

The Kentucky Press

February, 1947

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NUMBER FOUR

●
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Room 64, McVey Hall
University of Kentucky
Lexington



Courtesy Department of Public Relations

College Of Education, University Of Kentucky

Official Publication Kentucky Press Association

The Kentucky Press Association

is an organization representing 160 weekly and semi-weekly community newspapers, 22 small dailies, and 7 major dailies, whose publishers desire to provide for advertisers the greatest possible coverage and render

the placing of advertising in their papers more easy and satisfactory. The Association maintains a Central Office in McVey Hall, University of Kentucky, Lexington, which provides for the all-inclusive plan of

One Order - One Billing - One Check

without additional cost to agency or advertiser. This office through a complete file of its newspapers attends to proof of publication through tear sheets and cares for the many details of placing advertising. Given a list of newspapers to be covered with mats or plates necessary, the office will place the orders, check the publication, provide tear sheets, and render one bill for the entire account. This eliminates a considerable expense to the agency or advertiser.

You can place space in any number of Kentucky weeklies, semi-weeklies, or dailies with a single order. Send us only a blanket insertion order, together with mats, stereotypes, or copy sufficient to cover. Individual

insertion orders will be issued the same day from the association office. No charge is made to the advertiser or agency for this service.

This office will service advertising accounts covering all or any part of this entire list. The cost of covering the community newspaper field, exclusive of the small and major dailies, is approximately \$64.00 a column inch for a circulation of 385,000 readers, almost all on a cash-in-advance basis. Seventeen weeklies are members of the Audit Bureau of Circulation; twelve dailies are members. More than 40 applications for membership are now on file.

National Advertising Affiliating Service

This Association is a state affiliate with the National Editorial Association, and is an affiliating and co-operating member of and with Newspaper Advertising Service, Inc., Chicago. National orders, placed thru NAS, are distributed from this office to our state newspapers under the one order, one billing, one check plan.

While our state average is higher, in the nation 52% of the nation's population, 70,200,000 persons, live in towns of less than 10,000 population—only seven larger cities in Kentucky. This "Mr. 52" had \$44,000,000,000 to spend last year, 43% of the Nation's buying power.

"Mr. 52" represents 6,000,000 farm families—2,000,000 electrified farms—60% of all automobiles, trucks and tractors—50% of all furniture—46% of clothing—and the Nation's highest percentage of Home ownership—IN FACT, the greatest potential market for far-seeing manufacturers.

"Mr. 52" in the past has been difficult to reach, living in 15,000 different small towns and on 6,000,000

farms—no national publications, no national radio hook-ups can reach him as Economically, as Thoroughly, as Easily, as HIS HOMETOWN NEWSPAPER with maximum readership—because "Mr. 52" knows the local editor—knows all the merchants—knows all the other subscribers—knows his Senator and Representative—knows that his Hometown newspaper is a Warm, Living, Influential part of his life—and directly influences it.

"Mr. 52" Hometown newspaper offers MORE local coverage than all other media combined—he can be reached by One Package and One Check through Newspaper Advertising Service, Inc., 188 West Randolph, Chicago, and through the Kentucky Press Association.

Remember "Mr. 52" and make him a customer by selling him today through his own HOMETOWN NEWSPAPER.

For information, call or Write Victor R. Portmann, Secretary-Manager, McVey Hall, University of Kentucky, Lexington 29, Kentucky.

Higher Postage Rates Proposed To Senate

Alternative plans for raising more revenue from second-class postage were submitted by the staff of the Post Office Department to the Senate Civil Service Committee February 18 in accordance with the Committee's directive for schedules which would make all mail self-sustaining. The Committee instructed the Department to report by March 4, revised schedules including estimates of revenue by adding extra postal charges where a publication carries more than 25 per cent advertising. At present there is no limitation. Post Office officials testified that newspaper and magazine postal rates could be doubled without dislocating the industry. They also stated that to recover the cost of handling second-class mail it would be necessary to

Second-class matter.

Advertising portion—	
Zone 1-2	
" 3	
" 4	
" 5	
" 6	
" 7	
" 8	
Reading portion, all zones	
Publications 5% or less advertising	
Publications exempt from zone rates	
In county, 1-cent a pound	
Free-in county	

multiply present rates more than 5 times.

