getting away to an early start during this mid-century year of 1950. With nearly seven months to go before the arrival of the Yuletide, Metro Associated Services, Inc., announces that the 1950 edition of its annual Christmas Greetings Advertising Mat Service for newspapers, will be ready for distribution by June 1st.

The Courier Journal and Times will be saluted in the "Visiting Kentucky Industries" series over station WHAS from 3:30 to 4:00 p.m., Saturday, June 10. This series is sponsored by the University of Kentucky, the Kentucky Agricultural and Development Board, the Kentucky Department of Conservation, and the industries represented. Urge your readers to listen every Saturday afternoon during the series.

Is "Offer" Only

The supreme court of Mississippi has recently held that the ordinary sales advertisement is only an invitation to the public to make offers for the purchase of the goods at the price named. IT DOES NOT BIND THE ADVERTISER TO SELL HIS GOODS AT THE PRICE ADVERTISED. In the event of an error in the ad, any sales made by the advertiser in accordance with the published notice are voluntary on his part, the court decreed. The decision was rendered in a case involving the Meridian Star-Herald, when the newspaper through error ran an advertisement offering merchandise at "one-half off." The advertisement should have run AFTER Christmas; through error on the part of the newspaper, it ran BEFORE Christmas. A trial court awarded a \$4,000 verdict to the advertiser against the publisher; the supreme court set this verdict aside.

A San Francisco Post Office Inspector has issued the following written statement regarding press clipping schemes:

"This Service considers such enterprises petty swindles since, as you state, the operator intentionally fails to state what the item he offers relates to, and where and in what paper it appeared, thus deceiving the addressees as to the identity and value of what he has for sale.

"Investigation is made for the purpose of ascertaining whether fraud order action or criminal prosecution of the operator might be warranted. If the operator uses a post office box, this may, if directed by the Department, be closed to the operator because of being used for the purpose of deception or fraud."

In a talk before editors at a Michigan advertising conference, Bill Harmeyer of the Grand Rapids Herald told how one of his salesmen—"the best he ever had"—used clippings of successful want ads to sell more classified lineage. When anyone challenged the effectiveness of want-ads, the salesman will haul out a pocketful of clippings; each marked in red crayon, "SOLD; 25 calls" "Sold, 34 calls," etc. Whether you use clippings or not, a follow-up on your own want-ad column each week will provide you with a regular series of "testimonials" as to the effectiveness of your paper.

Courtship is that period during which a girl decides whether or not she can do better.

New Changes In Publication Laws Will Go Into Effect On June Fifteenth

Effective on June 15, the statute, which raised the rate of legal advertising in Kentucky, was passed by the 1950 legislature and signed immediately by Governor Clements. This statute was known as House Bill No. 348, and amended Section 424.030 of the Kentucky Revised Statutes.

This section, page 2720 of the 1948 Statutes, defines "Bona Fide Circulation," authorizes publication under "Authority To Publish; How Acquired;" sets the legal rates, now amended, under "Rates Allowed Publishers;" and sets forth in closing, regulations regarding "Evidence Of Publication."

The third part, as now amended, reads:

For all newspaper advertising required by law, the publisher is entitled to receive as full compensation at the rate of seventy-five cents per linear inch, single column, solid, eight-point measure, for each insertion. Advertisements in judicial proceedings shall be taxed as costs by the clerk of the court. The rates of advertising in a daily newspaper shall not exceed one dollar twenty-five cents per linear inch per insertion.

Every Kentucky publisher should familiarize himself with the full context of this Section.

Another important amendment, known as Senate Bill No. 175, was passed into law by the Legislature, and likewise becomes effective June 15. This amends Section 57.030 of the Chapter on Public Printing and divides all public printing into three classes instead of four as provided in the original statute.

The bill as enacted into law reads "SECTION 1, Section 57.030 of the Kentucky Revised Statutes is amended to read as follows:

(1) The business of printing and binding, and of furnishing printing paper, stationery and supplies for the state shall be divided into three classes as follows:

(a) First Class: The printing of all bills for the General Assembly, together with such matters as are ordered by either or both houses to be printed in bill form; the printing and binding of the journals of the two houses; the printing and binding of the volumes of public documents, and of the general and local laws and joint resolutions; the printing and binding of all reports, documents and other matters bound in book or pamphlet form; all printing for the Department of Education; and all miscellaneous printing and binding necessary for the several departments and not otherwise provided for in this chapter.

(b) Second Class: Lithographic printing

and engraving and embossing.

(c) Third Class: The furnishing of all printing paper, stationery and such other supplies for the use of the state as are provided for by this chapter.

(2) The work in the first class may be let in one or more contracts, subject to determination by the Department of Finance. The work in each of the second and third classes shall be let in one contract embracing all of the work in that class.

(3) The same person may become the contractor for two or more classes, if he is the lowest responsible bidder therefor.

