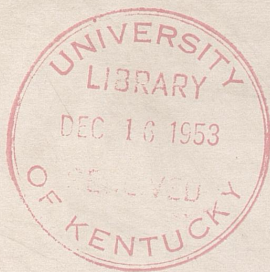


The Kentucky Press

JULY, 1951

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



VOLUME TWENTY-TWO
NUMBER NINE

Publication Office:
University of Kentucky
Lexington

Official Publication Kentucky Press Association

commercial is sales talk on
the radio



but
Commercial
is a daily newspaper



"Commercial" and "commercial" provide a perfect illustration of the way a capital or lower-case initial changes the meaning of a word.

It's the same with Coke—the friendly abbreviation for Coca-Cola. With a lower-case initial, the word means something else entirely.

So, when you write or print Coke, and mean Coca-Cola, reach for that upper-case "C." Your readers will know what you are talking about. And you'll be observing correct usage, too, for Coke is a proper name.

Coke is also a registered trade-mark. Good practice requires the owner of a trade-mark to protect it diligently.

That's why we keep asking you to use the capital initial when you refer to our product.

*Ask for it either way
... both trade-marks
mean the same thing.*



THE COCA-COLA COMPANY

Controlled Materials Plan Regulation; General Regulation On Wage Control

MRO Priority Rating changed — NPA Regulation 4 (MRO) was revoked July 6 and has been replaced by Controlled Materials Plan Regulation 4 covering maintenance, repair and operating supplies. The major difference between these two basic MRO regulations is that under the CMP Regulation 5 the manufacturers of MRO supplies must apply through the machinery of the Controlled Materials Plan for allotments and authorized production schedules.

As far as newspapers are concerned the only difference is the priority rating. In claiming priority in the purchase of MRO and minor capital additions, it is now necessary to place on the purchase order the symbol "DO-MRO," together with "Certified under CMP Regulation No. 5." The DO-97 rating will no longer be used.

The purpose of CMP Regulation 5 is to provide a ready means whereby all business establishments and other non-business institutions, large and small, may when necessary, use a priority rating to obtain supplies and materials which they require for maintenance, repair and operating supplies. It is indicated that more and more publishers will have to resort to the priority system as time goes by. KPA members are urged to contact the Central Office for additional information they may require.

If you use less than \$1,000 of MRO, rated or unrated, per quarter; it is only necessary that you keep a record of all such purchases. If MRO expenditures exceed \$1,000 a quarterly quota must be established by analyzing such expenditures for 1950. If you operate on a fiscal year basis, prior to March 1, 1951, you may use as your base period the past fiscal year ending prior to that date.

Your base period amount should not include labor, expenditures for capital additions, or materials listed in Table II (NPA Regulation 4, amended May 22). Table II lists materials which are subject to regulation by other Government agencies.

Computing the dollar amount expended during your bases period, you may apply your quota in either of the following manners:

1. **Standard quota.** The standard quarterly quota is one-fourth of 120 percent of the quota base.

2. **Seasonal quota.** 120 percent of the amount you spent for MRO in the corresponding quarter of the calendar year 1950.

Use of DO-MRO rating for minor capital additions is now limited to 10 percent of the quarterly quota or \$750, whichever is

higher.

Note: Any orders rated DO-97 and placed after July 6 must be re-certified by a DO-MRO to convert this order under the new system. If this is not done prior to August 15, those orders will become unrated orders.

Economic Stabilizer Eric Johnston on July 5 issued General Salary Stabilization Regulation No. 1, incorporating all wage stabilization orders which affect salary workers, including the 10 percent ceiling.

In general, the new Salary Stabilization Board has jurisdiction over pay of executive, administrative, professional and certain sales and supervisory employes as spelled out under the Fair Labor Standards Act.

The purpose of this Regulation is to incorporate in a single regulation pertaining solely to employes under the jurisdiction of the Salary Stabilization Board the provisions of General Wage Stabilization Regulation 1 and of the GWR's applicable with respect to such employes. It is contemplated that this Regulation will from time to time be supplemented and modified or amended by the SSB.

The WSB regulations which Mr. Johnston ordered applied to salaried workers with GSSR No. 1 include:

(1) GWSR No. 1 (The January 25 freeze order).

(2) GWSR No. 1 (The definition of "other compensation").

(3) GWR 2 (Rules governing increases agreed to or determined on or before January 25, 1951).

(4) GWR No. 3 (Rules governing increases to comply with state or federal laws).

(5) GWR No. 4 (Special exemptions for state, county and municipal government employes).

(6) GWR No. 5 (The rules on individual raises for merit, length of service, promotions, etc.) — Complete text in this Bulletin.

(7) GWR No. 6 (The 10 percent "catch-up" formula). — Complete text PNPA National Emergency Bulletin No. 3.

(8) GWR No. 7 (Religious, charitable, educational organization exemptions).

(9) GWR No. 8 (Increases under escalator-clauses). — Complete text PNPA National Emergency Bulletin No. 3.

(10) GWR No. 9 (Rates in new plants).

(11) GWR No. 10 ("Tandem" increases). — Complete text PNPA National Emergency Bulletin No. 3.

All pending petitions and applications for rulings that have been filed with the WSB, the Wage and Hour and Public Contracts Division of the United States Depart-

ment of Labor, or the Office of Salary Stabilization (formerly Salary Stabilization Division) relating to employes as defined in Section 1 (a) of this Regulation shall be deemed to have been filed under this Regulation.

Sec. 1 (a) The word "employes" shall mean persons employed in bona fide executive, administrative, professional or outside salesmen capacities. The terms "outside salesmen" and "bona fide executive, administrative, or professional capacity" shall have the same meaning as provided by the Fair Labor Standards Act, except insofar as the SSB . . . may determine that certain categories of such employes properly should be under the jurisdiction of the Wage Stabilization Board.