The estimated deficit on second-class matter including free-in-county for 1948 is \$160,000,000.00. The 1946 data shows the deficit at \$148,000,000.00. It was stated that all department deficits are attributable "to the increased salaries of postal employees and other additional costs of operating the service, the full effect of which will be felt in the operating costs the disparity between the fiscal year 1948. As a result of such higher revenues and expenditures allocated to the several classes of mail and special services will be correspondingly greater."

Here is the Department's schedule which would be needed to "wipe out" the second-class rate deficit:

present	proposed
1½c lb.	10c lb.
2c "	12c "
3c "	14c "
4c "	16c "
5c "	18c "
6c "	20c "
7c "	22c "
1½c "	10c "
1½c "	10c "
1½c "	10c "
1c "	10c "
—	10c "

than 50% advertising matter; those desiring expeditious or so-called 'newspaper' treatment, and small publications having more than 8 (or 16) copies to the pound as the present minimum of 32 copies before multiple rates apply is too high."

Another departmental proposal was discussed: "Under the present law 'newspapers except weeklies mailed for local delivery at letter carrier offices by the city letter carriers thereof must pay 1 cent per copy and all other publications except weeklies must pay 1 cent per copy not more than 2 ounces each and 2 cents per copy on those weighing more than 2 ounces. Weekly publications so mailed pay only 1 cent on those weighing more than 2 ounces. Weekly publications so mailed pay only 1 cent a pound based on the bulk weight. This discrimination favoring weeklies might be discontinued and a per copy rate applied thereto, thus treating all publications alike. Such provision would produce considerable additional revenue, the amount of which has not been estimated."

Outstanding in the Department's rate schedule was the suggestion for a minimum piece rate. The Department advocated: "In lieu

of multiple pound rates for small publications having many individually addressed copies to the pound, such publications being the most expensive to handle, a minimum rate of say one-fourth cent per copy might be prescribed. This would also raise a substantial amount of revenue. This schedule, with the supplemental rates indicated, might produce from \$16,000,000.00 to \$18,000,000.00 additional revenue, based on the 1946 volume. Further stepups along the same line, spread over a number of years could be considered." Exhibits of the effect of this schedule were submitted.

POSTAL COSTS TO PUBLISHERS

Testimony of P. O. officials gave a comparison of present second-class rates, the modest step-up and the top plan which would wipe out deficit. A Maryland weekly with a postage bill of \$23.76 for the Sept. quarter would under modest step-up plan pay \$32.19 for a quarter and over \$100 a quarter if top rates were applied to 13 issues. The Grand Forks (N.D.) Herald, a daily (with no free-in-county) paid \$4,723.54 in September quarter; under first step-up rate would pay \$6,292.00 for same quarter and \$23,000 a quarter if top rates were adopted. Other examples were cited to show it is not practicable to apply top rates (multiplying by 5) at once.

We suggest you apply these tentative schedules to newspapers in your State. Under pressure from Senators, government witnesses stated that "small dailies" were the principal beneficiaries of present postal rates. Let us have the benefit of your views. The following are members of the Senate Civil Service Committee studying postal rates: Senators Langer (Vt.); Baldwin (Conn.); Fyfe (Minn.); (N. D.) Chairman; Buck (Del.); Flanders Williams (Del.); Ecton (Mont.); Chavez (N. Mex.); McKeller (Tenn.); O'Daniel (Tex.); Johnson (S. C.); Umstead (N. C.); and O'Connor (Md.).

SENATE SMALL BUSINESS COMMITTEE

Senator Homer E. Capehart (R.) of Indiana recently designated chairman of the Subcommittee on Paper Shortages of the Senate Small Business Committee announced February 19 "the opening of hearings on the problems of smaller newspapers and the newsprint shortage on Tuesday, March 4, in was stated: "Morris L. Ernst, nationally the Senate Office Building, Washington." It prominent legal expert in the newspaper

field will be the first witness at the hearings. He will be followed by officials of governmental departments whose activities relate to the production and distribution of pulp and paper."

Under the sub-committee program, Ernst will be given an entire session to present a summary of his opinions. These are fully and supplemented by his contributions to two expressed in his book "The First Freedom" reports under the signature of Senator Murray (D.) of Montana as ex-chairman of the Senate Committee. Murray is still ranking minority member of the newly organized Committee and sub-committee. (See recent NEA Legislative Bulletins for details on Ernst plans for newspaper reforms.)