SECTION 2. Subsection (2) of KRS 57.040 is amended to read as follows:

(2) No contract shall be let to a member of the General Assembly, or to any person holding a state office, or to any person who is not a citizen of Kentucky or to any person who does not covenant to perform all the work within the state, except that matter in the second or third class may be done or purchased out of the state. A person who is ineligible to be awarded any state printing contract shall not be interested in any way in that contract.

SECTION 3. Subsection (2) of KRS 57.060 is amended to read as follows:

(2) Paper, stationery and supplies necessary for state printing and binding of the second class and materials for half binding, shall be furnished and paid for by the contractor.

Section 4. Section 57.070 of the Kentucky Revised Statutes is amended to read as follows:

(1) The Department of Finance shall, between the first day of August, 1950, and the first day of November, 1950, and within the same period every fourth year thereafter give notice, which notice shall appear once during each week for five consecutive weeks in at least one newspaper of general circulation in each of the cities of Frankfort, Louisville, Lexington, Ashland and Paducah, Kentucky, and Cincinnati, Ohio, that sealed proposals will be received at the office of the Commissioner of Finance, for the first two classes of public printing and binding in separate contracts for the term of four years beginning with the first Monday in January, next ensuing, at a certain rate not to exceed the rates specified by law.

(2) The Department of Finance shall contract for the purchase of paper, stationery and supplies of the third class to meet all needs therefor for any period not less than three months nor more than one year, and shall so state in advertising for bids.

Pope Defines Principles Of News Coverage

Ignorance—"our own and that of the public"—is the chief enemy of American newspapers James S. Pope, managing editor of The Louisville Courier-Journal told the National Newspaper Promotion Association at their convention in Milwaukee May 18.

"There is nothing on television which suggests it can take over a newspaper's main function which is an honest and complete presentation of the news," said Pope, chairman of the writing committee of The Associated Press Managing Editors Association.

"I am still convinced that our chief enemy and the only one we need worry too much about at this stage of the game, is ignorance," he continued. "Our own ignorance and ineptitude and the ignorance of the public."

Pope said that if people of democratic nations have to "make their urgent and multiple decisions in the next decade out of ignorance, we are sunk. It is not enough any more just to have a hazy idea of what's in the headlines, the citizen must be informed on a maze of intricate facts and ideas."

The Louisville editor said that in his position he had to be aware of such promotional features as comics and contests. "But," he continued, "the education of all citizens sufficient to meet the emergencies ahead has got to get our attention. Comics will provide relief, but none of the answers."

"We have tried to compete with entertainment media in entertainment. We have to print some light material, of course, but I think we are letting our adversaries choose the weapons which will defeat us if we undertake to meet television with more and more comics and features."

"What we have is not the imitation of life, but life itself. There are no other limits on news. We have to be smart enough to find the techniques which do justice to the richness of our material. If we are, nobody can compete with us."

The first job of a newspaper, Pope told the promotion men, is being "guardian of freedom and democracy. If your powers of promotion can make people believe and understand that," he said, "we can become as impregnable as the man who wrote the Constitution meant for us to be."

"If the accusation is true that newspapers do not fulfill their obligation in a democracy—to keep the public fully and fairly informed—the penalty will be final and absolute. There will be no newspapers left to promote, and no one to promote them too."

The newly organized Louisville Press, Radio, and Television Club opened its doors at 678 Armory Place in May. The club has over 150 members.

PROGRAM

Eighty-First Mid-Summer Meeting *Kentucky Press Association* Ashland, Kentucky Friday and Saturday, June 9 and 10, 1950

Friday, June 9

Registration, Henry Clay Hotel
Handicap Golf Tournament, Bellefonte Country Club
Bridge Party, Bellefonte Country Club
Buffet Dinner, Courtesy Ashland Oil and Refining Company and the Armco Steel Corp.

Saturday, June 10

9:00 a.m. Call to order, President Joe La Gore
Invocation, Rev. S. R. Curry, First Presbyterian Church
Key To The City, E. Hugh Williams
Welcome To Ashland, E. Paul Williams, President, Ashland Board of Trade
Response, Vice-President Douglas Cornette, Louisville Courier Journal and Times

9:30 a.m. "Keep Kentucky Green," J. A. Buchholz, Kentucky Division of Forestry
"Greetings From West Virginia," Editor Joe Short, News, Ravenswood, W. Va.
"Impressions of Europe," George Yates, Versailles
"Wage-Hour Regulations and Newspapers," Pat Meloan, Investigation Supervisor, Louisville

Discussion and questions
Old Business — Legislative
Kentucky Press Sports Fund
New Business
Presentation of Awards, KPA 1950 Annual Contests

Afternoon: Tour of Armco Steel Plant, Ironton, or
Tour of Ashland Refining Company Plant

Evening: Banquet and dance, Ashland Country Club, courtesy of the Ashland Independent. Address, Jesse Stuart.

