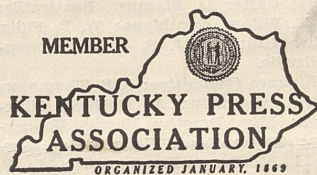


THE KENTUCKY PRESS

Code Authority Number



**Volume Five
Number Ten
March, 1934**

It behooves every publisher and every commercial printer in Kentucky to study thoroughly the code of the Graphic Arts division. The salient points of this code, and all information concerning the code and the formation of the National Code Authority, have been published in the Publishers Auxiliary the past three weeks. As copies of the Auxiliary reach every newspaper plant every week, this information is in the hands of every editor.

Official copies of the code have been sent every member of the KPA. If additional copies are needed, they may be ordered direct from the Government Printing Office, Washington, D. C., at 5 cents each. Order Approved Code No. 287, Registry No. 599-33.

It must be understood that every publisher comes under the provisions of the code, regardless of the signing of any temporary code, or regardless of the size of his town. This means that every publisher-printer must know what he is expected to do, or not to do, under the code.

The Kentucky Regional Code Authority has been formed and is now in operation. Much is yet to be done, both by the National and by the Regional Authorities, until all provisions of the code are functioning smoothly and effectively. Until that time, every publisher should give every requested cooperation to those who must administer this code without favoritism or impartiality.

Kentucky Regional Code Authority Formed

Under authority granted by Schedule A-2 of the Code of Fair Competition for the Graphic Arts Industries of the NRA, the directors of the National Editorial Association met in Chicago and completed and set in motion the National Code Authority for Divisions A-2 and A-5. A joint administration committee was formed consisting of Walter D. Allen, Massachusetts, Kenneth F. Baldrige, Iowa, and Robert H. Pritchard, West Virginia, representing weekly newspaper establishments; Lea M. Nichols, Oklahoma, Keen Johnson, Kentucky, and R. C. Stitser, Nevada, representing daily newspaper establishments; Allen McGowan, Minnesota, representing the field managers' organization; and L. S. Hill, Iowa, and Joseph B. Redfield, Nebraska, representing commercial printing establishments.

Under authority granted in Article I, Section 3 (c) the above named National Code Authority immediately designated the Kentucky Press Association as Regional Code Authority in Kentucky for all establishments that will come under the code. Accordingly, a meeting of the Board of Directors of the KPA was called at Louisville, Saturday and Sunday, March 10-11, and preliminary steps were taken, at the direction of the NEA, to form the Regional Code Authority.

Upon motion, the Kentucky Press Association was authorized to accept the responsibility as the Acting Code Administrative Agency for Kentucky, and a resolution was at once forwarded to the NEA.

A model set of by-laws was presented and studied, and after much discussion, was adopted section by section, and, after approval by the National Authority, will govern the Regional Authority. The directors then proceeded to act under these by-laws.

After study and deliberation upon the procedure necessary in setting up the Regional Authority, the following members of the KPA were elected as the Joint Regional Code Authority in Kentucky:

George A. Joplin, Jr., Somerset; A. Robbins, Hickman; Keen Johnson, Richmond; Victor R. Portmann, U. of K.; J. L. Crawford, Corbin; J. Curtis Alcock, Danville; J. L. Bradley, Providence; J. P. Gozder, Campbellsville; Thomas R. Underwood, Lexington; J. T. Norris, Ashland; Joe Richardson, Glasgow; G. M. Pedley, Eddyville; R. L. Elkin, Lancaster; and Keith Hood, Bedford. A representative of the commercial printers is to be named later by that group.

From the above named group the Administration Committee was duly elected: J. T. Norris, Keen Johnson, and J. Curtis Alcock, representing the daily newspapers; George A. Joplin,

Jr., J. L. Crawford, and J. L. Bradley, representing the weekly newspapers; and a commercial printer to be named later.

Officers elected for the Regional Code Authority were George A. Joplin, Jr., chairman; Joe Richardson, vice-chairman; J. Curtis Alcock, secretary; and D. M. Hutton, Harrodsburg, treasurer.

The Administration Committee was duly authorized to appoint a Code Administration Manager, subject to the approval of the Regional Code Authority. A sub-committee, Joplin and Crawford, were appointed to carry on the investigation for this office.

The Administration Committee were empowered to appoint the Standing Committees which were then named as follows:

Local Administration Committee: R. L. Elkin, Lancaster, chairman; Frank O. Evans, Mayfield; Ed Hamlett, Columbia; Miss Mildred Babbage, Cloverport; Carter D. Stamper, Beattyville; J. T. Wilson, Cynthiana; W. F. Fultz, Olive Hill; and J. P. Gozder, Campbellsville.