The sub-committee will hear publishers, newsprint suppliers and others following Ernst recital of his program. The sub-committee statement of today read: "As the hearings go forward other witnesses, including newsprint producers and independent publishers, will be added" Senator Capehart said. "Although the first problem is the newsprint shortage, the Committee expects to move in to the general newspaper situation."

Keep An Extinguisher In The Composing Room

Portable fire extinguishers should be placed where they are readily available and access to them is not likely to be cut off.

When used to provide general protection for an area containing normal fire hazards, extinguishers should be so placed that at least one large or two small ones can be reached by traveling no more than 50 feet from any point in the area. Fewer extinguishers are required where the fire hazards are light, and more where they are severe. When the extinguishers are used for safeguarding a specific fire hazard, they should be mounted near it, but not on or so close to the hazard that they will be involved if it catches fire. If the hazard is located in a relatively small room, it is good practice to mount the extinguishers either just inside or outside doorways leading into the room. Operators can easily get at extinguishers so placed and have a safe line of retreat in case of necessity.

Nothing that might interfere with the case of necessity. placed under or near it. All extinguisher accessibility of an extinguisher should be locations should be checked at least once a day, and any obstructions found should be removed immediately.—Paper Mill News.

Are you keeping a complete subscription list in a fire-proof place?

Editor R. L. Westover Dies In Williamstown

Robert L. Westover, 75, who owned and published the Grant County News for 41 years, died February 12 at his home in Williamstown after a brief illness.

He had been at work at his office Monday, but was confined to his home Tuesday by what appeared to be a severe cold.

A native of Grant county, Mr. Westover went West as a young man and gained experience in newspaper work. He returned to Williamstown in 1906 and bought the Williamstown Courier, later changing the name of the paper to the Grant County News. He was widely known among Kentucky newspapermen.

Mr. Westover is survived by two brothers, Monroe Westover, Fort Thomas, and Judge J. H. Westover, Yuma, Ariz.; five sisters, Mrs. Priscilla Marshall, Cardova, Grant county; Mrs. Leolia Stevens, Yuma, Ariz.; Misses Florence and Nancy Westover, Seattle, Wash., and Mrs. Ray Daugherty, California. Mr. Westover's wife died several years ago.

Mr. Westover willed the newspaper plant to Miss Edythe G. Harrell, who had been his faithful assistant for sixteen years. Miss Harrell stated, "I shall exert every effort to carry on as he did although I know that I can in no measure take his place. He was a good newspaper man and a fine character." The Press wishes the new publisher every success.

The Press wants your news.

Turner New President Western Kentucky Press

Lawrence C. Turner, Clinton, and a former Trigg county man, was elected president of the Western Kentucky Press Association at a meeting held January 10 in the Irvin Cobb Hotel in Paducah. Mr. Turner, editor of the Hickman County Gazette, succeeds Joe LaGore, managing editor of the Paducah Sun-Democrat.

Mrs. A. J. Magee, publisher of the Week-Advance at LaCenter, was elected secretary-treasurer. She replaced Murray K. Rogers, publisher of the Paducah Press and the Livingston Leader.

The editors of a majority of the newspapers published in the First District attended a discussion session Friday morning and a luncheon at the Hotel Irvin Cobb. The meeting was concluded in mid-afternoon, following another discussion.

The next meeting will be held in Mayfield, May 11, beginning at 1 p.m.

Editorial Leadership

The newspaper, through its editorial column, has a significant opportunity to be a leadership in community service. Also through its news columns, it has an equal and perhaps greater opportunity. Coupled with this is the editor's own personal activity as a community leader. Community leadership, indeed, may be on about four levels.

1. The editor serves on committees, works with the chamber of commerce holds a church office, belong to lodges, takes his own part in leadership in community affairs. He even originates some of the plans.

2. The editor, through his news columns gives publicity to all sorts of community enterprises, without which they could not carry on.

3. The editor, through his editorial column, promotes community improvement takes leadership in community enterprises originates an occasional suggestion and to the extent of his ability advocates such local, state, national and world policies.

4. The editor crusades. Using both his news and his editorial columns, he tells people what they should do, insists that they do it, and scolds all opposition.

To our mind, the editor who skips any of the first three is losing a part of his unique opportunity. But No. 4, crusading, if it becomes a habit, is a nuisance. It establishes the paper as a common scold and weakens rather than strengthens its influence. The crusade should be reserved for rare occasions once or twice in a lifetime, if used at all. Even the crisis which seems to justify it must better be resolved by gentler, more persuasive methods.

