

The Kentucky Press

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

VOLUME FIFTEEN

June, 1944

NUMBER EIGHT

Mammoth Cave Meeting Is Well Attended

Dividing the program between celebration of the 75th anniversary of its founding and a streamlined war clinic, the Kentucky Press Association held its annual mid-summer meeting at Mammoth Cave, June 9-11. More than 110 persons registered for the two-day event.

The business program was held on Saturday with the anniversary program in the morning. Tom Wallace, editor of the Louisville Times, was the principal speaker on the topic of "Personalities In The History of Kentucky Press." He gave reminiscences of the stalwart giants of the newspaper world, journalists whom he had known, worked with, and served under in the period of formulating journalism in Kentucky. He told of the work and idealisms of these early journalists and their place on history's pages in the making of journalism and the state. Editor J. W. Willis, Irvington Herald, also told reminiscences of the press and the association meetings which he had been in attendance since he founded the Herald in 1917.

On the afternoon war clinic the guests heard a number of interesting and instructive discussions on phases of the newspapers' efforts in war work. The discussions were followed by round tables in further emphasis of the time and space which the newspapers of the state had been giving to the war effort. Kentucky newspapers have not been found wanting in the war effort as was emphasized, again and again, by the guest speakers. They praised the co-

operation of the Kentucky Fourth Estate and stated that these newspapers, and their editors, ranked among the first in the support of the drives and campaigns that are bringing the day of Victory closer.

J. J. Rice, executive secretary of the Kentucky Salvage Committee, told of the success of the salvage and waste paper drives in the state. However, he urged the editors to keep up a continuous campaign to keep the flood of waste paper going to the mills. In discussing his topic on "The OPA in Operation," George H. Goodman, District Director, emphasized that the whole success of the OPA program in Kentucky and the nation has been largely due to the cooperation and space given by the newspapers.

The 5th Loan drive, which started the following Monday, was given great emphasis by David F. Cocks, Vice-Chairman of the Kentucky War Finance Committee. He was assured by the representatives present that Kentucky newspapers would again be in the van in the successful completion of the drive. "The newsprint and paper situation" was explained thoroughly by Henry McClaskey, Assistant General Manager of the Louisville Courier-Journal. Miss Theobald, representative of the Kentucky War Fund, thanked the editors for the space and assistance during the 1943 campaign and explained the aims and plans for the 1944 drive.

As the social activities were informal, the only stated activity was the informal

banquet, Friday evening. Following the banquet, the guests adjourned to the natural amphitheater where they were entertained by a personal-travel film of Mexico by Editor and Mrs. Frank C. Evans, Mayfield Messenger. W. C. Jackson, Forestry specialist, Kentucky, showed an interesting film on forestry operations and gave a brief talk on state logging operations of the past and the possibilities of pulpwood production in the future.

Eleven new active members were elected: Edmonton News Herald; Clay Tribune; Salyersville Independent; La Grange Times; Todd County Standard, Elkton; Hopkinsville News; Hazard Plaindealer; Murray Democrat; La Center Advance; Adairville Enterprise; and the Livingston Leader, Smithland. The Koehler Stamp and Stationery Company, Louisville, was elected to Associate Membership.

Pledging cooperation in all phases to the 5th War Loan drive and the waste paper campaign the following resolutions were adopted:

We, the members of the Kentucky Press Association, in convention assembled at Mammoth Cave, this tenth day of June, 1944, do hereby reiterate our solemn pledge, that we will do everything in power, both individually and through the columns of our newspapers, to promote the war effort toward a successful end and the final Victory. To this end we will devote our best efforts toward the coming 5th War Bond drive, to the continuance of the Salvage Cam-

paigns, and to all means in accomplishing this final and complete Victory.