Finance Committee: J. S. Thompson, Paris, chairman; A. Robbins, Hickman; Miss Dorothy Harris, Henderson; Ralph Creel, Hodgenville; Russell McClure, Eminence; M. F. Conley, Louisa; and Herndon Evans, Pineville.

Local Compliance Committee: Lawrence Hager, Owensboro, chairman; John S. Lawrence, Cadiz; J. W. Heddon, Jr., Mt. Sterling; L. G. Barrett, Hartford; C. A. Hummell, Jefferson-town; W. L. Dawson, LaGrange; and Fred B. Wachs, Lexington.

Fair Compliance Committee: Joe T. Lovett, Murray, chairman; A. S. Wathen, Bardstown; Roy Munford, Morganfield; W. A. Beatty, Winchester; James Purdow, Maysville; and Alex Combs, Hazard.

Educational Committee: Victor R. Portmann, U. of K., chairman; Warren Fisher, Carlisle; R. L. Kincaid, Middlesboro; Carl Johnson, Paris; D. B. Spragens, Lebanon; V. L. Spalding, Uniontown; and W. V. Richardson, Danville.

Stabilization Committee: Russel Dyche, London, chairman; H. C. Chappell, Middlesboro; Charles E. Grote, Pikeville; B. B. Cozine, Shelbyville; E. F. Arnold, Madisonville, and Oliver Kelly, Lebanon.

It is anticipated that the representation of the commercial printing industry will be added to the Joint Regional Authority and to each of the standing committees.

According to advice from the National Code Authority, the initial organization expense for that Authority and the separate Regional Authorities will be met at once by an assessment

upon every establishment in the U. S. of \$5.00 plus \$1.00 for each employee in excess of two employees employed in excess of 20 hours per week. Due notice will reach each establishment in a short time.

CODE PROVISIONS

While it is recognized that every publisher and commercial printer is interested in every provision of the code, it is impossible to print it in the Press. The code is composed of forty-nine pages of material. However, copies of the code are available through Secretary Alcock, Danville, the National Editorial Association, Chicago, or the Government Printing Office, Washington. You MUST familiarize yourself with this code.

Following are a few of the most important extracts in which publishers will be interested:

Wages for non-mechanical employees in cities of 50,000 to 250,000 population or in the immediate trade area shall be not less than \$13 per week; in cities of 25,000 to 50,000 not less than \$12.00 per week; and in places of less than 25,000 wages in effect July 1, 1933, shall be increased by not less than 20%, provided that this shall not require wages in excess of \$11.00 per week.

Minimum hourly wages for skilled mechanical employees in towns of less than 25,000 population and in which the job printing, exclusive of circulation and advertising, was less than \$50,000 in 1933 shall be: compositors 60c; operators 60c; job pressmen 48c; cylinder feeders 35c. The schedule covers many other classifications of specialized work. In towns of over 50,000 or where the commercial printing, exclusive of advertising and subscriptions, run over \$50,000, there is an increased wage.

Forty Hour Week

The standard work week shall be 40 hours for all mechanical employees, including proprietors and all others. When necessary, overtime shall be permitted, provided that no more than 520 hours shall be worked in any 13 week period. However, up to a 48-hour week is permitted where additional competent mechanics are not available, and where it is necessary to work overtime to complete work.

Selling below cost is strictly prohibited under the code. Establishments must have a cost system which will show actual costs, or must base prices on an accepted cost accounting method in use, which in the latter case is understood to mean the Franklin Printing Catalog or a similar cost accounting method.

Under unfair practices, the keeping (Please Turn to Page Three)

Best Mid-winter Meeting Held In February

George A. Joplin, Jr., editor of the Somerset Commonwealth, was elected president at the close of the mid-winter meeting of the Kentucky Press association February 22 to 24. Augustus Robbins of the Hickman Courier was elected vice-president, J. L. Crawford of the Corbin Times-Tribune was elected president of the executive committee, and J. Curtis Alcock of the Danville Messenger was re-elected secretary-treasurer for his twenty-third consecutive term.

Over 120 members, many accompanied by their wives, gathered at the Brown hotel and Pendennis club to participate in the best winter meeting

(Continued from Page Two)

of inaccurate or misleading or deceptive methods of determining costs is a violation.

No False Circulation

No establishment shall use advertising or other representation which is inaccurate in any material particular as to its product, services, terms, or quantity of its product or printed matter, or the circulation or distribution thereof. In other words, from now on any false circulation claims are violations of this code.