Many of the weekly editors who use editorials are recognized in their communities and among their fellow editors as being sensible, serene leaders of public opinion and public service.

Quoting Ink White in the Clinton County Republican-News, St. Johns:

"No group of people are more responsible for the success of a weekly newspaper than its corps of correspondents. Week after week they turn out the little items about their neighbors that are the backbone of this and every other weekly paper. Sometimes city people kid the small-town editor about the importance he attaches to the folksy items that are included in the columns of country correspondence that appear in his paper. Most of us take kidding good-naturedly because we know darn well that without these items the paper wouldn't amount to a hoot."—The Michigan Publisher.

Modern Distribution And Public Health



The war provided a rare opportunity for mass examination of public health, and it revealed that millions of Army inductees averaged an inch taller and at last nine pound heavier than their World War I counterparts. From an equally comprehensive source comes word that life expectancy in the nation now is over 65, as against 49 at the turn of the century.

This improvement in public well-being is influenced by many things, among them the fact that the nation has come of age in its eating habits.

Besides recognizing the value of energizing vitamins and proteins, consumers have learned to add zest and variety to meals. Since 1900, for example, there has been an increase of 35 per cent in the consumption of body-builders and protective foods like fruits, vegetables and dairy products. In fact, the modern American not only has a better-balanced diet, but also eats 10 per cent more food than his grandparents did.

There can be no question about the relationship of good health and good food. Thirty-five years ago, the diet of each section of the United States was limited largely to its own produce, with fresh vegetables available only during local production seasons. Since then, modernized mass distribution has eliminated geographical obstacles to a sound year-round national diet.

A & P's part in this reform is its proudest heritage. Its cooperation with agriculture in improving the methods of grading, packing, shipping, refrigerating and merchandising perishables has not only broadened the market for all farm products, but has also made it possible for the company to provide more and better food for the 6,000,000 families it serves daily.

By pioneering quicker, less wasteful means of moving food from farm and factory to dinner table, the men and women of A & P have been able for more than 76 years to do 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

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NATIONAL EDITORIAL
 1947 ASSOCIATION
 Active Member

Overtime Pay Suits Affect Every Paper

Because the Gwynne bill (H. R. 2788) died in the last Congress, and because the U. S. Supreme Court held in the Mt. Clemens Pottery case that time spent in nonproductive activities must be considered in computing over-time, suits have already been filed for more than \$500 million in back over-time pay retroactive to 1938. It is estimated that the demands could run into billions of dollars. All because there is no status of limitations, as provided for in the Gwynne bill, for bringing of actions for overtime pay, whether real or fancied, under the Wage-Hour Act.

What effect, if any, could this situation have upon newspapers? Suits at present are being brought by local unions, but if they succeed it can be expected that employees in non-organized plants will follow the cue.

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.

Since every employee of every daily newspaper is covered by the Wage-Hour Act, the decision in the Mt. Clemens case presents a threat.

Since weekly newspapers are indirectly subject to the W-H Law if they are engaged in job printing, they are also concerned. In the Mt. Clemens case, the court held that an employee is entitled to payment for time spent in changing clothes if that is necessary to the job, or in washing up before or after the job, or in walking from the plant gate to the job. Under that decision, a reporter whose daily work begins at 8 a. m. but who leaves his home at 7:30 a. m. in order to pick up a story on the way to work could probably consider the half-hour as time worked. This again demonstrates the need for an adequate payroll record with a weekly time slip made up by AND signed by the employee. The enormous amounts involved in the suits being filed is likely to produce a legislative trend that will outlaw pay for non-productive activities and also place a limit of one or two years for bringing suits for overtime pay.

Congratulations to J. T. Wilson who recently began his fifty-first year as publisher-editor of the Cynthiana Log Cabin. We wonder if Mr. Wilson is the oldest editor in continuous service in the state; other contestants for this honor, please step forward two paces.

Three States Adopt Closed Shop Laws

Three states, Arizona, Nebraska and South Dakota, in the November reelection, adopted laws to make the closed shop unlawful. The closed shop already has been made unlawful in Florida, Alabama and Arkansas.