With our experiences in the last few months in obtaining competent and qualified help in our printing plants, we commend the efforts of the Vocation Educational Department of the State Board of Education in establishing trade schools for education in printing and allied trades in the several sections of the state. Therefore, be it

Resolved, that this Association urge that these schools of printing be extended and augmented so that the best type of education may be accomplished therein with the best possible equipment and best qualified instructors in charge so that efficient students may be attracted in the study of printing. We further urge that a complete school for instruction in slug casting machines, typography, and press work should be established as quickly as possible in a central location in the State. We pledge our interest and cooperation in these schools.

Bearing in mind the problems involved in placing our war veterans in positions on their return to civilian life, be it

Resolved, that this Association and its individual members, pledge complete cooperation with the United States Department of Labor and the Placement Board in procuring and placing qualified veterans, both men and women, in our printing plants and on our editorial staffs. We hereby designate our Central Office, University of Kentucky, Lexington, as a clearing house for the placement of competent veterans.

Whereas the 5th Loan Drive will start June 12, we consider that its ultimate and complete success will depend upon the cooperation of every public and private agency in publicity and information, therefore be it

Resolved, that the press of Kentucky pledge its entire resources to promoting the Fifth War Loan campaign and to help in bringing about its successful conclusion.

The Association keenly regrets the resignation of one of its most active and useful members, John H. Hoagland, promotion manager of the Courier-Journal and Louisville Times, who has accepted the post of director of publications of the Christian Science Mother Church, and will make his headquarters in Boston. He has loyally and efficiently served as a member of the executive committee of the Association and his

wise counsels will be greatly missed. The best wishes of the organization go with him in his new assignment.

We wish to express to W. W. Thompson, general manager of the Mammoth Cave properties, our thanks for the many courtesies extended us and the personal interest manifested by him in the welfare and comfort of the delegates.

We also wish to thank all those who had a part in the program, and the committee in charge of arrangements.

The Association marks with regret the passing of S. O. Catlet of Princeton, for many years a partner in the Princeton Leader and an active member of this organization. We desire to express the sympathy of this organization to the members of his family.

The Lyon County Herald, Eddyville, Gracean M. Pedley, publisher, was adjudged the Best All-Around Weekly in the Kentucky Press Association 1944 contests, as was announced by Secretary Portmann at the closing program at Mammoth Cave, Saturday afternoon. Publisher Pedley was the recipient of The Kentucky Post silver trophy for his efforts.

Other first place winners were the Somerset Journal, Archie M. Frye, Jr. editor, who received the Lexington Herald-Leader silver trophy for the Best Front Page; the Shelby News, Shelbyville, Bennett Roach, writer, who received the Louisville Courier-Journal and Times silver trophy for the Best News Story. Editor Gracean M. Pedley's editorial page in the Princeton Leader was adjudged the best in that contest and he was awarded final possession of the Ben Cozine Memorial Cup, having been declared winner in three contests which gave him permanent possession of the trophy.

For publishing the Best Editorial, the name of the Paris Kentuckian-Citizen was engraved on the Enoch Grehan Memorial Plaque for 1944. The winning editorial, "Bourbon County Boys Left This Week," was written by Miss Helen Hutchcraft. Norman Allen, editor of the Floyd County Times, Prestonburg, will receive the Salvation Army Award of \$50, a contest just established this year, for the Best Editorial on a Religious Subject. His winning editorial was entitled, "For Germans and Americans Alike."

Second and third place, and honorable mention winners were respectively: Best All-Around Contest—The Shelby

News, Shelbyville, The Somerset Commonwealth, George A. Joplin, editor, the Journal-Enterprise, Providence, LaMarr Bradley, editor, and the Kentucky Standard Bardstown, A. S. W. then, editor;

Front Page contest: The Shelby News, The Somerset Commonwealth, The Providence Journal-Enterprise, and the Lyon County Herald, Eddyville; The Best News Story—The Somerset Journal, The Princeton Leader, Kentucky Standard, Bardstown, and the Hazard Daily Times, Charles N. Wooton, editor.