General Wage Regulation No. 5 authorizes individual wage or salary adjustments for employes without prior approval of the Wage Stabilization Board. The principal sections of this order are quoted below:

"Sec. 1 Merit and/or length-of-service increases where plan exists. Merit and/or length-of-service increases may be granted in accordance with a plan in effect on January 25, 1951, provided:

"(a) That such a plan existed—

"(1) In a written collective bargaining agreement in effect on or before January 25, 1951, or

"(2) In the form of (i) a written statement of policy or procedure in effect on January 25, 1951, or (ii) a written notice that had been furnished to or posted for the employes on or before January 25, 1951, and that

"(3) Such written agreement, statement, or notice, shall be kept available at all times for inspection by the Wage Stabilization Board, and

"(b) That such a plan contains job classification rate ranges with clearly designated maximum rates; and

"(c) That in accordance with the normal operation of such a plan the employes would normally be reviewed for a merit increase or entitled to a length-of-service increase at the time the increase is granted; and

"(d) That if the plan provides for increases in specific amounts or percentages, increases shall not be granted in excess of such amounts or percentages; and

"(e) That if the plan does not provide for increases in specific amounts or percentages, the amount of increase granted to any individual employe shall not exceed the figure reached by dividing the total amount of the merit and/or length-of-service increases granted to individual employes in that classification during the calendar year 1950 by the number of employes in that

classification who received such increases. Where job classifications are grouped into labor grades or levels and wage or salary rate administration has been in terms of such grades or levels, the average referred to may be computed for each such grade or level.

"(f) That no employe's rate shall be raised above the maximum rate of his job classification.

"Sec. 2. Merit and/or length-of-service increases in absence of plan. In the absence of an established plan meeting the requirements of section 1 above, merit and/or length-of-service increases may be granted subject to the following conditions:

"(a) That the employe shall not have received a merit and/or length-of-service increase during the twelve calendar months preceding the effective date of such increase, and

"(b) That the number of employes whose rates may be increased in any one calendar month shall not exceed the proportionate number of increases granted per month during the calendar year 1950 in each bargaining unit or other appropriate groups of employes, and

"(c) That the increase granted any employe shall not exceed in amount the figure reached by dividing the total amount of merit and/or length-of-service increases granted to employes in the same job classification during the calendar year 1950, by the number of employes in that classification who received such increases; provided, that in an establishment that has no system of job classifications, the increase shall not exceed in amount a figure similarly computed which averages the increases granted to employes doing similar work during the calendar year 1950. Where job classifications are grouped into labor grades or levels and wage or salary rate administration has been in terms of such grades or levels, the average referred to may be computed for each such grade or level, and

"(d) That no employe shall be raised to a rate higher than the maximum rate of the job classification, or in the absence of a formal system of rate ranges, than the higher rate paid to any employe doing similar work on January 25, 1951, except as such highest rate may have been raised pursuant to the terms of General Wage Regulation No. 2 or other actions of the Board authorizing increases in wage or salary rates.

"Sec. 3. Promotions and transfers. When a bona fide promotion or transfer of an employe to a higher paid job is made, the payment to such employe of the rate for such job is permissible provided:

"(a) That the employe is required to perform the normal duties of the job to which he is promoted or transferred, and

"(a) That the employe is required to perform the normal duties of the job to which he is promoted or transferred, and

"(b) That if the job to which the employe is promoted or transferred has a rate range, the rate within the range which he may be paid shall be governed by the practice followed under the terms of the applicable collective bargaining agreement, or under a written statement of policy or procedure existing and in actual operation on January 25, 1951. If such agreement or written statement does not exist, the employer shall follow the same practice in determining such rate as he followed in the calendar year 1950. In no event shall the employe receive a rate in excess of the maximum of the rate range to which he is promoted or transferred.

"Sec. 4. New or changed jobs. Rates for new or changed jobs may be established in accordance with plans or procedures in effect on January 25, 1951, or, if no plan or procedure was in effect on such date, the rates established must be in balance with the existing rate structure. Slight or inconsequential changes in job content shall not provide the basis for establishing new job classifications, rates or rate ranges nor justify changes in existing job classifications, rates or rate ranges.

"Sec. 5. Hiring of new employes. A new employe may not be hired at a rate exceeding:

"(a) The minimum of the rate range of the job classification into which he is hired, provided that an employe who has special ability and experience may be hired at a rate corresponding to such ability and experience within the rate range, or

"(b) The rate of the job, or

"(c) The minimum rate paid to any employe doing similar work during the pay period immediately preceding January 25, 1951, if the establishment has no system of job classification."

Papers Must Dispose Of Obsolete Plates

KPA members are advised that NPA Order H-65 designed to conserve supplies of copper, aluminum, zinc, chromium and nickel by limiting the time such plates may be held by various types of printing establishments does not adversely affect newspapers. One section in this order permits the retaining of plates more than a year as follows: "A plate shall not be deemed to be obsolete at any time when the person in possession thereof knows that there is a specific and assured future use for the same."

The order says a plate shall be deemed "obsolete" if, on April 1, 1951, or on the first day of any calendar quarter thereafter,

it has been in existence for the period specified below and has not been used during that period:

- (1) Newspaper printing—1 year.
- (2) Magazine and periodical printing—1 year.
- (3) Book printing—4 years.
- (4) Container printing—1 year.
- (5) All other categories of printing—2 years.

The order directs owners of obsolete plates on or before July 1 to sell or deliver them to a scrap metal dealer or a secondary smelter or refiner, or to melt and reuse them himself. Possessors of obsolete plates who do not own them are directed to notify the owners and, if no answer is received, to dispose of them.