No establishment shall make inaccurately or otherwise, any rebate, and shall not deliver a product on consignment except under a signed contract.

No establishment shall give or offer, secretly or otherwise, any rebate, allowance, premium, free goods, refund, commission, term of credit, unearned discount, special service, or other valuable consideration which is discriminating as between customers of the same class. No establishment shall offer any form of commercial bribery. Nor shall they make any threats of lawsuits against competitors or their customers.

\$500 Fine Imposed

No establishment shall induce or attempt to induce the breach of an existing contract between an establishment and its employees or customers, nor shall it appropriate any design of a competitor.

No establishment shall make a fictitious bid for the purpose of misleading or deceiving a customer or competitor. Nor shall it accept an order for a large quantity of its products and make delivery in small amounts at quantity prices, which will tend toward a special privilege not extended toward all customers of the same class.

The price to be charged for legal publications shall be the statutory rate, and failure to make such charge shall constitute a violation of this code. Violators of any provisions of the code are subject to a fine of not to exceed \$500 or imprisonment for not to exceed six months, or both.

Thursday evening with a buffet luncheon tendered by the Brown hotel following the registration of guests. Dancing as guests of the Brown roof garden followed the luncheon.

The first business session opened Friday morning at the Brown hotel in many years. The meeting opened with an address of welcome by Mayor Neville Miller of Louisville.

Augustus Robbins, editor of the Hickman Courier, chairman of the executive committee, made the response. Mayor Miller's address, the first on the program, was preceded by the invocation by Rev. Dr. Charles Henry Prather, pastor of the Bardstown Road Christian church. President Hager then gave his interesting and inspiring message which is found on another page.

After an address by A. F. Baumgartner, president of the Thompson-Koch company, Cincinnati advertising agency, in which he opposed the food and drug regulation bill sponsored by Prof. Rexford Guy Tugwell, assistant secretary of agriculture, the association adopted a resolution opposing both the Tugwell measure and the food and drug bill offered by Senator Royal S. Copeland of New York.

Enactment of the Tugwell bill, Mr. Baumgartner said, "would be followed by chaos and confusion, for it repeals the existing laws, and, I believe, would create new abuses from which the consumer, as well as industry, would suffer."

"Granting need for some reform," Mr. Baumgartner declared, "the New Deal theorist has been rampant in endeavoring to bring about a paralysis of business and the gradual elimination of all advertising." He characterized Professor Tugwell's effort as "an attempt to bring discredit to honest manufacturers of worthwhile package medicines, and accusing opponents of being motivated by selfish interests."

Dr. Charles J. Turck, president of Centre college, Danville, speaking on "The Freedom of the Press," at the afternoon session, said, "As a conveyor of opinion, the press has had to fight many attempts to restrict its freedom. It is eminently fitting that into the newspaper code the express provision is made that the newspapers do not waive any constitutional rights, or consent to the imposition of any requirements that might restrict or interfere with the constitutional guarantee of the freedom of the press."

B. B. Cozine, editor of the Shelby News, Shelbyville, presented the report of the legislative committee at the afternoon session. He reviewed the newspaper code situation as it affects the industry in Kentucky.

Administration of the publishing and printing code under the NRA places

before the Kentucky Press association "a big and important task," Keen Johnson, editor of the Daily Register, Richmond, and a member of the National Editorial association which formulated the code, told the members.

"When the code is signed it becomes a federal law," Mr. Johnson said. "It is subject to enforcement in the courts just as any other statute. Your work will be both judicial and educational. There is imposed on each state press association the responsibility of demonstrating that the NEA code committee's faith in their ability to administer the code was justified. There will be scores of individual problems presented for your assistance. You will be given an opportunity to make this organization an instrument of exceptional helpfulness to the printers and publishers of this state."

Mr. Johnson's address summarizing the provisions of the printing and publishing code was made at the afternoon session, at the Pendennis club, following a luncheon at which members of the association were guests of Bryant White, president of the Kentucky Utilities company.

Aims of the Kentucky Tax Reduction association toward reorganization of county governmental functions were told by George T. Holmes, secretary of the body, at a dinner given for the publishers by the Louisville Board of Trade Friday night at the Brown hotel. William A. Stoll, president of the board of trade, presided.

The Saturday morning session at the Brown hotel was given over to business discussions and an address by Thornton Wilcox, state administrator of federal emergency relief. Mr. Norris reported on agreements between radiocasting stations and newspapers for news radiocasts. A discussion of circulation was led by Joe T. Lovett of the Murray Ledger and Times, and Herndon J. Evans of the Pineville Sun talked on job printing. Victor R. Portmann of the University of Kentucky department of journalism discussed "Modern Trends in Typography."