Best Editorial Page: The Bardstown Standard, The Eddyville Herald, and the Murray Ledger and Times; Best Editorial—"New Responsibilities For Wets And Drys" Bennett Roach in the Shelby News; "Hope For The Helpless" by Norman Allen in the Prestonburg Times, and Honorable Mention, the Falmouth Outlook, W. J. Shonert, editor, and the Somerset Journal. Best Religious Editorial—"Easter Truce In Italy" by Archie Frye, Somerset Journal, and "Star Of Freedom" by Mrs. George Hart in the Murray Ledger and Times.

Second and third places and honorable mention receive Certificates of Merit.

First place winners in the Advertising Contests receive \$5, second and third place winners, Certificates of Merit. Newspapers receiving the awards were: Full-page: Lyon County Herald, Hazard Daily Times, Somerset Commonwealth; Half-page: Somerset Journal, Providence Enterprise, Bardstown Standard; Quarter-page: Princeton Leader, Falmouth Outlook, Bardstown Standard.

The Bardstown Standard received the trophy awarded by President Thomas Smith, Louisville Paper Company, for the best Job Printing Display.

Attend N.E.A. Convention

President Joe Richardson and Secretary Portmann represented K.P.A. at the annual convention of the National Editorial Association in Milwaukee, June 21-23. The smallest group in many years was in attendance, but much constructive work, looking toward post-war efforts, was accomplished.

Officers elected for 1944 were Verne McKinney, president, and Charles Ryder, vice-president. Joe Cook, Mission, Texas, who captured a large number of the production contests, was named the new member of the board of directors. A complete story of the convention will be reported by the National Publisher.

Food News In Wartime

Not many people realize how effectively their newspapers are helping "make the most" of the nation's food resources these days. Perhaps not many newspapermen themselves are fully aware of it.

But the fact is that newspapers are playing an essential role in the war-food program by keeping housewives informed about what foods are available in the market . . . by urging them to use foods that are relatively abundant . . . by offering them timely recipes and menus . . . by showing them how to use leftovers and thus avoid waste.

Why is this so important?

Because the nation cannot afford to waste a pound of precious food. And because—despite the general impression to the contrary—many perishable foods still "flood" the market at peak seasons. They must be moved into consumption quickly or they will spoil—and a vital war resource will be wasted. Then too, use of these foods at peak seasons saves the more staple foods for use during other weeks of the year.

Progressive distributors like A&P also are playing a significant part in insuring maximum use of the country's urgently needed food supplies. They are helping families eat better by stocking these seasonal crops appealingly, promoting them strongly in store displays and consistent newspaper advertising—moving them from farmer to consumer with the least possible waste and distribution expense.

This wartime food job is of direct benefit to farmers, consumers, and the war effort as a whole. That is why the men and women of A&P take such pride in doing the nation's most efficient job of food distribution—joining with farmers, newspapers, and government agencies in feeding wartime America.



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

Kentucky Press Association Officers

Joe Richardson.....*Times, Glasgow*
President
Chauncey Forgey.....*Independent, Ashland*
Vice-President
Victor R. Portmann.....*U. of K., Lexington*
Secretary-Manager

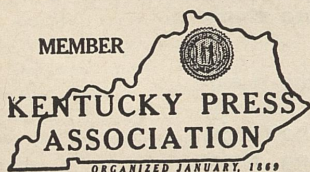
Executive Committee, Districts

Fred B. Wachs, *Herald-Leader, Lexington (Sixth)*, Chairman; First, Joe LaGore, *Sun-Democrat, Paducah*; Second, John B. Gaines, *Park City News, Bowling Green*; Third, John H. Hoagland, *Courier-Journal, Louisville*; Fourth, James M. Willis, *Messenger, Brandenburg*; Fifth, Virgil P. Sanders, *News-Democrat, Carrollton*; Seventh, Walker W. Robinson, *Herald, Paintsville*; Eighth, J. W. Heddon, *Advocate, Mt. Sterling*; Ninth, Harold A. Browning, *Republican, Williamsburg*; Tyler Munford, *Advocate, Morganfield*, State-at-Large; Seymour B. Goodman, *Enterprise, Elizabethtown*, State-at-Large; Immediate Past President, Vance Armentrout, *Courier-Journal, Louisville*.