From time to time the question of the constitutionality of such a law has been raised, because of a possible conflict with the National Labor Relations Act. This point was ruled on by the Wisconsin State Supreme

Court on October 22, 1946, when it held there was no conflict between the closed shop restrictions of the Wisconsin Employment Peace Act and the National Labor Relations Act. In Wisconsin closed shop contracts must be ratified by a vote of two-thirds of the employees. In the case before the court the Wisconsin Employment Peace Board held invalid a closed shop contract with the AF of M Paper Makers Union, because of failure to comply with the employee vote requirement.

The principal point in the union attack on the Board order was the question of conflict with federal law, the union arguing that the National Labor Relations Act conferred upon employers and unions the power to enter into closed shop agreements.

The court refused to adopt such a construction of the law as being the legislative intent of Congress. As a declaration of legislative intent the court referred to the Senate Committee Report on the Wagner Bill in which it was stated that the bill did nothing whatever to facilitate closed shop agreements or to make them legal in any state where they might be illegal.

You'll Now Receive Clip Sheets By Packet

According to an item in Editor & Publisher, Feb. 22, 1947, a new method of distributing releases to 11,009 daily and weekly newspapers will make its appearance in "Quotation House Bulletin." Space has been offered to publicity, public relations, advertising and merchandising men.

Solicitation for this clipsheet said an editorial board would pass on all publicity matter submitted for use at \$9.80 a column inch and thus publicity gain nationwide distribution at less cost than postage for individual mailings. Quotation House Bulletin will be departmentalized.

This venture, it is stated, is backed by Vaughn Flannery, weekly newspaper publisher and head of the American Weekly Newspaper Publishers Council.

Social Column Best Circulation Builder

While the news department may find it necessary to depict a fellow citizen as others see him, the social column is usually able to picture the subject in such a manner as he would like to appear.

Popularity of any social column is based largely on the fascination of seeing one's name in the paper, and the value of the social column to a newspaper as a circulation builder is in proportion to the scope of the column.

Newspapers that do not cater solely to the society class, but print a large number of names of the middle class as well, find that the latter and their circle of friends are its most loyal subscribers.

The editor who will print the names of his most obscure subscribers as readily as he will those of his socially elect, will discover that once this fact becomes thoroughly established in the minds of his subscribers, this democratic practice constitutes a great factor in increasing his circulation.

Interest in the social news does not stop with the person whose name appears in the social column. Friends of that person take an interest in the mention also.

Publishers would be surprised if they could take note of the number of readers who turn to the social page first.

Names differentiate stories. They give diversity to news and diversity is the leaven of the daily crust of events. Leave out names and news loses its savor. In proving that "names are news", that they are the foundation upon which the newspaper stands or falls, one proves that the social column is of paramount interest, for the social column is 90 per cent names and 99 per cent personal.

Society news is a newspaper staple. Certain other departments which are no more than dessert for the news table might be dispensed with without serious result or ill effect but not so with the social column. A "de-socialized" newspaper would be as insipid and as unsought as a ladle of unsalted gravy or a cup of unsweetened custard. None would ask a second helping.

The ability of a subscriber to phone a note to the society editor, with the feeling that it is welcome, gives that reader a proprietary feeling toward the newspaper and undoubtedly has much to do with keeping him on the subscription list.

The newspaper that has the confidence and good will of its readers is the most valuable asset of the advertiser. In order to gain this confidence, there is no better place to begin than with the social column. Women readers and the "younger set" are vitally in-

terested in social items. If these readers are pleased, they become boosters, and more than half the battle in the campaign for circulation has been won.—ICMA Bulletin.

H. L. Smith Sells Partnership Interest

H. L. Smith Sr. for thirty years in partnership with J. S. Moran in the publication of the Springfield Sun, has sold his interest to Mr. Moran, and is now taking a well-earned vacation in Florida. The partnership began in 1916 with the consolidation of the Sun and News-Leader under the present title. We wish Mr. Smith success in any new undertaking and know what Editor Moran will continue in giving Springfield readers a lively and progressive newspaper.

A triple advertising play—NAS to KPA to YOU.

Back Office Situation Has Not Improved

Every mail brings requests from publishers for mechanical help. In six months, only two or three printers or operators have asked this office to help them find a job.