Pay For Mileage

A member wrote that during the war years employees of the paper who used their own automobiles on company business were reimbursed at the rate of 5c a mile. He stated that for the past several years they have been paying 6c a mile. It now appears that this may be low in light of the practices of other newspapers. An inquiry confined to a small group of members has developed the fact that there is a wide variance in car allowances. For this reason it is impossible to give the details in a bulletin story. A summary report has been prepared and is available on request.—S.N.P.A.

Recent additions to its Bodoni and Times Roman type families are announced by the Mergenthaler Linotype Company with cuttings completed on 9-point Bodoni with Italic and Small Caps, 11-point Bodoni Book with Italic and Small Caps, and 14-point Times Roman with Bold.

The two Bodoni faces round out their respective series with standard sizes available from 6 to 14-point. Times Roman, a linotype face developed for news composition which has found application in book and job work as well, is now obtainable in sizes from 5½ to 14-point with either Bold or Italic and Small Caps.

Suggestions For Building Good Grocery Lineage

By Wilfred Lott

Many retail food markets are prize accounts of weekly newspaper advertising departments. In a town with relatively healthy grocery competition, food advertising may be one of the largest sources of display revenue. Of course, no new grocery account springs into the full-page category immediately after the first space contract is signed. But with the guidance of an advertising consultant who knows the needs of food merchants, the amount of display space may rise from spasmodic "2 x 4" insertions to full page ads.

Grocery advertising, if planned correctly, is one of the weekly paper's most reliable accounts. Consumers always are in the market for food, but they like to compare prices. And what better and more convenient way is there to compare prices than examining the advertisements in the newspaper? Although competitive copy appears in the same issue, advertising affords each merchant the opportunity of pointing out his special selling points. Week-end specials that are sometimes called "price leaders" are an example.

To develop a leading grocery account, different phases are involved. Upon their first contact with the advertising department very few merchants visualize maximum results from running a full page ad. It takes time to increase grocery display space. And it would be unwise on the part of the solicitor to high pressure the merchant into using more space than he actually needs. The solicitor should analyze the space needs of the grocer in terms of the store's size, volume of sales, and other similar important factors.

For example, an average-sized food market, which has been in business for a short period, wishes to advertise in the paper. In many cases, the market owner may be thoroughly familiar with his advertising needs, and then again, he may not. If he is not overly familiar with the advertising aspects of his business and the solicitor is negligent or indifferent toward the prospective account, both merchant and newspaper will be losers.

The space salesman should thoroughly discuss the problem with the merchant and then determine the amount of space that will bring maximum results. One important thing must be pointed out. Consistency is the basis for successful grocery advertising. The merchant who splurges with a large ad every other month does not get the results that a regular weekly account does, although the latter may be using less space. Space

(Please Turn To Page Six)

For Distinguished Service...



For more than 90 years A & P has devoted all its energies to giving the American public more good food for its money.

Millions of consumers have shown, by their patronage, that they approve of this basic A & P policy.

Now recognition of our service in improving the nation's living standards has come from the American Dairy Association, voice of the country's 5,000,000 dairy farmers.

The Association presented its Distinguished Service Award to A & P and said in the official citation:

"A & P Food Stores long since has proved its worthiness to the American people in making available good food and good service, with its operating efficiency a hallmark of the American way of initiative and enterprise.

"A & P Food Stores, in advancing the nation toward an even better standard of living, has always stressed the wider use of the good things of life—including the milk, butter, cheese, evaporated and dry milk—all the dairy products that are such good foods for a better life for all mankind.

"For these contributions to the welfare of the nation and its 5,000,000 dairy farmers, the American Dairy Association, with its membership producing more than 90 per cent of the nation's milk supply, is happy and proud to present this Distinguished service in a distinguished way."

The men and women of A & P are proud of this tribute. They are determined to continue doing the nation's most efficient 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

Volume 21, Number 7

Kentucky Press Association

Joe LaGore, *President, Sun-Democrat*, Paducah
Douglas Cornette, *Vice-President*

Courier-Journal, Louisville

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

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Phone Contest Lottery

Publisher S. B. Goodman, Elizabethtown Enterprise, requested his local postmaster to procure a ruling regarding a lottery ad submitted by a theater. The ruling, given by Frank J. Delany, U.S. Postoffice Department, stated in no uncertain terms:

This will acknowledge your letter of April 18, 1950 (AHJ:WIJ), transmitting a communication from Mr. S. B. Goodman, editor and publisher, the Hardin County Enterprise, relative to a proposed advertisement of the State Theatre, announcing a prize plan which is described as follows:

"When your telephone rings, don't say 'Hello,' say 'go to the State Theatre and see (Giving name of picture showing that particular day.)"

A number will be selected at random from the telephone book and called each day. If you answer correctly, as set out above, you will receive absolutely free a \$5 bill.