Kentucky Press Women's Club

Miss Mary E. Hutton, *Herald, Harrodsburg*, President; Miss Mildred Babbage, *Breckenridge News, Cloverport*, First Vice President; Mrs. J. O. Young, *Journal, Dixon*, Second Vice President; Mrs. Mary Henderson Powell, *Record, Stearns*, Third Vice President; Mrs. J. R. Wallace, *Advertiser, Walton*, Recording Secretary; Miss Urith Lucas, *Independent, Maysville*, Corresponding Secretary; Mrs. J. L. Bradley, *Enterprise,*

NATIONAL EDITORIAL ASSOCIATION
1944 Active Member



Volume Fifteen, Number Eight

Newspaper Advertising Service Adopts 10-Point Program

The Board of Directors of Newspaper Advertising Service, Inc., the taxable affiliate of the National Editorial Association (a non-profit association), adopted a 10-point program in Chicago, June 21. This program was announced at the National Editorial association convention in Milwaukee, June 23. The program represents a tightening of control by publishers on actions taken by the N.A.S. office in Chicago, and it was the direct result of a stormy session of the N.A.S. board, which met concurrently with the N.E.A. board.

Need for tighter control of N.A.S. was met by a decision to create a five-man committee to which "any adver-

tising which deviates in any way from the normal type of advertising in standard practice shall be brought up for consideration." In the event that this committee's recommendations are not unanimous, then the matter in controversy shall be submitted to the N.A.S. Board of Directors for final decision.

Here is how N.A.S. operates. It is a corporation owned 100 per cent by N.E.A. The N.E.A. board of directors votes the stock through its executive director who is the manager of N.A.S. The N.E.A. board then appoints the directors of N.A.S., and these N.A.S. directors elect their own officers—president, vice-president, secretary, and treasurer. Legally and morally, the N.A.S. board is responsible for all activities of N.A.S. Experience of the first year demonstrated that, since this is the case, the N.A.S. board itself must assume full responsibility and must exercise close control through frequent meetings of its officers and directors.

Board Reaffirms 8.3% On All Business

The financial weakness of N.A.S., which was started one year ago with a loan of \$1,000 from the National Editorial association, was recognized in part by the N.A.S. board when it "re-affirmed" the necessity for a standard commission on all business cleared by N.A.S. This commission was set at 8.3 per cent. The payment of the commission on "old" business will not be compulsory, if a publisher wishes to exempt the account. While the N.A.S. board did not act specifically on this matter, the N.A.S. policy of the first year will be continued whereby any publisher may exempt an "old" account from the uniform commission, if a written request is sent to the state association prior to the time of billing (which follows the first of each month).

25% on New and Old (Recommended)

To agency, commission and discount	16.7
To N.A.S., promotion and selling	5.0
To K.P.A., one order and one check service	3.3
	25.0%

If a publisher requests exemption as above, the N.A.S. promotion discount of 5% is deducted, leaving a total of 20% on "old" business.

The need for more information about the activities of Newspaper Advertising Service, Inc., was recognized by the N.A.S. board in its adoption of a

"plank" whereby the five-man publishers' committee shall carry on a program of "publisher education" on the objectives of the N.A.S. program and whereby the N.A.S. central office shall "inform publishers periodically of the activities and progress of N.A.S. insofar as they can do so without violating the confidences of the advertisers."

Membership of this committee, which also is to clear any advertising schedule that "deviates in any way from the normal type of advertising in standard practice" will comprise two state association managers and three newspaper publishers. It was understood that the committee personnel will include managers and publishers who reside in the Middle-West in order that the N.A.S. central office in Chicago may get action quickly as needs arise.