The order restricts persons who have not complied with the requirements of the order on July 1, or on the first day of any quarter thereafter, from acquiring any plates containing restricted metal or any restricted metal for conversion into printing plates. Any person who acquires any plates or restricted metal for conversion into plates after July 1 is directed to endorse on the purchase order a certification that he is prohibited from receiving the material ordered under the terms of M-65.

On and after July 1, any manufacturer of sheet zinc plates is restricted from using a light gauge of zinc than he used during the first five months of 1951. If such manufacturer used sheet zinc of different gauges for similar purposes in the same period, he is restricted on and after July 1 from making any greater proportional amount of sheet zinc of 18 gauge or lighter than he did in the base period.

All persons affected by this order are required to keep records on their inventory, production, transfer and disposal of printing plates and have them available for inspection.

"The weekly newspapers are the greatest potential in the future development of outdoor writing," J. Hammond Brown, president and executive director of the Outdoor Writers of America, told members of the class A or working press division of OWWA during a recent national meeting. His statement came during a discussion as to what classification of membership would affect newspaper editors, publishers and writers should be enrolled as members of OWWA. It was pointed out during the discussion that most of the weekly editors and publishers wrote their own outdoor material and were located in and much more intimately connected with the outdoors than many of the writers on the larger and metropolitan newspapers.

Convenience: An Important Commodity



In March of this year, American housewives bought 1,872,000 gallons of frozen concentrated orange juice. This represented 26 per cent of total consumer purchases of orange and orange products.

A short time ago this commodity was unheard of.

Likewise, hundreds of other items undreamed of a few years ago occupy prominent places in the modern retail food store of today. They came into being through new methods of processing and distribution. They add up to "convenience".

Convenience is not counted among the 3,000 items retailed by the modern super market. It is an intangible, but it is one of the most important commodities nonetheless, and it is appreciated by the nation's shoppers. But there is one important question which may be asked: Is it costing them more?

The answer is "no". Americans are paying less of their income for comparable grocery products than ever before in history.

This means that all phases of the food industry are constantly becoming more efficient. Producers, processors and retailers are combining their efforts to make available more food at less cost. No industry in the world ever operated on lower profit margins than the American food industry.

The men and women of A & P continuously strive to do their jobs with ever-increasing efficiency . . . to bring to American consumers more good food at less cost, and more and more of that intangible but invaluable commodity — convenience.



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 22, Number 9

Kentucky Press Association

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Courier-Journal, Louisville
Bennett Roach, *Vice-President*
Shelby News, Shelbyville
Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

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County News, Warsaw; *Seventh*, Fred Bullard,
Herald, Hazard; *Eighth*, James G. Wilson, *Log*
Cabin, Cynthiana; *Ninth*, Martin Dyche, *Senti-*
nel-Echo, London; *State-at-Large*, William Cay-
wood, *Sun*, Winchester; *State-at-Large*, Mack
Sisk, *Progress*, Dawson Springs; *Immediate*
Past President, Joe LaGore, *Sun-Democrat*,
Paducah.



The United States Supreme Court on June 4 ruled that it is constitutional for municipalities to pass laws against door-to-door soliciting of magazine subscriptions or any other commodities without prior consent of owners or occupants of premises. The case is *Breard v. City of Alexandria, La.*, on appeal from Supreme Court of Louisiana, U. S. Supreme Court Docket No. 399.

With wages up, rates going up and other costs the highest in history, a good many publishers are finding that the spread between income and expense is narrowing. What do we do now?

Gene Alleman of the Michigan Press Association has recently surveyed rates among the papers in that state and reports that in the last 10 years, circulations have gone up 31 percent—and advertising rates only 50 percent. His survey is based on weekly papers and emphasizes the point that weekly

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.

advertising rates are "still on the bargain counter." We suspect that is also true of many dailies.

In other words, a 31 percent increase in circulation would itself justify a 31 percent hike in advertising rates, Gene contends, even had other costs remained the same. He finds that on a "per reader" basis, the cost of advertising has increased only about 20 percent.

Representatives of the Office of Price Stabilization, Department of Agriculture, Department of Commerce and other agencies testified last week at Washington against a proposed 15 percent railroad freight increase. A spokesman of the OPS declared that such a rate increase would set up a chain reaction on prices generally, adding more than one billion a year to freight bills. The ANPA has filed a protest in behalf of daily newspapers.

The Associated Press at Washington reports that a Los Angeles advertising man after conferring with Secretary of the Treasury Snyder quoted the secretary as saying that "normal and reasonable expenditures" for advertising will continue to be deductible as a business cost in income tax returns. The secretary was quoted as saying that "the free dissemination of news depends largely on the advertising that makes newspapers both possible and profitable." He also assured the visitor that normal and reasonable expenditures for advertising will remain deductible as a business cost.

They won't pay for it if you give it away—"Boy, these newspapers are suckers. We just totalled up and we got 532 inches of free publicity on one campaign" said a publicity writer the other night when talking to the ONPA manager. That would have started a good argument except that your manager has seen so many similar deals that he is convinced the publicity man is

probably telling the truth. The chap went on to say that he was going after a \$2,000 account the next day and he was fairly certain he would make the sale (and he probably did).

It simply does not help to argue with fellows like this. What argument does a newspaper representative have when the evidence is all against him? When enough newspaper publishers realize advertising space cannot be sold as long as a sizeable number of newspapers give the space away to hundreds of outfits dealing in free publicity—then and only then can something be done about it. Running your newspaper is your business but we wish to remind every member—"They won't pay for space if you give it away." — Oregon Bulletin.

A new, presensitized, photo-offset plate for printing has been announced by the Minnesota Mining and Manufacturing Co. The plate is made entirely of aluminum and is the first all-metal plate ever made for general use.

The new plate is capable of extended press runs, both line and half tone, that will equal the press life of the best zinc-albumen plate. The aluminum plate will not tear or stretch and will give good register because of the after long press runs.

All that is needed for the new process is a single exposure box and special developing liquid. No darkroom is needed.