The situation will get worse instead of better when (and if) newsprint and housing become more plentiful. Right now many people are staying on their present jobs to keep their homes. Eventually, when the larger publications can get all the paper they need, and if the housing situation eases, you will find the competition for your present help even keener than it is now. What is the solution? We suggest: (1) That you start right now to train replacements because you are going to need them; (2) That you start improving, if they need improving, your employer - employee relationship; i. e., that you recognize the trend toward shorter hours, better pay and better working conditions.

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Public Relations Everyday Problem

by Ellis Loveless
Norfolk Newspapers, Inc.

Did you hear about the lonesome newspaper.

Once upon a time and not so long ago, there was a newspaper whose owners and executives were so busy minding everybody else's business that they began to neglect little matters in their own establishment. Soon the little matters had company, for the big matters started moving in with them. Things and events were accepted as a matter of course. Times and changing conditions made little or no impression. Everything and everybody was taken for granted. Staff members and faithful workers who had toiled over a period of years dreaming of building an even greater newspaper property, one in which they could enjoy pride of association and permanent and satisfactory employment in later years, became dissatisfied and careless. In fact, reckless. The spirit of the big tops was seeping down to the little bottoms. Attitude toward the readers and advertisers as well became indifferent. Local, State and National affairs, even community projects, were matters to be given only passing attention. Politically, no stand was taken; nobody seemed to care who was elected nor for what.

True, townpeople continued to buy and read the paper. It was the only one published nearby. Even the news columns reflected the uninterested opinions. Readers kept on reading, but withheld comment. Not one was ever heard to speak favorably of their home town newspaper. The truth was the newspaper did nothing worthy of praise. The office doors were opened in the morning, the paper put together and delivered, and the doors closed at night. A monotonous routine day after day. No effort to create or build good will, no thought of fostering or inviting friendly relations. Just a self-centered, independent, cold-blooded, lonesome newspaper.

Which brings me to this point—public relations must start right at your own front door. Modern newspapers are greatly concerned with the problem of public relations, and many forward looking managements are allotting a definite portion of their budgets to public relations. There are many avenues of approach and few thoughtful minds are in accord due to complex conditions; however, practically all agree that public relations should start at home.

The newspaper industry's war record has been proclaimed throughout the land. Citations of every description were awarded for the splendid cooperation provided Bond

Drives Fund Campaigns, Recruiting and Relief efforts. Newspapers everywhere raised their banners higher and created a new brand of good will through many national, local and private projects while the guns were booming on the war fronts of the world.

Now, great numbers of our boys have returned to take their places in line on the home front. They are coming armed with new ideas and independent thoughts as well as grown up attitudes. Theirs is a changed viewpoint, and they represent an important majority of the new audience that confronts today's newspapers as we map plans to make new friends and hold the old ones under conditions never experienced in the years just concluded.

Today we face more people with more money in their bank accounts and less of everything to buy. There is a shortage of every type of merchandise and material, and our own customers, the advertisers, are struggling with long waiting lists and encountering new adventures in keeping their patrons happy.

Nevertheless, I firmly believe that we are entering an era in which smart newspaper promotion departments will have a field day. Held under wraps during the hectic war days, when only special and outstanding occasions permitted spasmodic or irregular programs, forward thinking executives are already giving the go signals to their folks with creative ideas. And now, what an opportunity and what a challenge our newspapers find right in their laps!

It has been said of many publishers that they are always ready to talk about anything and anybody but themselves. Here's one newspaperman who is thoroughly convinced that your readers would like to become better acquainted with your newspaper plant and the people and things that make it go. We show other firms how to tell and sell; why don't we practice what we preach? Let's throw open the doors and let the citizens of our towns take a look into the newspaper business.

Today many roads are wide open for newspapers seeking worthwhile promotions. Hundreds of civic and community projects are just waiting for the trained leadership and direction that will carry them through to successful conclusions, and the potential reflected glory might as well be harvested by the newspaper.

Public opinion, like personal opinion, is something you can't make overnight nor between the suns. Your effort in that direction must be continuous. You must sell every day, either directly or indirectly, just as industry sells its products. You must talk to

the people in their language, telling them what your newspaper means to them as employer, as a neighbor, as a tax payer, as a part of their community.

And please, remember it should reflect the community's thinking, its interests, its spirit and above all, let your newspaper be a leader of that thinking.

More State Newspapers Raise Sub. Rates

Other progressive Kentucky newspapers have joined the ranks of those raising the subscription and advertising rates at the beginning of the new year. The Clinton Gazette announced that its sub. rate would be increased to \$2.00 a year in Hickman and surrounding counties, \$2.50 elsewhere in the nation.