Next Big Hurdle in July:

The board's actions in Chicago, as reported to N.E.A. members at the Milwaukee convention, constituted the first hurdle in a move to strengthen the set-up and to provide for closer publisher control and guidance.

The next hurdle will be a joint meeting of sub-committees of the American Association of Advertising Agencies and of N.A.S. in New York City on Friday, July 28. The A.A.A.A. sub-committee is to submit definite recommendations to the N.A.S. sub-committee, and it is not improbable that some basic changes in the program and its personnel may be considered at that time. In order that the N.A.S. board may take official action, a quorum of board members will be in session in New York City to consider the A.A.A.A. recommendations following the session July 28 of the two sub-committees.

Among the basic needs of N.A.S., as generally recognized both in Chicago and in Milwaukee, was the lack of adequate working capital. How this working capital is to be provided—whether by sale of participating stock or by newspaper contributions—is one of the tasks which confronts weekly newspaper publishers during the coming year.

The Chicago and Milwaukee meetings constituted a challenge to publishers to the extent that they recognized the inadequacy of the present financing of N.A.S. and the need of adequate working capital in addition to a necessity for a standard commission on both new and old business which is cleared by N.A.S.

Thus, the New York City sessions in

July may
ing poin
filiate.
In a t
Milwauk
manager,
judgmen
tors that
be provid
the pub
N.A.S. pe
(1) Stron
are recog
states; (2
and prog
and exp
tral offic
and (4) f
and prog
lishers w
N.A.S. a
commissi
that the
vided. 7
done by
N.A.S. v
iness. 10-Point
The d
vertising
accompli
since its
the prog
session r
cure mo
publishing
goals are
1. Th
appointe
with the
any othe
the solici
and sma
2. Th
appointe
and stat
individu
refrain
national
through
have be
3. Th
in No.
dards w
press as
their re
to inclu
in hand
prompt
accurate
wheneve
to give
4. It

July may well bring an important turning point for the publisher-owned affiliate.

In a talk before the convention in Milwaukee on Friday, the Michigan manager, Gene Alleman, said it was the judgment of the M.P.A. board of directors that such adequate financing would be provided by weekly publishers when the publishers were convinced that N.A.S. possessed the following qualities: (1) Strong leadership by publishers who are recognized as leaders in their own states; (2) sound operating policies as determined by these leaders; (3) efficient and experienced personnel at the central office to carry out these policies; and (4) full information about activities and progress. He predicted that publishers would rally to the support of N.A.S. and to its need for a standard commission when they were convinced that these foundations had been provided. This represented a job to be done by the weekly publishers since N.A.S. was, in reality, their own business.

10-Point Program Adopted

The directors of the Newspaper Advertising Service, having reviewed the accomplishments of the organization since its establishment, are pleased with the progress that has been made and in session resolve to redouble efforts to secure more business. To aid in accomplishing this objective the following goals are hereby adopted:

1. That a committee of publishers be appointed to work out an agreement with the American Press Association and any other publishers' representatives in the solicitation of advertising for weekly and small daily newspapers.

2. That a publishers' committee be appointed to work with all publishers and state press associations in getting individual publishers in their states to refrain from the practice of soliciting national advertising accounts directly through the agencies after schedules have been released.

3. That the same committee as named in No. 2 shall work out a set of standards which they will ask each state press association to help promote in their respective states, these standards to include improved business practices in handling national advertising, viz: prompt billing, sending in tear sheets, accurate circulation statements, and whenever possible, ABC reports, offers to give merchandise service, etc.

4. It shall be our established policy

that any advertising which deviates in any way from the normal type of advertising in standard practice shall be brought up for consideration before a committee consisting of two state press association managers and three newspaper publishers, and, in the event that such committee's recommendations are not unanimous, then the plan shall be submitted to the board of directors of Newspaper Advertising Service for final decision.