Some weekly newspapers and small dailies have had phenomenal success in building added revenue from classified ads. Unfortunately most small newspapers have not developed the revenue they should from this source. Bruce McCoy, manager of the Louisiana Press Association, has launched a new service for newspapers desiring to build up classified. "Major" McCoy is well known to KPA members who know him to be thoroughly reliable in every way. He knows the classified ad business, too. We suggest you look over his plan.

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Mrs. Jane Harris Dies In Henderson

Mrs. Jane Harris, 71, wife of Leigh Harris, editor of The Henderson Morning Gleaner and Evening Journal, died at her home at 9:45 a.m. July 9.

Mrs. Harris, co-owner of the newspapers, had worked at the office Saturday, reading proofs.

A daughter of the late C. Snively, she was a native of Canton, Ill. Her father was a widely known newspaper editor and political leader in Illinois. She and Harris came to Henderson in 1909, when they bought The Henderson Journal. Later, they consolidated it with The Henderson Daily Gleaner and eventually bought full ownership of the second paper.

Mrs. Harris developed the "Brevities" column in The Morning Gleaner, one of the paper's best-read features. During World War I, she was chairman of the home-service division of the Henderson Red Cross, and was instrumental in formation of the Henderson League of Women Voters. She also was active in private charity work.

One of the first charitable works she did in Henderson was to lead a campaign to establish a tuberculosis hospital here. The hospital finally was built, and after many years of useful service, the place was sold and now is the home of the Henderson Country Club.

Surviving are her husband; two daughters, Mrs. Francele Armstrong and Mrs. Pat Ewing, both of Henderson; three sisters, Mrs. Henry Bogue, Wilmette, Ill.; Mrs. W. T. Seigler and Miss Dorothy Snively, both of Canton; two brothers, C. E. Snively, Jr., Los Angeles, and Ethan Snively, Canton, and two grandsons.

The Press joins the members of the Kentucky Press Association in extending sympathies to the surviving family.

Friends of Carl Johnson, former publisher of the old Bourbon News, Paris, will regret to learn of his death at the age of 68 at his home in Delaware, Ohio. He published the Bourbon News for twelve years until it was purchased by the Kentuckian-Citizen and combined with that newspaper, continuing on its staff until 1946. He was also well known as a golf player and participated in KPA golf tournaments.

Elliott Cobbs Mitchell, 60, retired Paducah newspaperman, died July 27. He had been in ill health since retirement in 1936. Mitchell was managing editor of The Paducah Evening Sun from 1912 to 1926, when The Sun and The News-Democrat were merged. From 1929 to 1936 he was editor and publisher of The Sun-Democrat.

Born in Portland, Me., Mitchell came to

William Crutcher Buys Grayson Newspaper

Sale of The Journal-Enquirer, Grayson weekly newspaper, to W. E. Crutcher and E. D. Thompson of Morehead was announced July 24.

Crutcher, former Morehead postmaster, and Thompson are publishers of The Rowan County News, Morehead, and The Greenup News, both county-seat weeklies. The Journal-Enquirer is the only news publication in Carter County.

Homer Harper, publisher and editor of the paper the past four years, has accepted a position in the Philippine Islands with the State Department and will move there with his family next month.

The new owners announced that Everette E. Parker, a graduate of Morehead State College, former editor of The Menifee County News in Frenchburg, will be editor of The Journal-Enquirer.

As the Journal-Enquirer will be printed in the Morehead plant, Mr. Crutcher is offering the entire Grayson mechanical plant for sale as a unit. Equipment consists of a Model 14 Linotype, four-page Miehle press with folder, two job presses, caster, cutter, saw, addressograph, stones, over 300 fonts of type, and other small equipment.

John E. Hardin, for 18 years office manager and bookkeeper for the London Sentinel-Echo, resigned that post effective July 1.

Nevyle Shackelford has been named editor of the Beattyville Enterprise and the Booneville News, published by Holliday Publications, Inc.

Sale of the Hindman Herald by Dennis Sturgill to the Holliday Publications, Inc., was announced the first of this month. This is the eighth newspaper to be added to the eastern publication chain. Miss Charlotte Smith will edit the News.

Gov. Lawrence Wetherby entertained 75 newspaper and radio representatives at a press luncheon at Louisville July 14. Kentucky newspaper folk attending included Elizabeth Spalding, Bardstovwn Kentucky Standard; W. L. Dawson, LaGrange Oldham Era; Frank Adams, Lexington Herald; Divk Kirkpatrick, Cincinnati Enquirer; Tarleton Collier, Louisville Courier-Journal, and Joe Schindler, Louisville Times.

Paducah from Minneapolis in 1910. He was married in 1914 to Miss Frederica Paxton who, with three sons, survives. The sons are Joe Mitchell, Paducah; William P. Mitchell, Paducah; William P. Mitchell, Columbus, Ohio, and First Lt. Elliott C. Mitchell, Jr., with the United States Army in Berlin.

ITU To Publish Nine New Dailies

The International Typographical Union announced July 14 it will sponsor nine new daily newspapers, all tabloid in size, to provide competition against daily newspapers in "monopoly" communities. Each daily newspaper will be known as the Daily News-Digest. Communities selected for the publications are Allenton, Pa.; Springfield, Mo.; Meriden, Conn.; Lorain, Ohio; and Huntington, Beckley and Charleston, W. Va.

To newspaper publishers who wrestle daily with the rising cost of newspaper production, due largely to newsprint and labor, the ITU experiment in newspaper economics will appear unrealistic, illogical and will-of-the-wisp wishful thinking. According to the Bureau of Labor Statistics, the average hourly earnings for "all manufacturing" in 1950 was \$1.465 while for newspapers it was \$2.168 — highest of any industry in the nation. The ITU scale has gone up 106 per cent as compared with 1939, although the U. S. Cost of Living Index showed an increase of 81.5 per cent.