The Campbellsville News-Journal raised its rates—Taylor and adjoining counties \$2.00; in Kentucky, \$2.50; and in other states \$3.00. The Dawson Springs, Progress raised its rates to \$2.00 and \$2.50 respectively.

The Hancock Clarion raised its subscription rates to \$2.00 and \$2.50, and at the same time announced an increase in local advertising rates. It also announced the change of the paper format from six to seven columns.

State Closes Cases On Pain Remedies

The Federal Trade Commission closed without prejudices its cases charging the manufacturers of two well-known pain remedies with false advertising after they voluntarily altered the formulas of their products to eliminate ingredients alleged to be injurious to health when used to excess.

The respondents were B. C. Remedy Co., Durham, N. C., manufacturer of "BC Headache Powders," and a partnership trading as Stanback Co., Ltd., Salisbury, N. C., manufacturers of "Stanback Headache Powders."

Both manufacturers have eliminated from their products the drugs acetanilid and potassium bromide, the presence of which formed the principal basis for the charges of false advertising, the closing order said.

Percy H. Landrum recently returned his editorial desk on the Hartford News after a well earned vacation in Texas and Mexico by auto.

Jerry Freeman, editor-publisher of the Tri-City News, Cumberland, moved his plant and equipment to more commodious quarters.

Duplex Beaded Tympan Gives Good Results

William A. Meyers of the Lapeer Mich., County Press reports that the newly-developed "sphereocote tympan" for Duplex flatbed presses has been giving excellent results at Lapeer. "We get the best print in more than 20 years of operating this press," he writes. "This is the glass-beaded tympan as described in the National Publisher recently. A 36x74 tympan costs \$19 as compared to \$3 for gold cloth, but it will last far longer and give much better print without smear. The old gold cloth can still be used on the lower deck cylinder.

Using Postcards For Sending Bills

Publishers are familiar with the postal restriction against mailing bills and statements on open faced postal cards, but not so many know that "routine notices of advance renewals" may be sent on postals. This is important because it is the secret of converting subscription notices from three-cent letters to one-cent postals. It is a simple matter to reword your statement something along this line. "Time to renew your subscription to the Hometown Herald. Our records show that \$2.50 will pay you in advance until.....(Date)." Such treatment will permit billing subs who are a couple of months back, because it features the advance payment idea and future expiration date.

4x5 Speed Graphics Are Now Available

If you want a new 4x5 Speed Graphic, you should write Graflex Inc., Rochester, New York for a Graflex Preferential Delivery Certificate, which will be sent you in triplicate. After being properly filled out, the white copy should be returned to Graflex Inc., the blue given to your dealer and the remaining copy retained for your files. Your dealer will add his OK to his copy, send it to the Graflex Company, and approval for sale will then be given. Delivery, we understand, is quite prompt.

Excellent Advertising Manual For Sale Now

A second edition of "Newspaper Advertising: How to Write It—Sell it" is off the press and copies are now available at the nominal price of \$1.00 each postpaid. Members desiring copies for distribution to their advertising staffs can obtain as many as are desired by addressing the Southern Newspaper Publishers Association, Box 1569, Chattanooga, Tennessee. The manual is the work of a group of advertising men with several years of practical experience. The first edition, consisting of 2500 copies, was exhausted within a few weeks after printing. It has been pronounced one of the best books on the subject that has been published in many years.

Is your paper only worth \$1.50?

Four Freedoms Of Private Enterprise

"The Four Freedoms of Private Enterprise" was composed by Francis X. Welch for exclusive publication in Telephony, which fully subscribes to the principles of private enterprise as expressed by its Washington editor. Reprints of the above, suitable for framing, are available upon request to Telephony. The following appeared in the October 19 issue of Telephony, a telephone magazine:

1. **The Right to Choice of Business.** This means freedom for all citizens, alone or in combination, to make a living in any honest way they choose—subject only to fair and unfavored competition from other citizens doing likewise.

2. **The Right to Profit from Business.** This means freedom to keep the profits from such enterprise, if successful—subject only to the right of labor to fair wages and to adequate taxation for the support of proper government.

3. **The Right to Operate Business.** This means freedom to conduct such enterprise in any lawful manner—subject only to reasonable and non-preferential regulation, equally in the general interest of the public and of the enterprise system.