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.

The winning of a prize in this plan, of course depends upon chance. The requirement that participants answer the telephone in this manner related, in order to be eligible for a prize, is regarded as a substantial expenditure of time and effort, constituting consideration. The plan is accordingly in conflict with Section 36.6, P.L. & R., 1948, and all matter relating thereto, including the proposed advertisement submitted would be nonmailable.

Some months ago a member reported the local postmaster would not allow the newspaper rate on a mailaway edition that consisted of 108 pages. He asked advice as to the experience of other members in mailing special issues.

The Postal Laws and Regulations covering the class of papers were cited with the suggestion that it be referred to the postmaster with the request that he refer the matter to Joseph J. Lawler, assistant postmaster general. This was done with the result that the local postmaster refunded the newspaper \$292.83 overcharge.

The gift copies numbering 4,411 were purchased at the rate of 15c each and mailed to persons whose names were furnished by the purchasers. They were paid for at a rate above nominal and under the provisions of Section 34.26, P.L. and R., paragraph (a) (4), they were includable in the "legitimate list of subscribers" and acceptable for mailing at the second-class pound rates of postage.

The Assistant Postmaster General in his communication to the local postmaster called attention to the fact that the issue was designated as a "Progress Edition." He was instructed to advise the publishers for their future guidance that the word "edition" should not be used to designate an issue of the publication, since such word has a special meaning with reference to second-class matter, that is, it is used when one issue of a publication is printed in more than one edition. He however, stated that no objection would be made by the Post Office

Department to publishers designating such an issue the "Progress Number" or "Progress Issue."—S.N.P.A. Bulletin

Newsprint Picture Brighter

The following is a report made to National Association of Purchasing Agents by J. F. Stephenson of Kraft Containers, Ltd.:

The newsprint industry is definitely of a brighter and more encouraging nature. The woodpiles are in splendid shape and the cutting is well advanced. Practically all mills have caught up on their backlog and are somewhat reducing production, particularly caused by dollar shortages in Britain. It would be unwise, however, to gamble on reducing inventories, as costs are still increasing and prices are more apt to increase than decrease. By late Fall, this situation should be clearer and it may then be possible to cut back on reserve stocks.

On the fine papers, there is a much greater assortment and variety. Almost any kind of stock can be secured within reasonable time. Deliveries in general are still 6 to 8 weeks, but this is due to increased volume rather than shortage of raw materials. It is still very wise to keep in close contact with your suppliers and keep inventories as high as space will permit. The same situation as in newsprint still holds good; prices are remaining fairly staple.

Kraft and other types of stock are still in very good supply, with demand remaining very high. Keep those inventories up, as no one can forecast what effect the new freight and transport rates will have on prices, but you can rest assured that it won't be downward.

In reporting the inauguration of President McKinley on March 4, 1897, the New York Journal ran a special train between Washington and New York and set a speed record by covering the distance of 228 miles in 249 minutes.

C-J Article Explains New Process In Using Hardwood In Paper Industry

Highly important to Kentucky, and of supreme interest to Kentucky publishers, an interesting article, "New Pulp Process Means Money To Kentucky," written by Frank Dornheim, appeared in the May 27 issue of the Courier Journal. The method of converting hardwood to paper may bring new income to run-down areas in the state.

A new pulp-making discovery, the "chemi-groundwood" process, offers Kentucky the opportunity of going into the pulp and paper industry, averred Mr. Dornheim. He continued:

Due to lack of coniferous, or softwood forests, Kentucky has had no pulp or paper industry. The new process makes it possible to produce cheap commercial paper pulp from hardwoods, such as beech, maple, gum and poplar—trees which make up a large percentage of this state's forest resources.

New York State College of Forestry with the co-operation of the Empire State Paper Research Associates Inc. developed the chemi-groundwood method of pulping hardwoods. The name was evolved from the process in which four-foot hardwood logs are pretreated by cooking in metal sulphite liquors and then ground into a pulp in the conventional manner.

"It is my opinion that a very considerable portion of the species native to the Kentucky area could be successfully pulped by the chemi-groundwood process," said E. C. Jahn, director of research at the New York State College of Forestry.

Pulp produced in this manner may be substituted for spruce mechanical pulp in most grades of paper, including news print, tissue, book paper, writing paper and paper-board types. The greater density of hardwood makes it possible to produce one-fourth more pulp per cord of wood than is possible with spruce.

Not only do the hardwoods produce more pulp, but the pulp is also cheaper and faster to produce with the new process and it can be made into paper that is three or four times as strong as spruce paper.

"Our studies," Jahn continued, "have been concerned primarily with the northern hardwoods, namely birch, beech, maple and aspen. However, we have pulped some of the southern gums very successfully and we have no reason to believe but that tulip poplar would also produce a very satisfactory pulp."