The association members indorsed the work of G. B. Senff of Mt. Sterling as state insurance commissioner and adopted a resolution asking that Gov. Ruby Laffoon retain him for the full term to which he was appointed.

One hundred and twenty editors, their wives and friends were guests at the annual luncheon given for the association by the Courier-Journal and the Louisville Times, after which the business session was held. Mr. Joplin, succeeding Lawrence W. Hager as president, announced his appointment of Keen Johnson of the Richmond Daily Register as chairman of the publishing and printing code administration. (Please Turn to Page Four)

Kentucky Press

Official Publication of THE KENTUCKY PRESS ASSOCIATION

VICTOR R. PORTMANN Editor

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PRESS ASSOCIATION OFFICERS

- George A. Joplin, Jr. President
Commonwealth, Somerset
- A. Robbins Vice-President
Courier, Hickman
- J. Curtis Alcock Sec.-Treasurer
Messenger, Danville

EXECUTIVE COMMITTEE

- J. L. Crawford, Chairman, Times-Tribune, Corbin.
- G. M. Pedley, Herald, Eddyville; J. L. Bradley, Enterprise, Providence; Vance Armentrout, Courier-Journal, Louisville; J. P. Gozder, News-Journal, Campbellsville; Keith H. Hoow, Democrat, Bedford; Thos. R. Underwood, Herald, Lexington; Joe Costello, Democrat, Cynthiana; J. T. Norris, Independent, Ashland; R. L. Elkin, Central Record, Lancaster; Joe Richardson, Times, Glasgow.

Chairman Legislative Committee:
B. B. Cozine, Shelby News, Shelbyville.

KENTUCKY EDITOR IS TAKEN BY DEATH

John G. Kelly, 60 years old, for 19 years editor of the Hancock County Clarion at Hawesville, Ky., county seat of Hancock County, died January 15 at an Owensboro hospital, where he underwent a major operation a week previously.

Mr. Kelly was born and reared in Hancock County. He was educated principally in the schools of the county, and later taught for some time in the rural districts. In 1912 he was elected as representative and gave further service to Hancock County by representing them in the State Capitol at Frankfort for a term. At the time of his death he was serving for the third year as a member of the Hawesville City Council. When a young man, he was married to Miss Katherine Haggman, who died 16 years ago. For 19 years he had been editor of the Hancock Clarion, with the exception of one year, 1930, when the paper was under the management of Bruner & Miller.

Miss Mary Agnes Kelly, daughter of Mr. Kelly, has assumed the management and editorship of her father's paper. Miss Kelly never skipped an issue of the paper, regardless of her sorrow, and took control of affairs immediately.

Miss Kelly was born and reared in Hawesville and was graduated from the

Public school and Beechmont High school there. She later went to college at Nazareth Academy, Nazareth, Ky., from which she also was graduated. She taught music in the St. Rose parochial school for two years, and this past year has been teaching the Midway rural school in Hancock County. She had been assisting her father in editing the paper for the last three years.—Highlights and Shadows.

Gus Robbins, editor and publisher of the Hickman Courier, recently celebrated the seventy-fifth anniversary of his newspaper. Gus wants it distinctly understood that he did not found The Courier. If the first 100 years are the hardest, Gus easily may survive the remaining time required to put The Courier on easy street.

From the other end of the State, another youngster took note of an anniversary. Russell Dyche, editor of the London Sentinel-Echo, pointed out that his newspaper was starting its sixty-first year, having been in the same family during most of its existence. Mr. Dyche succeeded his father, A. R. Dyche, in 1903.

The resignation of Selby Parks, who for four years has been a mainstay of Charles E. Grote's Pike County News, will be regretted by the Kentucky newspaper men who know him. In 1933 he won the silver loving cup offered by the Kentucky Press Association for the best editorial of the year. All Kentucky will hope that Mr. Parks may find health and increased strength on his farm in Indiana.

CONTEST TO BE HELD

At the last meeting of the executive committee, President Joplin appointed the prize contest committee for 1934 in anticipation of the annual prize contest to be held at the mid-summer meeting. D. M. Hutton, Harrodsburg, was appointed chairman, with Secretary Alcock and Professor Portmann as the other members. Announcement of the contest will be made in the April issue of the Press.

LOST TYPE LINE ORDERS PARISHIONERS TO CHURCH

A recent issue of the Ruthton (Minn.) Tribune contained a notice to property owners to keep their sidewalks free from snow, being signed "By Order of the Village Council." In some manner the signature line strayed away from the notice and was placed at the top of a church notice, making a very official notice which looked like the old day of the real Blue Laws, with the result that the church was packed to the doors on the following Sunday.