The American Newspaper Guild at its recent annual convention in Pittsburgh approved a new top minimum for experienced newspaper personnel of \$138.40 a week. The odd amount was arrived at by applying a 38.4 per cent increase in the cost of living since 1946 when the Guild first approved a standard of \$100 minimum in key editorial, advertising and circulation classifications.

Woodruff Randolph, president of ITU, was a member of a special panel of the Wage Stabilization Board at Washington, a majority of whom is reported to recommend exemption of newspapers from wage control. The ITU and Guild both pleaded that there should be "equality of burden and sacrifice" implying that newspaper wages should be increased further as the cost of living mounts.

In the meanwhile, newsprint has advanced \$16 per ton within 12 months, federal and local taxes continue upward, and the economic squeeze between mounting costs and profits is intensified. All of this is fresh in the memory of newspaper editors who recall suspension or mergers of daily newspapers at St. Louis, Lake Charles, L. A., and Arlington, Va. While it may be popular for newspaper unions to decry the rise of "newspaper monopoly," it is fantastic to charge that newspaper owners are fostering such monopolies in a desire for greater profits. Perhaps the ITU, in its new role of management and employer, may discover at last the truth of economics in the newspaper industry.—Michigan Bulletin.

Send the Press your personal news items.

Nine German Students To Study at U of K

Nine German journalists will attend the University of Kentucky School of Journalism during the next school year for a re-orientation program sponsored by the State Department of the United States.

The Germans will study under a special program set up by the school, and will visit newspapers and radio stations in Kentucky and surrounding areas. They are interested chiefly in American politics, history, philosophy, economics, and the operation of a free press.

Each member of the group, which includes one woman and eight men, is a practising journalist. They are: Miss Erika Gassmuller, Dortmund, women's page editor; Mr. Helmut Hugo Uebbing, Essen, economics reporter; Mr. Gerd Karl Heinz Ludemann, Hamburg, reporter for Dena (American licensed news agency); Mr. Harald P. Bauer, Kassel-W, rewrite man for "Die Welt"; Mr. Otto Egmont Dluhosch, Augsburg, reporter for "Schwaebische";

Mr. Guenther Gerhard Gillessen, Freiburg Breisgau, reporter for "Badische Zeitung"; Mr. Werner Hans Peiner, Dusseldorf-Oberk, contributor to newspapers and journals; Mr. Hans-Werner Finck V. Finckenstein, Mainz, assistant editor of "Umbruch Redakteur"; and Mr. Werner Otto Franz Marquardt, Bremen, political reporter.

Under the headline, "Kentucky Program Rates Applause and Consideration," the Publishers Auxiliary published an interesting tribute to the Kentucky Press Association. The editorial reads:

State press associations are important. When one steps up its progress, it deserves applause—not only from its own members, who benefit directly, but from publishers in other states, who gain indirectly.

So it is with the Kentucky Press Association, now under the leadership of Douglas Cornette, Louisville (Ky.) Courier-Journal and Times executive. This is an association of which Vic Portmann, University of Kentucky professor, is the able, veteran secretary-manager.

Especially significant is the careful manner in which the progress of the association is plotted. All of the program is covered in a 31-page booklet titled, "A Plan for KPA."

The purpose of the booklet is to "acquaint every member . . . with the working of his organization, and to enlist his interest and support in making it the effective tool it should be."

It is in the committee section — after a review of activities — where the book be-

comes a model. Under each committee there is listed the names of members, a description of the problem facing the subject they cover (called "situation") and recommendations for solving the problems. This practical format for discussion led to several positive actions at the association's last meeting. It will lead to more.

The Auxiliary notes the progress of the Kentucky Press Association for two reasons.

First, it shows work by many men who, for the most part, may remain anonymous but who may have the realization of productive effort as a personal balm.

Secondly, the wide coverage of projects shows the ideal potential of a press organization—which is not to be solely a money-making group, a political-pressure power, a shop-discussion seminar or a social whirl. A good press association combines all of these talents — a goal which the KPA now realizes more than ever before.

Magazine Article

"The Suppression of News," is the title of an article by James S. Pope, managing editor of The Courier-Journal, which appears in the July issue of The Atlantic Monthly.

In his article, Pope comments on a growing tendency among public officials to suppress news about the conduct of their offices. Unless there is freedom of information, freedom of the press can be stifled, he says.

The editors explain in a foreword that Pope is chairman of the committee on freedom of information of the American Society of Newspaper Editors. He is a director of the society and of the Associated Press managing editors organization.

The Central City Times-Argus and Messenger plant will be moved the first of August to its new building which has been completely renovated to fit its needs.



It's time to freshen up your format with easy-to-read CORONA!

Corona—a real tonic for your readers' eyes—is crisp and sparkling as a bright, sunny day. This popular type family offers the eye a refreshing contrast between blacks and whites, and gives your newspaper page an open, airy texture that sings. "Welcome, reader!"

No matter how you want to get this "tune up" in legibility—through bigger letter form, increased leading, larger letter-size with the same line count—you'll find your answer in the Corona family.

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Papers Should Study \$3 Subscription Rate

If the subscription rate of your weekly newspaper was \$2 a year in 1940—11 years ago—it should be \$3 today to provide you with the same purchasing power. The dollar value is approximately one-half what it was before. Subscription and advertising rates are exempt from price control under the federal act.

A state circulation clinic, sponsored by the Louisiana Press Association, focused attention on a postwar trend of both daily and weekly newspapers to have the subscriber pay a higher proportion of the cost of newspaper production. A cost analysis of 20 typical daily newspapers was recently made by the Inland Daily Press association, and it showed that circulation revenues in the past three years—1948, 1949 and 1950—were less on a percentage basis than for 1946 and 1947. This has been due largely to expansion of advertising revenues. Whereas aidly circulation in 1946 was 30.20 percent of total revenues, it was 26.69 percent in 1950.