5. It shall be the further duty of the committee named in No. 4 to carry on a program of publisher education on the objectives of the N.A.S. program.

6. It shall be the practice of the central office to inform publishers periodically of the activities and progress of N.A.S. insofar as they can do so without violating the confidence of the advertisers.

7. We recognize that, as daily newspapers have learned from hard experience, any advertising account placed with a newspaper cannot be put arbitrarily in a category of a new or an old account. This is due to the fact that advertising accounts change at frequent intervals from advertising agency to agency, involving new personnel, and that even though an account may remain with the same agency over a period of years, new plans are formulated at from six to twelve month intervals often resulting in a switch of media unless kept sold. Therefore, we reaffirm that there be a standard commission of 8.3% paid on all business whether thought of as "new" or "old" in the mind of a publisher, in order to see that old business is held.

8. To avoid confusion and to aid your national representative as well as the advertising agencies in the placing of advertising in member newspapers, it is urgently requested that national advertising rates shall not be changed for twelve months after the issuance of the NATIONAL DIRECTORY OF NEWSPAPERS. The rate book is published in November and publishers are requested to send in information concerning rate and data changes not later than October 1.

9. We recognize the value of unified readership surveys as an effective means of promoting the newspaper industry and desire to cooperate with all such studies.

10. We propose to make a complete presentation of the weekly and small daily field to the national advertising agencies and national advertisers and

pledge full cooperation to the A.A.A.A. in solving any problems involved in using the small town newspapers.

Recognizing the increasing need for the promotion of newspapers, large and small, as the outstanding advertising medium in America, we pledge to cooperate with other recognized newspaper associations in the promotion of newspapers as advertising media. It is our sincere belief that these objectives are necessary in order that Newspaper Advertising Service may continue to grow and secure more business for the weekly and small daily newspapers and we solicit the full cooperation and understanding of every state press association and newspaper publisher in achievement of these objectives.

State Past Presidents Appointed

Two past presidents of state newspaper associations were appointed to the N.A.S. board of directors by the National Editorial Association board following the election of N.E.A. officers and directors Saturday morning, June 24, in Milwaukee. Frank Rospaw, past president of the California Newspaper Publishers' association, is publisher of the Placentia Courier in California. Peter Stromberg, past president of the Maryland Press association, is publisher of several weekly newspapers including the Ellicott City Times in Maryland. Rospaw and Stromberg succeed Neal Van Sool of California and Wilton Hall of South Carolina. Other members of the N.A.S. board were re-appointed, as follow:

Raymond B. Howard, Madison Press, London, Ohio, past president of N.E.A. and current president of the Ohio Newspaper association; Edwin F. Abels, Lawrence (Kansas) Outlook, past president of N.E.A.; C. W. Brown, Oconomowoc (Wis.) Enterprise, past president of Wisconsin Press association; Ed M. Anderson, Brevard (N. C.) Transylvania Times, past president of North Carolina Press association.

Richard Stanton, account executive of Kenyon & Eckhart and publisher of the Sussex (New Jersey) Independent, weekly newspaper; Bernard Esters, Houlton (Maine) Pioneer Times, past president of the Maine Press association; J. Clifford Kaynor, Ellensburg (Wash.) Daily Record, past president of the Washington Newspaper Publishers' association; Don Eck, executive director, National Editorial association; and Gene Alleman, manager, Michigan Press association.

U.K. Journalism Dept. Looks Toward The Future

By DR. NIEL PLUMMER

Head, Department of Journalism
University of Kentucky

The recent growth in membership of the Kentucky Press Association, the robust condition of the association's finances, and the definite pecuniary returns of the activities of its central office under Prof. Victor R. Portmann in the Department of Journalism at the University of Kentucky indicate clearly that Kentucky's newspapermen are preparing for the problems of post-war journalism.