Going the Tribune one further, the Morris Tribune got together with the

local business men and all ads inserted one week were devoted by the users to promoting church attendance. Each merchant wrote his own ad, giving the reasons he held himself for going to church the following Sunday.

The plan was a part of an organized plan for promoting church attendance, and was entirely non-sectarian.

J. W. Heddon, publisher of the Mt. Sterling Advocate, recently announced consolidation of his newspaper as the Mt. Sterling Daily News. Under the new set-up the Advocate will be delivered to city subscribers Tuesday and Thursday afternoons. Emin Elam, who started the News, has taken charge of city delivery and collections for the Advocate.

(Continued from Page Three)

tration committee.

President Joplin announced the personnel of the executive committee. Because of the redistricting of the state from eleven districts to nine, the executive committee decided that the members of the committee would be named from the state at large without designating a member from a certain district, attention being paid to equal representation from every section of the state. Accordingly, the following were named to the committee: J. L. Crawford, J. L. Bradley, J. P. Gozder, Thomas R. Underwood, J. T. Norris, Joe Richardson, G. M. Pedley, R. L. Elkin, Keith H. Hood, Vance Armentrout, and Joe Costello.

Mr. Hager, presiding at the luncheon, paid tribute to the late Brainard Platt, assistant to the vice-president of the Courier-Journal and the Louisville Times, who served as a member of the association's executive committee. Barry Bingham, representing the host of newspapers, made a brief address of welcome to the editors. Resolutions were adopted on the deaths of members within the last year, and in commendation of the work of officers on the printing and publishing code. Congressman Fred M. Vinson was commended for his successful legislative effort to reduce postal rates on second-class mail, which includes newspapers.

Robert A. Blair, secretary of the Corbin Chamber of Commerce, invited the association to hold its 1935 convention at Corbin and Cumberland Falls.

B. B. Cozine of the Shelby News, Shelbyville, was reappointed chairman of the legislative committee.

Owensboro was unanimously selected as the place of the mid-summer meeting in honor of the retiring president, Lawrence Hager.

A list of those in attendance was published in the Kentucky news in the Publishers Auxiliary, issue of March.

President Lawrence Hager's Annual Message

At length the event has happened, in anticipation of which we delayed holding our mid-winter meeting this year. The president has promulgated a permanent code for our industry and we are privileged to plan for its administration. It is opportune that this comes at the beginning of a new fiscal year of our association. While opinions of many publishers and the administration differ on some code provisions, reason and good judgment will doubtless determine their just settlement.

In rendering you an account of my stewardship of the high office to which you called me a year ago, I do so with mingled feelings. I am relieved that the duties and responsibilities of this station, which have increased many fold in the last twelve months, are about to pass to broader and worthier shoulders. At the same time, I reluctantly relinquish the superb support that has been accorded me by officers, directors, and members of the Kentucky Press association in the most challenging and interesting period that I have ever experienced in the social and political evolution of our nation.

What changes have taken place since our last mid-winter meeting! Then we had seen declining confidence in nearly every agency of service to the people of our country, whether under public or private control, result in a truly American coup d'état—peaceable and bloodless. The country had overwhelmingly voted for a New Order, a new relationship between the government on one side and industry, business, and finance on the other. A year ago very few people knew what that New Order would bring forth. They were the president-elect and his closest advisers. The new administrative officers of your association were yet addressing themselves to the publishing and printing problems of a routine nature, greatly aggravated by diminishing returns for services rendered, far in excess of declining production costs. Then followed the darkest days in our modern economic life, climaxed by the wholesale closing of banks, the great, the near-great, and those of lesser note.

Soon the grouping hopes of despairing people were translated for them by the New Dealers into a program for national recovery. All of the major agencies of our economic existence were affected. The foundations of our American institutions felt the tremors of the governmental reformation that was beginning, and for twelve months we of the newspaper profession have been dedicating our best thoughts and efforts to interpreting the New Deal for the American people, to giving it the force and effect needed for its success through an enlightened public

opinion and to saving from the broad sweep of its revolutionary intensity the fundamentals of our system of free government.

The press of Kentucky set partisanship aside and exercised its every available facility to put men back to work, reopen closed banks and restore profit to industry.