Quoting from a bulletin of the Louisiana Press Association:

"The \$3 rate actually is not excessive. It is less than 6 cents a week and less than a penny a day. What other service can a household purchase that will even compare with this low rate?"

"Several publishers reported they had gone to \$3 without loss in circulation. One publisher reported that the immediate effect of the raise to \$3 was a drop of 400 in circulation and an increase of \$1,000 in circulation revenue. But about 200 subscribers now have come back and more are coming every week. Another publisher reported a similar drop in total circulation but a revenue boost of \$800. In this case, also, subscribers gradually are coming back.

"The \$3 rate has an advantage over the \$2.50 rate because it is in even dollars. Some subscribers send in their remittances in currency and do not like to put silver in an envelope."

Robert U. Brown, editor of Editor & Publisher, points out that "whenever a newspaper increases its price, the circulation, although perhaps suffering a temporary loss, continues its long trend rise anyway with the net result that the newspapers enjoy more income at no great loss in readers." (Shop Talk at Thirty, Feb. 17, 1951).

Byron Royster, Sebree Banner editor-publisher, has turned over management of the newspaper to Ed Hust, assistant editor, while he campaigns for the Democratic nomination for railroad commissioner from the first district.

No Newsprint Rationing Seen At Present Time

The Beckworth Sub-Committee probing deeply into various aspects of the newsprint problem questioned witnesses from government control agencies as to the prospects of having rationing imposed on paper users. G. J. Ticoulat of the National Production Authority, Paper and Pulp Division, said the sulphur shortage was serious. Replying to questions, he testified: "We hope to avoid allocating newsprint. If I can put in one 'if'—on sulphur—I would say we do not anticipate it (rationing) within a year."

Arthur R. Treanor, director, Printing and Publishing Division, NPA, stated that no newspaper has been forced out of business because of inability to obtain paper. He said that they had received not more than 20 applications which were considered distress cases. Chairman Beckworth inquired as to the NPA procedure in event a small weekly in a rural area is without paper supplies. Mr. Treanor explained that he had urged larger newspaper publishers to allot some of their newsprint whenever possible in these distress appeals from smaller publishers. He said he did not foresee any market shortages for smaller papers.

Clayton Roland, formerly associated with the Standard Publishing Company, Cincinnati, is the new editor of the News-Herald, Owenton. Roland is a native of Owen County and a graduate of the University of Kentucky, School of Journalism.

The Park City Daily News, Bowling Green, John G. Gaines, Publisher, recently purchased its modern building. The newspaper just installed a teletypesetter, the second paper in the state to make this installation. The newspaper's radio station, WKCT, is now in full-time operation with 1,000 watts power on 930 k.c. It is an ABC affiliate.

A new up-to-date engraving plant, employing three engravers, is now in operation by the Ashland Daily Independent. New plant equipment includes a full-sized Chemco camera, dry-whirlrler, etching tub dryer and a full-page printer. A new four-page unit has also been added to the Goss Unitubular press. The Independent is on the full network of ACME telephoto.

Binding News Files

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ARE IMPORTANT

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INTEREST,
ATTENTION
AND
RESPECT

BY OFFERING

"FARM
TOPICS"

IN YOUR NEWSPAPER

WKCT FEATURES
... FOR BETTER NEWSPRINTING ...

Chain Store Advocates Ads Over Circulars

Not so long ago, a circular was sent out to store managers by a large chain which operates retail stores all over the United States. We were interested, naturally, in the subject matter discussed with the store managers and believe our readers will be, too, and so, we print, in part, below.

"(1) Do you want to be certain of reader interest? Then use the newspapers. Many a circular receives only a glance, while the local newspaper, with hundreds of general news items, is read thoroughly from first to last page.

"(2) Do you want representation in the same 'shopping window' the other merchants of your town use? Then use the local newspaper. Women, the purchasing agents of the home, read newspaper advertising, whereas many a circular is tossed into the waste basket without a glance.

"(3) Do you want fast action? Then use the newspaper. The ad that you ran today, if it contains real merchandising news, will bring immediate results tomorrow. You can receive and sell out a consignment of merchandise with newspaper advertising in less time than it takes to prepare a circular.

"(4) Do you want to be recognized as a factor of importance in your community—a real home town store? If you do use the newspaper—it undoubtedly is a strong factor in the building of good will and acceptance by the whole town of your store as a good place to trade."—Mosinee (Wis.) Times.

The effect of a Korean settlement on business has been the topic of all business services. The Research Institute of America points out that military spending will still be enormous and hence inflationary even if the rate of spending is extended over several more years than at present contemplated. Defense spending at the moment is at the rate of \$35 billions a year. This figure will jump to \$65 billion by the same time in 1952. Good business apparently is underwritten for the next 18 months even with some curtailment in the amount of arms spending. Thus armament remains as a leading pump-priming force.

Studies of the American Automobile Association for 1950 show that the average expenditure for vehicles driven less than 18,000 miles was \$861, as compared to \$815 in 1949. Average cost of gasoline and oil, maintenance and tires came to \$328 in 1950. The remainder of the total consists of fire and theft insurance, property damage and liability coverage, license and inspection fees, and depreciation.

The Paintsville Herald, edited by Mrs. Douglas Wheeler, will increase yearly subscription rates to \$3 and singles to 10 cents on August 1.

Emmett Rogers, Cynthiana, former University of Kentucky School of Journalism student, has been named editor of the Community News, weekly newspaper published at Lexington by Chase McClure.

Bryce Williams, brother of Jim Williams, publisher of the Murray Ledger and Times, succeeds his father, W. Percy Williams, as publisher of the Paris, Tenn., Post-Intelligencer. The elder Williams has been publisher of that paper since 1930.