Tulip poplar, Kentucky's state tree, is also a valuable timber producing tree but it makes its best growth for timber purposes in crowded stands where thinning finally

becomes necessary. Poplars cut from a stand during a thinning usually have reached pulpwood size.

However, many gums, beeches and maples growing in Kentucky forests have no timber value and their use as pulp would provide a new market for these species.

After a study made of the Breathitt County area, William A. Duerr, U.S. Forest Service said, "One of this region's greatest needs is for an outlet for its surplus of small-size, low quality hardwood timber."

At one time Eastern Kentucky was one of the leading timber-producing sections in the United States but like many other forest regions it was exploited. From 1900 to 1905 Kentucky produced more yellow or tulip poplar than any other state in the nation. The major portion of this poplar passed down the Kentucky River to 14 large band-saw mills along the river from Frankfort to Jackson.

This period of exploitation was climaxed and terminated by the activities of one of the largest hardwood mills ever operated. Located at Quicksand, near Jackson, this mill cut 140,000 board feet per day and employed 500 men. When the mill was shut down in 1923, after 12 years of operation, most of the best timber in the Breathitt area had been cut.

Eastern Kentucky is beginning to recover from the exploitive cutting done prior to 1923. Its timber output was doubled during the war when demand was heavy and supplies scarce. The increase of lumber produced was much greater than the national average.

Kentucky sawmills produced more than 500,000,000 board feet of lumber and cross-ties in 1948, according to a report issued by the Central States Forest Experiment Station. This represents an increase of 11 per cent over the average of the previous five years. More than three-fourths of this lumber was produced by small sawmills and more than half of it came from the eastern mountain region.

Hardwoods made up 90 per cent of the total cut.

Forest occupies almost 70 per cent of the land in Eastern Kentucky and the stands are composed largely of species undesirable for timber purposes. Many of these same trees have been found to be highly desirable pulpwood types for the chemi-groundwood process.

"Beech and maple woods are pulped with even greater ease than birch or aspen," says a report on the new process in Tappi, a

magazine published by the Technical Association of the Pulp and Paper Industry. The article further states that these same woods can be pulped at a "considerably higher rate of speed than aspen and birch."

Greatest economic advantage of the chemi-groundwood process is the fact that it will produce more pulp per cord of wood than can be obtained from coniferous woods like spruce. The 700 pounds of additional pulp produced per cord by the dense hardwoods has a value of \$22.75 at current prices of \$65 for spruce mechanical pulp.

This single advantage is considered sufficient to absorb more than several times the additional costs of steam, chemicals and labor which are required for the manufacture of chemi-groundwood pulps.

Out-of-state hardwood pulp mills surround the mountain area of Eastern Kentucky. These mills are located very near the borders of the state and they draw on the area for pulpwood whenever there is a shortage of local supply. The pulps produced in these mills are used to make a heavy, brown wrapping paper.

"Transportation of the wood is the biggest problem in these mountain areas," said O. M. Davenport, forestry professor at the University of Kentucky, "but during the war when that timber was needed, plenty of it was gotten out. Big pulp mills keep buyers in the mountains at all times and the f.o.b. price being offered now by Ohio and Tennessee mills is \$12 a cord for peeled wood."

Pulpwood being sold to outside mills is "just another instance of raw material going out of Kentucky that could be processed here and bring more money into the state," Davenport said.

From the standpoint of timber conservation and utilization, pulpwood cutting in Kentucky forests would be an improvement practice. The many years of selective cutting by loggers have depleted the forests of the best timber species. Until the undesirable timber trees, which are usable as pulpwood, have been thinned out by cutting, the timber trees will not be able to regain their position in the forest and Kentucky will not be able to regain its place as a leading timber-producing state.

You should be interested in the following announcement, and, perhaps, should like to carry same in your columns for your readers interest:

Jasper E. Rison, circulation manager of The Courier-Journal and The Louisville Times, was moderator of a short course on newspaper circulation May 20 at the State University of Iowa, Iowa City. He spoke on "The Challenge to Professional Management."

New Fast Engraving Service

Now Available To Kentucky Papers And Printers

**Zinc
Copper
Halftones
Etchings**

Our newly opened photo-engraving plant is one of the most modern in the United States. Newest type, high speed cameras and machinery guarantee you high quality reproductions, fast delivery, perfectly machined and finished cuts. Very reasonable price scale. Give us a chance today to prove our ability to serve you and your paper.

**8
Hour
Service**

Available
via
Greyhound

Copy Received by 8 A.M. Shipped
Same Afternoon



THE KENTUCKY ENGRAVING CO.
428 WEST SHORT ST. LEXINGTON, KY.

(Continued From Page Two)

should be increased only when it is really necessary.

Preparation of copy is another important factor. The groceryman usually decides what his price leaders for the week will be. It is the solicitor's responsibility to present those prices in the most effective ad form. And just what is a really effective ad form, or layout of copy?