4. **The Right to Stay in Business.** This means freedom from confiscation, competition, discrimination, forced liquidation, or harassment practiced by government against the enterprise of its own citizens—subject only to such government activities as are clearly within powers conferred by the United States Constitution.

Advertisement



From where I sit... by Joe Marsh

A Definition of Our Town

Somebody defined our town just the other day as "A place where the people talk about you behind your back, and come to wait on you when you're sick."

I've got to admit there's something to it. A lot of our folks are inclined to be pretty outspoken and quick to criticize . . . even about little things, like a woman's hat, or a man's preference for a glass of beer, or the color of Cy Hartman's new barn.

But when anyone's in trouble, those differences are 1 points of

criticism are forgotten . . . and folks become neighborly and helpful, like they really are.

From where I sit, criticism never did much harm to anybody, so long as folks don't let it guide their actions . . . so long as they respect our individual preferences, whether they apply to hats or beer. That's the way it is in our town, anyway, and I hope that it's the same in yours.

Joe Marsh

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Tuesday is the best day to mail subscription letters, new or renewals.

Frank C. Bell, back again as editor of the Trimble Democrat, was appointed to the board of trustees of Bedford.

The Franklin Favorite has been increased in size from seven, thirteen-em columns, to the modern eight column, 12-em size.

NEA 1947 Convention To Tour Texas, Mexico

The 62th Annual Convention of the National Editorial Association will convene in Ft. Worth, Texas on April 10 to 12. A post-convention tour of the State of Texas will be held April 13 to 18 with the Texas Press Association as host. Delegates will fly to Mexico City on April 19 for a week's tour of old Mexico, concluding the two-week's program. KPA'ers interested in making this trip should contact Don Eck, General Manager, National Editorial Association, 188 West Randolph St., Chicago 1, Ill.

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Plastic Cutting Sticks Available For Cutters

"Green Foundations", with plastic inserts to replace the old maple cutting stick for cutters, work much better and outlast the maple sticks. Cost of a 30 inch foundation is \$7.60 from Lasticks, Inc., 119 Sutphin Blvd., Jamiaca 4, Long Island, N. Y. Inserts but outwear maple and make underlaying made of plastic cost about 75 cents each, of stock with chipboard unnecessary.

Mind Your P's and Q's

Thousands of successful printers mind their P's and Q's—their Porte Quotations. Yes, many thousands of printers use the Franklin Printing Catalog. They use it because it conserves their time. Finding the right quotation is nearly as simple as looking up a word in the dictionary. Large job or small—the authentic valuation is right at their finger-tips.

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and reliable. It is especially important in this era of transition to have the guidance of the Franklin Printing Catalog. The loose-leaf service provides corrected schedules that progressively reflect all cost changes. Successful printers use Porte quotations.

Orders for this little but mighty office helper may be placed thru your Central Office.

Minimum Wage—Measures A strong movement is underway in Congress to raise the present statutory minimum wage rate from 40c an hour to 65c or 75c per hour. Evidence has been advanced that increases in the cost of living have reduced the purchasing power of the 40c minimum wage to 27c, or, in terms of its yearly equivalent, to the shockingly low figure of \$540."

Social Security—Expansion President Truman has endorsed proposals for expansion of the Social Security Act to "employees of establishments, regardless of size." Scads of labor legislation is pending in our National Congress. It will pay to keep alert and touch with your Senators and Congressmen and give them the advantage of your views and facts.



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If you want a regular newspaper advertising mat service designed especially for weekly and small town daily newspapers order the new N.A.S. ADVERTISING MAT SERVICE.

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Dailies

Covington, Kentucky Post
Covington, Enquirer
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Lexington, Herald-Leader
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Middlesboro, News
Owensboro, Messenger-Inquirer
Paducah, Sun-Democrat
Paris, Enterprise
Richmond, Register
Winchester, Sun

College Papers

Kentucky Kernel, University of Kentucky, Lexington
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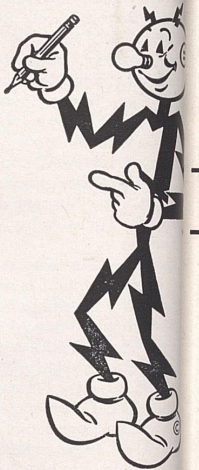
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