On May 2, 1898 the circulation of the New York Journal reached 1,600,000, a new record. This was established on the day that Admiral Dewey's victory at Manila was announced.

The Kentucky Farmer, the state's leading agricultural newspaper, has moved from its former offices in the McDowell Building in Louisville, to its new air-conditioned office building at 300 East Market Street.

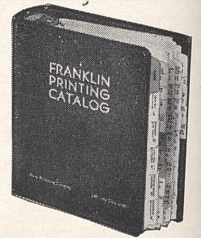
Several publishers have sent us copies of the latest APA circular letter, urging publishers to sign up with more than one rational representative. We'd suggest you stand pat on your present plan, where you are signed up with only one representative, until we can find out what the agencies have to say about the new APA "program." Our guess is that the agencies will not be caught in a squeeze play of this sort, with both national representatives claiming to represent everybody and the proposed arrangement would create chaos where now we have only mild confusion.

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ONE OF KENTUCKY'S TRADITIONS



Back breaking toil under a hot sun has no effect on cheerful Kentuckians who are descended from hardy pioneer stock. Threshin' the ripe, soft wheat before the rains arrive is a familiar part of the Kentucky scene.

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

Like threshin', the enjoyment of beer is a tradition in the Commonwealth. Recognized as the beverage of moderation, a glass of beer is a pleasant link between friends after the threshin' is in.



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Building Dedication Set For November 2-3

The dedication of the new Journalism Building at the University of Kentucky will take place during Homecoming, November 2-3. The committee planning the dedication found it necessary to postpone the original date, set for October 5-6, because of the lack of housing during the Lexington trotting meet. Plans for the dedication, which will honor the Kentucky Press Association, will be announced in the near future.

Deadline for Photos

The deadline for pictures to be entered in the first "In Kentucky" magazine photograph contest is Aug. 5, Donald B. Towles, editor of the state publication, announced on July 19.

The winning photograph will be used on a full page in the autumn issue of "In Kentucky" and the photographer will receive a \$10 prize. All pictures submitted must be printed vertically and taken in Kentucky.

All photographers except those employed by the state are eligible to enter. The winner will be announced in the autumn issue of the magazine.

103-Years-Old Newspaper

Mrs. C. D. Bramel of the county has brought in a copy of the "Tri-Weekly Herald" of Maysville, Ky., of the issue of Feb. 28, 1848. The paper was received by William F. Bramel and is now owned by his granddaughter, Mrs. W. F. Jolly of Maysville, Route 3. Mrs. Jolly is a niece of Mrs. C. D. Bramel and has been blind for three years. The edition contains four pages and is in a good state of preservation. Many of the articles carry large heads "By Telegraph!" One advertisement was headed "Valuable Negro Girl for Sale," and continues, "Bright mulatto—a capable and sprightly servant." It is an interesting issue and we appreciated reading it very much.—Flemingsburg Times-Democrat.

Fred Burkhard, Casey County News, Liberty, has converted his equipment and paper to the standard seven column, twelve pica, size.

Senator Thomas R. Underwood, United States Senator and editor of the Lexington Herald, was honored when Hopkinsville turned out en masse at the "Tom Underwood Day". Co-guest with him was his mother, Mrs. Thomas R. Underwood, a Hopkinsville resident.

Use DO-97 For Repairs

Newspapers may use priority rating DO-97 for the purpose of obtaining spare maintenance, repair and operation supplies or capital construction materials up to \$750 in value. The rating has an equal rank with all other priorities issued by NPA and is extensible; that is, it may be used by the supplier to obtain the materials from manufacturers. The priority is available under Regulation 4 and may be invoked by imposing the symbols DO-97 and inscribing the words "certified under NPA regulation 4" on the purchase order. The priority may not be used to increase inventories and if it is once invoked it limits the user in the future to quarterly purchases that do not exceed in dollars one-fourth of the preceding year's purchases. If the rating is used at some point within a quarter the purchaser must charge against his quarterly quota all previous MRO purchases for the period and any capital additions items for which the priority was used in acquiring.

Warren J. Shonert Observes 79th Birthday

Friends throughout the state sent greetings to Warren J. Shonert, publisher of the Falmouth Outlook, who observed his 79th birthday July 12. Shonert has been active in the newspaper field for more than 60 years. His weekly column "Think About It," was praised by Edythe G. Harrell, editor of the Grant County News, Williams-town, as "a wise work of literature" showing a "sincere knowledge and respected opinion of community and national affairs." The Outlook is edited by Mr. Shonert's son, Warren.

Albert S. Wathen, Sr., Kentucky Standard, Bardstown, and George M. Wilson, Irvington Herald, were recently honored by their appointments as Kentucky Colonels by Governor Lawrence Wetherby.

A page one box in the Henry County Local at New Castle explained "How to go Nuts." This captioned an account of how the Local staff worked on Memorial Day because "Wednesday is no fittin' day for members of a weekly newspaper force to be off duty" if advertisers get the best possible break for weekend business. There was no morning paper to read, no mail and "just about everybody had folded up and gone fishing or attending to some darn job of that important type," except the Local staff, which the article continued "kept at it so you could have your good old Local." It added, "if you hear of a Local employee going out of his head you will understand."

Anderson News Moves Into New Building

The Anderson News, Rumsey E. Garrison, publisher, moved this past week to its new location on Main Street in Lawrenceburg. The building at the new location burned last January and it has been almost completely rebuilt. A walk-in fire-proof storage vault for files, subscription plates, accounts, and other items of value is a feature of the new building, as is an oil-burning furnace which will heat the lower floor as well as the nine offices on the second floor. A No. 1 Miehle will soon replace the Babcock Optimus for printing the paper.