In the case of grocery copy, illustrative cuts may be the answer to a higher degree of reader attention. Compare the ad that is almost set solid in heavy, bold type with the ad that contains tempting illustrations and a reasonable amount of white space. The tomato, chuck roast and watermelon whet the reader's appetite. Any one who prepares three or four large grocery ads in a day will be a prospective customer for the nearest hamburger house at the first convenient chance. Cuts have a good psychological basis for being used.

Another asset to a grocery advertisement is a good sparkling head from a mat servie. Women plan the meals, so the head should be directed to her. The word "value," "quality," and "savings" mean a lot to her, and these words can be found attractively displayed in a good service.

The use of boxes, rules, and white space add to the typographic personality of a grocery ad. Many food advertisements are made more lively by balancing shaded boxes or Ben Day borders in the layout. Another attractive arrangement is where rules are run into the illustration, forming a box.

In addition to the "art" aspect of grocery advertising, price display is very important. Prices should be set large and bold as the cost of the groceries is in reality the object of food advertising.

Short descriptions of the advertised foods can make an ad more effective, too. "Extra tender," "golden brown," and "choice cuts" label some products.

Of course, the most important part of grocery advertising lies in the hands of the grocers themselves. They are the ones who must determine what to advertise at eye-catching prices. It has to be the right thing. After the grocer has been in business long enough and competition is healthy, he'll see the need and benefit of increasing his space when conditions are right. If his business grows, so should his advertising budget.

The first school of journalism opened at Columbia University in 1912 under the sponsorship of Joseph Pulitzer.

Miss Dorothy Ann Davis, advertising director for the Princeton Leader for nine years will join the advertising staff of the Harrodsburg Herald on June 12.

new machine precision

FREE
with genuine
LINOTYPE
supplies and parts



When you replace parts or overhaul your Linotype with genuine Linotype renewal parts, you receive without extra cost the precision and skill that goes into every new Blue Streak Linotype. Repairs are made with the least possible effort and expenditure of time because all parts are made to original factory specifications.

There is no substitute for the quality of genuine Linotype renewal parts. Check with your Linotype representative for a suggested list of parts which should be kept on hand for making emergency repairs in your shop.

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn 5, N. Y.

LINOTYPE Leadership through Research

Linotype Caledonia, Gothic No. 20 and Spartan Family

Media Director Suggests Methods To Increase Your National Lineage

(Note: This address was given before the National Editorial Association Annual Spring Meeting, Roosevelt Hotel, New York City, March 31, 1950.)

By Lee Rich, Media Director
William H. Weintraub & Co.

When Don Eck asked if I would like to come down to talk to you I said yes without any hesitation. There is a good reason for my prompt acceptance. For a long time I have had some things I want to get off my chest.

For years you have heard agency people tell you that weekly newspapers have a great potential for national advertising. For years you have heard these same agency people give many reasons for not getting your share of national advertising. All these people are correct in their assertions. They are correct in their analysis of the greatness of your market and they are also correct in the reasons that you are not getting your share of national advertising. But I think all these agency people agree that the prime reason for not getting national advertising can be pinned directly on you—yes you publishers.

I don't have to tell you anything about the value of your markets. I don't have to tell you about the amount of potential sales or the amount of people living in your markets. I don't have to tell you about the total grocery sales in your markets. If you do not know now how valuable and important your particular market is to the national advertisers, then you never will know its value. You know and I know that there are a number of stumbling blocks preventing weeklies from getting a bigger share of national advertising. Obstacles created by you—obstacles that can be removed only by you. I believe that weekly newspapers are on the threshold—if they correct their failings—of an era of unprecedented volume of national advertising. If you want your share of this business, you must straighten out your house.

Let me tell you about several things that bother me as a buyer of national advertising space. Let me tell you about the things that have riled me in the past about weeklies:

In the first place too many publishers of weekly newspapers have been riding two horses. By this I mean that too many weekly publishers have signed contracts with conflicting selling organizations. I'll give you an example of something that happened to me several months ago: In making up a list of weekly newspapers for one of our clients—and this was quite a big list—we ran across approximately 200 papers that APA and

NAS each claimed to represent exclusively. Now, how would you handle a situation of this type? Let me tell you what I did. I called in the representatives of both APA and NAS, and handed each of them a list of these 200 papers and said to them "Now you two fellows go out and settle this among yourselves and then come back and tell me which papers are represented by whom." Two days later they came back. They could not agree. Each maintained that they had signed exclusive contracts from publishers. Now this is something that cannot be blamed on APA or NAS. This is something that rests upon the shoulders of the publishers of weekly newspapers. If you are going to have a representative, have only one. Don't sign up with both representatives.

Another thing that would be of great help to all media people in the purchase of weekly newspapers would be more information on readership. Many people have been talking about more information on readership and a lot of these people have used the word "readership" without breaking it down any further. I'll tell you what would help me as the buyer of national advertising in picking the correct weeklies for all of my clients.