The National Recovery Act came to be a foundation stone on which we were to help erect a new economic order. Contained in it was the grant of business licensing power which the president was authorized to invoke in order to make its provisions effective. No man ever justly attributed to the president or to the congress any intention to discard the basic principle of all American institutions—freedom of speech, freedom of religion and freedom of the press. Yet, there were agents of these who would have construed licensing under the Recovery act to abridge a part or all of such freedom. Their voices were soon silent on this subject, and the nation had apparently once more been spared from any abridgment of the right to express opinions or worship as one sees fit, rights inherent in human beings. On this subject it will be our privilege to hear today from one of the South's foremost educators.

With the basic right of our people to unfettered expression obviously in no way compromised, your organization threw itself into the task of helping formulate a code by which employer relationships with employees should be guided and through which the industry could help to absorb the unemployed of our country. I hope that I may not appear boastful in the mere statement of a fact that reflects much credit upon the press of Kentucky. It is that the first newspaper code to be signed by the president was the work of a group whose preliminary efforts were materially influenced by a KPA delegation and whose final compilation was the product of a committee for the smaller papers of the country on which one of our number played a leading role. That this should occur in a year in which I had the good fortune to be his counsellor and your president, will remain a pleasant memory with me forever.

The result of our efforts in connection with the submission of a code for printing and the business of publishing newspapers, consummated last Saturday in its approval by the president, will be told you during this meeting by Keen Johnson, who I am happy to know has recovered sufficiently from a recent operation to be with us. Keen was on our delegation to the first NEA code meeting in Chicago, and his participation in the discussions there resulted in his being made a

member of the NEA code committee for the nation. His work in Washington when code discussions were at their height makes him eminently qualified to bring our knowledge of negotiations for a permanent code up to date.

Of all the industries in our country none has felt the violence of the year's events as harshly as has the newspaper publishing industry. That more constructive public information was published in 1933 than in any year in our existence, does not need to be told the average reader. With the signing of the president's agreement, retrenchment in our industry stopped and expansion began. Demands upon us were out of all proportion to business office receipts, yet we met them out of thin profits, reserves or by going into debt, and at that, without the loss of a single Kentucky daily or weekly newspaper that had demonstrated, before the depression, the need of any community for its services.

Four special meetings of our executive committee and two special meetings of our membership, was the record of our association in 1933 in accepting the president's reemployment agreement and discussing the pending code of our industry. It was a busy year, fraught with many difficulties. With the modicum of executive personnel our limited income permits us to have, it was necessary to counsel frequently with our executive committee and membership in determining our course and formulating our plans.

I shall never be able to thank adequately our members for their self-sacrificing devotion to the objectives of their association in a year when their cooperation was indispensable and an ever-present reliance of harassed officers. And, because I asked so much of them and they gave of their time and talents so gladly and unstintingly I pay an altogether too feeble tribute to Secretary Alcock and the other officers and committeemen with whom it was my privilege to be associated, when I say I have not met their peers anywhere, in devotion to the high ideals of our profession or in the desire and capacity to serve their state and their country. They know they have my heartfelt thanks.

In nourishing the feeling of deepest gratitude to all engaged in the publishing industry in Kentucky for their wholehearted support of the National Recovery effort, I am not alone. I have a letter from Prentiss M. Terry, lately Louisville district manager of the Department of Commerce, expressing the thanks of the National Recovery administration "for your very substantial cooperation" in informing the

(Please Turn to Page Six)

(Continued from Page Five)

business men and people of Kentucky about the objects and obligations of NRA.

From the beginning of this movement, the eagerness of our members to do their part has been an inspiration and a help to the officers of KPA in their efforts to clarify for all printers and publishers of Kentucky the Blue Eagle's expectations of them. Long before the President's Reemployment agreement had been interpreted to the newspapers and General Johnson had made known its requirements in terms applicable to the press, the patriotic fervor with which you joined the forces of progress, contributing to reemployment and the increasing of national purchasing power, served as an example and stimulus to public interest and cooperation which made the Blue Eagle more than a mere symbol; made of it an emblem of realized hopes among thousands of workers throughout our state whose pay envelopes were restored to them and to others whose weekly pay was lifted from an insufferably low level to that of a living wage.

You have done great work for your communities in bringing about a thorough understanding of the purposes of the various recovery agencies of the government. You have furnished an indispensable medium for bringing to the attention of employers and employees their responsibilities under the recovery program. You exercised the wisest discernment in showing and leading the way for the great consuming public to make the mission of the blue bird speedily felt. And in doing this with a tact and intelligence that resulted in no untoward incidents, in no public boycott attempts, no conversion of public opinion into an economic whipping post for those who were slow to understand fully the duties they must discharge toward the Blue Eagle, you performed, with the highest of credit to yourselves and your profession, a distinguished public service.