OPS Regulations

The following letter to Editor George Wilson, Irvington Herald, from James P. Sullivan, Information Officer, OPS, Louisville, is of interest to every weekly paper in the state. It reads:

"Upon returning to Louisville this morning I talked with the business analyst regarding price regulations affecting the job printing business. I related what you told me—nearly all shops use a standard catalogue in arriving at the prices they charge. According to Carl Thomas, business analyst, there is no such exemption as \$50,000 and hence all print shops such as yours are covered by the regulation (CPR-34).

"It requires merely that you write on your letterhead a statement naming the particular catalogue, publication date, etc., you follow and the hourly rates you charge, as well as any other charges which the catalogue may not contain. By posting a carbon of this letter in your shop you comply with the regulations. If you have any further questions may I suggest you write Mr. Thomas."

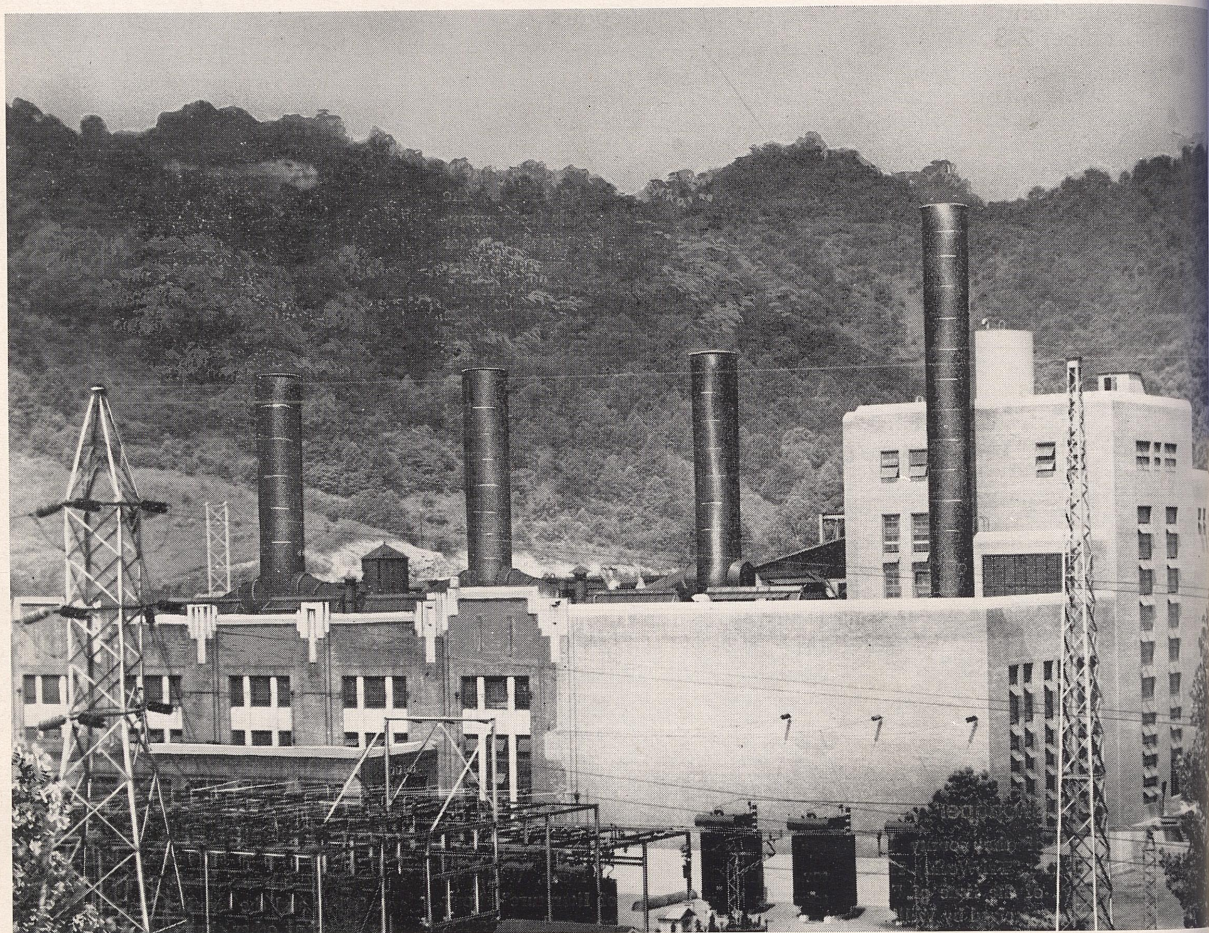
New AP Chief

Ed E. Easterly took over his new post as chief of the Associated Press bureau in Louisville Ky. July 6. He will direct Kentucky AP service.

Easterly, 41, was transferred from the Columbus, Ohio, bureau, where he had served as state director since 1945. His appointment was announced by Frank J. Starzel AP general manager.

A native of Knoxville, Easterly joined the AP at Milwaukee in 1931. He later was assigned to the Cincinnati bureau and was transferred to Columbus in 1934.

Easterly succeeds Wilber Crawford, chief of the Louisville bureau since January, 1942. Crawford resigned to enter other business.



A KENTUCKY LANDMARK HAS GROWN!

A familiar sight for many years to motorists on Route 25 near Pineville has been K.U. Park and its coal-fired steam electric plant.

For a year now this landmark has been growing, and in mid-August a new, 35,000 kilowatt generator will be put into operation formally.

The doubled-in-size Pineville plant is still another link in KU's network of generating plants that reaches to Paducah. It is further evidence of the growth of Kentucky.

This growth has already resulted in the construction of two new generating plants since 1945. The enlargement at Pineville, the enlargement now under way at Tyrone, and the planned enlargement, by 1953, of the Green River plant, is evidence of KU's belief this growth will continue.

Where ever electricity is needed in the 74 county area KU serves, by factories, farms, or homes, KU has the power now to serve, and is constantly increasing its capacity to take care of future growth.

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