I would like to have readers broken down by age and sex. I would like to know the nationalities and races of the people covered by your paper. What are their incomes? How many families are there? How many own their own homes, refrigerators, radios or television sets? How many children and what age are these children? Information of this type would be of invaluable help. It would make for a much better understanding and appreciation, and would mean that the national advertiser would know what he is buying rather than buying a "pig in a poke". All of these things are necessary—in fact vital to the preparation of a national advertising schedule.

What else do I want from a weekly newspaper? Has anybody in this audience ever thought of preparing a break-down of the classifications of advertising carried by your particular paper? Suppose I were buying space for a national food account. Can't you see what a wonderful spelling argument you could have if you came in and said to me "We have 15 food accounts in our paper on a regular schedule. Here they are." And in a similar manner don't you think it would be helpful to me if you would say "Here is a break-down of our national advertising classifications." All this would be vitally important to me and unquestionably would

result in more business for you.

Now I may be stepping out of my realm just a bit but these are the things that concern me in my particular agency. Reproduction—better reproduction of newspaper advertisements. Time and time again my checking department will send down a copy of an advertisement that has appeared in a weekly newspaper and say "We recommend refusal to pay for this advertisement—note reproduction." I then got on the phone and talk to my production manager, who in turn will say there is no reason why this ad reproduced badly. Then I usually drop a note to the publisher of the paper telling him that I am very sorry but we will have to hold up payment on the advertisement because of poor reproduction. The publisher writes back telling me that it is not his fault but the fault of the material sent him. Perhaps this is true in some few cases. When you run 1500 weeklies and 1400 reproduce perfectly and 100 do not, then the fault usually lies, in my opinion, with the publisher—because all publishers receive material of uniform quality.

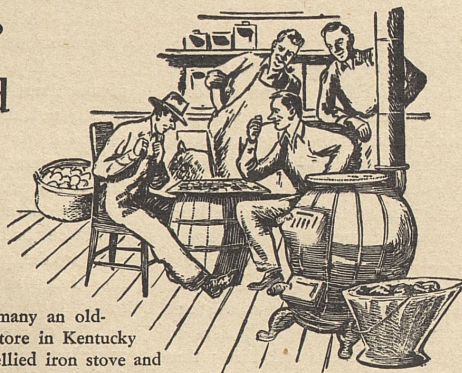
Another suggestion, and one that has been offered by hundreds of speakers like myself has been the fact that so few of you, comparatively, have joined ABC. I cannot add anything more to what others have told you about the Audit Bureau of Circulations. But this I can tell you emphatically. Our agency gives preference to newspapers that are ABC as often as we can, and this is a practice that will be continually adhered to in our agency.

There are several other matters that I want to call to your attention, that will enable you to become more prosperous publishers and to do a better job for national advertisers. I know that weekly newspapers are not as large as daily newspapers, and, therefore, face more difficult problems in make-up, but is it necessary to bunch national advertising—is it not possible to distribute national advertising more equitably throughout the paper.

More and more national advertisers and their agencies are today demanding some sort of merchandising cooperation from newspapers. The majority of the newspapers are doing a grand job. In smaller towns where your papers are located, it is not very difficult for you to call on local dealers of national accounts to make them familiar with your paper. More and more dealers are today being consulted as to the worth of their local newspapers. Cultivate your merchants and it will mean more total business for you. By cultivating these merchants you can always persuade them to tie-in local advertising to coordinate with the national advertising. I know of at least 30 to 35 weeklies, who have done this successfully and increased their revenue. They have made their

ONE OF KENTUCKY'S TRADITIONS

Settin'
'round
the
Stove



There's still many an old-time country store in Kentucky with its pot-bellied iron stove and the nearby sawdust box. Here, on wintry days, men still gather to contemplate the passing scene with understanding and pithy phrase. Settin' 'round the Stove is a traditional form of companionship and relaxation.

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

Like this old-time custom of Settin' 'round the Stove, BEER BELONGS in Kentucky. Since men first gathered around a fire for pleasant conversation they have found beer, the beverage of moderation, a friendly companion.

Copyright, 1949, Kentucky Division, U. S. Brewers Foundation

Since organization, we have maintained paid subscriptions to every Kentucky newspaper.

Central Press Clipping Service

309 North Illinois St.
Indianapolis, Indiana

Patronize Press Advertisers.

Binding News Files

Is Our Specialty
Write for Information

O. J. Forman Company
Monmouth, Illinois

If you want to make people believe what they otherwise wouldn't, just whisper.

The New York Journal in 1897 was the first newspaper ever to use streamer headlines regularly.