Among the services rendered to our people and the press during our closing fiscal year are those recently performed at Frankfort by our capable Legislative committee chairman, B. B. Cozine. Several ill-advised attempts were made to amend or repeal certain Kentucky statutes requiring public officials to publish information concerning their expenditure of public funds. The chief of these statutes has been responsible for saving counties and municipalities thousands of dollars that had been loosely, sometimes with rank favoritism and sometimes fraudulently appropriated. Alert to every effort to emasculate this and other statutes governing necessary legal publication, Chairman Cozine recently called upon our members to

meet him in Frankfort to go over pending bills with the committee to which they had been referred. His able presentation of the case of taxpayers and publishers, and that of others upon whom he called, resulted in the death of these measures.

Having succeeded in safeguarding the rights of Americans to express themselves without government restraint on subjects of political, personal or religious liberties and having thwarted efforts to return public expenditures by county and municipal officials to the concealment they formerly enjoyed, there remains another challenge to the press, contained in a bill before congress that attempts to place restraints upon advertising, which in the opinion of fair and just students of the measure are unwarranted and oppressive. In arranging our program, we were fortunate in being able to obtain a speaker who is well qualified to discuss this subject, so that we may go away from here with a complete understanding of the full intent, implications and probable effects of such measures.

It may be interesting to you to know that when I was in Washington recently the matter of postal rates on newspapers was being considered by the Ways and Means committee. The postal department was asking for maintenance of present rates. A committee member from Kentucky, Fred M. Vinson, discussed this matter with me in detail and announced that he would advocate a return to the former lower rates, rates at which the postal service enjoyed a greater return than since they were abandoned. Since that time the committee has sent to the house, which has adopted it, a bill that discontinues increases on second-class postage after June 30, 1934, and restores the 1928 schedule.

The year has been a costly one to our association in the toll taken of members by death. Especially has this been noted on the executive committee, where first we were saddened by the loss of Charles Kirk, of Paintsville, and recently by the sudden and unexpected death of Brainard Platt, both of whose services to the Kentucky Press association were among the highest. But before either of these

broke the circle of our comradeship, there passed away one who had for years been another bulwark of our organization, a Kentuckian whose private and public life was an inspiration to many, in the person of the late Henry Lawrence. W. O. McIntyre, one of the publishers of a member paper that has figured prominently in association affairs, George Catlett, of Princeton, John W. Zoller, Mt. Olivet Tribune-Democrat, and John Kelly, Hancock Clarion, were others for whose passing we grieved.

One of the inspiring and helpful features of our year's activities was the mid-summer meeting at Mammoth cave, where we were provided much enjoyment and constructive information about the Mammoth Cave National park project. It is our conviction that the contact thus established between Kentucky editors and members of the Kentucky National Park commission gave new impetus and greater effectiveness to the campaign for making the Western Kentucky cave area a national park, a consummation devoutly to be desired.

No annual president's message at a KPA meeting is complete without some reference to the free publicity evil. Recently in New York I was talking with a gentleman who was the space buyer for a large agency. We were discussing this subject. "You have no idea," he told me, "how easy the press agencies that have no control over the expenditure of an advertiser's money find it to get free space in many papers. Of course, reputable advertising agencies send out press releases. Many publishers use them for their news or feature worth, prompted, no doubt, also by a desire to help paid advertising be as profitable as possible. But when press bureaus can get advertising disguised as news in papers that never receive a dollar of advertising revenue from the company represented by the free publicity hog, how can newspapers expect to get paid advertising?" I could not answer the question. More may profitably be said of this subject before our meeting is over.

With more time of officers and directors (Please Turn to Page Seven)

IMPERIAL TYPE METAL

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(Continued from Page Six)

Directors being taken up the past year with administrative matters than ever before, it is small wonder that there has not been a material increase in our membership. Considering the vast amount of work done by KPA in 1933 for all of the printers and publishers of Kentucky, we are warranted in expecting that with a reasonable amount of effort, most of those who are not now in the association will join us and help carry on the varied and necessary activities in which we are engaged for the welfare of the public and the publishing industry. We have been too busy serving by spending our money as well as energy resources. In 1934 let us find more time for serving by selling ourselves collectively, to our colleagues.

The year has been one of heavy drain on our finances. Our reserve is low, expenditures, because of code negotiations having been extraordinary. New members are a hope of the future for us. When we are able, when we have the time to get around in earnest to a membership increasing efforts, we should be helped by the several district meetings that have been held throughout the state. These were the means of bringing into our councils some of the publishers who have not borne their part of the expenses of our cooperative work.