Extra Profits

FOR YOU, MR. PRINTER
Send Us Your Orders

- for
- ADMISSION TICKETS
- COUPON BOOKS
- LICENSE STICKERS
- SCALE TICKETS
- NUMBERED FORMS

WELDON, WILLIAMS & LICK

Specialists in Numbered Printing
FORT SMITH, ARK.

JUST AS STRENGTH
INSPIRES CONFIDENCE

SO THE USE OF THE

Franklin Printing Catalog

Builds ASSURANCE in valuing printing orders accurately—profitably.

Write Today for 60-day Free Trial

PORTE PUBLISHING COMPANY

P. O. BOX 143 SALT LAKE CITY 5, UTAH



paper a much more effective advertising medium.

There are just a few more things that I think can better relations between agencies, national advertisers and yourselves. These things can be done very easily by you. I find very often that when advertising insertion orders are issued they are not read as carefully as they should be by the publishers. I know that sometimes our instructions are long and sometimes of necessity involved, but rather than run the advertising, if you do not understand the order, why not send a wire to the agency and the matter would be straightened out in two minutes flat.

Another matter that has caused difficulty in the past, but is gradually being straightened out, has been the fact that checking copies are not as prompt in coming to the agency as they should be. Also billing does not come into the agency as promptly as it should. We need checking copies for our clients and we must have your bills promptly. I know of one weekly who sent in a bill almost nine months after the advertisement ran. Think of that — nine months later.

I used to work for a wonderful and marvelous guy named Fred Gamble, who is president of the 4 A's and Fred often said to me "Never criticize anything — it is so much nicer and better to say 'may I suggest' ". So, all I have said here today is not criticism of your operation, for who am I to tell you how to run your business, but to make constructive suggestions on how I think you can increase your national advertising.

Miss Beauchamp Dies

Miss Katie B. Beauchamp, former publisher of the Spencer Magnet, Taylorsville, died at her home on April 3 after an illness of several months. She was 74 years of age.

She was educated in the Spencer County public schools and Spencer Academy, which no longer exists. Her first work was as a teacher in the Spencer County schools. She later became superintendent of the Spencer County system.

Miss Beauchamp founded The Spencer Magnate in 1914 and published it until she sold it in 1945. She was correspondent for The Courier-Journal and other daily newspapers. She retired three years ago.



journal is a diary



but Journal is a newspaper



A journal is a school girl's diary, an accountant's record book, or even that portion of an axle that rotates in the bearing. But Journal is the name of a newspaper.

It's the same with Coke, the friendly abbreviation for Coca-Cola. Like Journal, Coke is a proper name. Consequently it always rates a capital "C." Spelled with a lower-case "c," it means something entirely different.

Also, Coke and Coca-Cola are registered trade-marks.

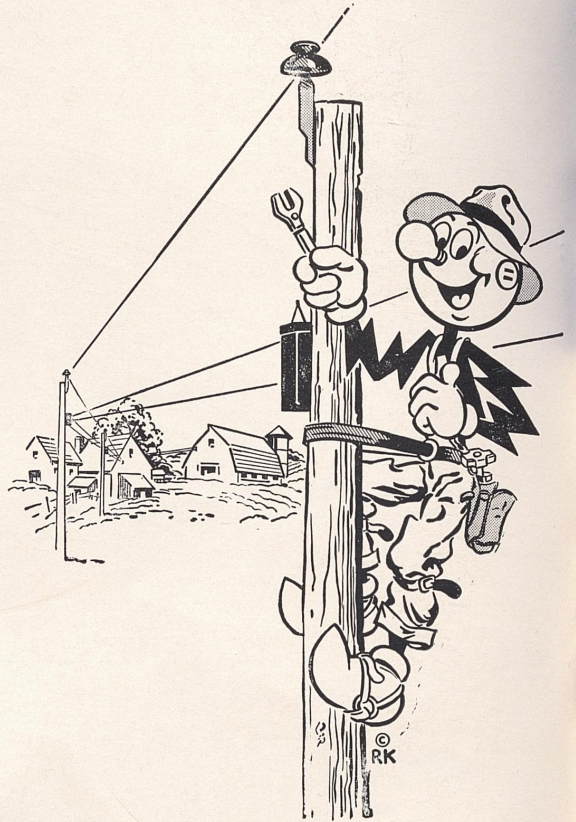
And good practice requires the owner of a trade-mark to protect it diligently. So this is another reason why we keep asking you to use the upper-case initial on both names for our product—just as you do when you write or print the name of your publication.

Coke = Coca-Cola

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

THE COCA-COLA COMPANY

SERVICE IS MY BUSINESS



More and more people, from housewives to farmers, are becoming dependent upon electricity. And whether it is running a home or operating dozens of vital services around the farm, dependability is the vital factor in good electric service.

That's why KU linemen and servicemen live on the alert. Working day or night, in rain, storm, or sleet, these men make it possible for us to offer you—and to deliver to you—low cost, dependable KU electric service.

KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street

Lexington