During the past year our official publication, The Kentucky Press, was revived, under the direction of Prof. Victor Portmann, and served as a means of getting to our members a series of promotion advertisements supplied by our Advertising committee. The Press deserves the interested support of all of our editors and affords an opportunity for exchanging ideas monthly, of which we should avail ourselves. It is gratifying to be able to report that though new demands upon our treasury threatened to cause suspension of our custom of offering prizes in the well established newspaper contests, through the donation of some major awards by individuals we were able to carry on this constructive competition.

While nearly all of us sustained serious losses in advertising lineage and commercial printing, the way our circulations have held up has been a veritable marvel of the age. What better proof could be asked of the sustained public interest in this greatest of all advertising media? And now with the controversy settled between the press and radio about the fields of public service each is best adapted to fill, about which Jimmie Norris will tell us more Saturday morning, we may confidently expect the newspaper to continue to be universally accepted as one of the most stable of industries and the primary medium of the nation.

Looking backward I believe the Ken-

tucky Press association may truly say of the closing year, "We have lent our support to those worthy purposes which we could reinforce, willingly and without undue zeal for our own glory. We have borne in mind that we were seeking results and that if we deserve credit as an organization we will eventually attain it."

Looking forward, we are immediately confronted by the necessity of setting up a code authority for our state under the NEA code. As for the business outlook, I feel optimistic. Though I am neither a prophet nor a son of a prophet, I can sometimes read signs. From last March till the beginning of the current year there was a trend upward in advertising along with all lines of business and industry, most noticeable in the last few months of the year. While many of the smaller newspapers find themselves comparing the first two months this year unfavorably with the poor January and February 1933, virtually all commodities are selling higher and all lines of wholesale and retail business in the larger cities are finding business brisk. Throughout the North-Atlantic seaboard States business is gaining and the feeling for the immediate future is bullish. The depression reached these places first and spread to the rest of the large cities and then to the smaller centers throughout the country. Business recessions have generally moved this way and the return of prosperity (I think we dare use even that word now) has followed the reverse course.

The forgotten publisher, who has been fighting to keep the sheriff from the door may look at a brighter horizon tomorrow than that upon which he gazed a year ago, to say the least. We have gone through the fires of adversity and have come out with some dross burned away. I feel that we are better newspaper men for our experiences of the past year, better able to handle problems which we must solve under the New Deal for our industry. We are still far, in the publishing business, from a proper relationship between income and expense and the increased costs of operation assumed last year must be met some way. It is not going to be possible to reduce them. For some of us there is the prospect of enlarged volume solving the problem. For others, where this is impossible, the consensus is it will be necessary to adjust charges to the new conditions. I have no advice to offer any individual on this subject, but to say that while it is not important that newspapers be highly profitable it is essential, for the good of the communities they serve, that they be financially independent.

It has been one of the rarest privileges of my life to serve as president of the Kentucky Press association. If my efforts have earned your approval,

I could want no greater reward. I have tried to deserve the confidence you reposed in me and shall spend the rest of my life endeavoring to be as helpful to my successors in this office as you have all been to me.

—LAWRENCE W. HAGER



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FACTS ANSWER CRITICS

A survey of the activities of the electric industry during the past five year produces two major facts:

That the average rate charged by private concerns is substantially less than that of the average public plant, and that the private concerns have shown far greater enterprise in extending and bettering service.

The U. S. Census Bureau figures show that private companies charged farmers an average of 2.8 cents per kilowatt hour for current, while municipal plants charged 5.6 cents.

The private companies charged less for commercial and industrial lighting, for electrified railroads and other services—and their average charge for all classes of service was well under the municipal level.

In addition private utilities pay out at least ten per cent of their gross revenues in taxes. Municipal utilities pay nothing—indeed, many of them actually have losses made up by the public treasury.

Deducting this 10 per cent tax differential from private electric plant rates, emphasizes their superior economy and efficiency.

And, it should be brought out, the general tax-paying public assumes no risk for private operations—if a company is a failure, the taxpayers aren't assessed for it. But if a municipal utility fails, the public treasury stands the loss.

Zealous advocates of government ownership of power cannot show where political management has pioneered electric development as has private enterprise.

Private capital has electrified thousands of homes that wouldn't yet have an electric lamp had it been left to politics. Private capital brought and is bringing the advantages of cheap power to the farm.

No industry has done more for general progress than the electric. None has done so much to make the American home a better place in which to live.

—Editorial in Mt. Sterling
Sentinel-Democrat

Kentucky Utilities Company

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