They are in the mood to plan—and to reap the rewards of their planning.

Across the nation the 34 top-ranking schools and departments of journalism, one of which is Kentucky's Department of Journalism, also are planning and are preparing to serve newspapers and other agencies of communication with renewed efficiency.

Among other services they are preparing to make available to the press important facilities for research and they are revitalizing concepts of education for journalism to meet changing world conditions. While in the past other industries and professions have made continuous use of research, the press has missed many opportunities for significant, and doubtless profitable, advances through research programs. Many of these could have been inaugurated in the well equipped and competently staffed schools and departments of journalism. In the post-war world it is not likely that the press will be without problems requiring skilled research, and it seems certain that facilities will be at hand to do the job.

It also seems that graduates of schools and departments of journalism will bring to the press and other agencies of communication a type of training required for service in the post-war world.

In the June edition of *The Colorado Editor* a leader in education for journalism, Dr. Ralph D. Casey, director of the School of Journalism at the University of Minnesota, reveals some of the plans of the schools and departments of journalism.

"Technical, social, economic and historical content areas are the basic ones in the post-war period," he writes, noting, however, that the basic technical curriculum will not be neglected.

"Teachers will launch out on a more vigorous and more intelligent handling of reporting, editing and other courses,"

he continues. "The depression taught the newspaperman that simply shoveling out the news each day, unrelated with what had gone before, was hardly a successful method of enlightening the reader. . . . The American people were informed of what apparently was transpiring abroad, but they were unlightened—great masses of them. The shock of Pearl Harbor proved this.

"News in the post-war world will have to be given a lot more point and direction if we are to save ourselves from further catastrophes," he adds.

The approved professional curriculum in the leading schools and departments of journalism in recent years has been producing technically trained graduates who have ranged far in their liberal arts studies. For example, this year's graduates in journalism at the University of Kentucky completed work in as many as 14 fields of study in addition to their professional courses. Two of the 11 graduates in this year's class were elected to Phi Beta Kappa, the highest scholarship recognition in the College of Arts and Sciences. Each graduate complied fully with the University's requirements for the Bachelor of Arts degree, and each had ample work in English and the social sciences which had been assigned to him by competent advisers in the Department of Journalism.

Committees are now at work in the College of Arts and Sciences at the University investigating means for strengthening the requirements for the Bachelor of Arts degree. Students of journalism stand to gain by proposed changes which will open new avenues for broadening their education for service in journalism.

Meanwhile, the technical courses in the Department of Journalism are being strengthened. Class work now finds immediate application in the modern printing plant of *The Kentucky Kernel*, student newspaper. In this plant, which is under the direction of the head of the Department of Journalism, students make up their newspaper under conditions which can be matched in plants from one end of the Commonwealth to the other. On the "business side" they write and sell their advertisements, carry tear sheets to the merchants, send out the bills—and the student business manager balances his books.

What is happening to graduates trained under these conditions? In the last normal class before the war there were 27 seniors. Four went into weekly

newspaper work, seven joined the editorial staffs of daily newspapers, three turned to advertising, one became a news photographer, one took editorship of a trade journal, one chose radio work, three were employed by credit agencies to make investigations and write special reports, two went into merchandising, one joined a social service agency, three (women) married, and one is "lost." That a considerable number sold their services to employers in fields other than journalism is both a condemnation and a commendation. It condemns the scale of pay which forced these graduates who leave their chosen profession; it recommends the scope of their training which gave them skills and background which opened jobs to them in the competition for employment.

This year's war class of 11 (nine women and two men) finds the weekly press completely outbid by other agencies. Two graduates joined the editorial staffs of dailies; one went to the advertising staff of a daily; one was employed by the United Press, three took jobs with radio stations, and four (women) were married, one after taking a job with a national opinion-testing company. And the salaries paid journalism graduates by radio was approximately twice the highest paid in straight newspaper work!

These facts are presented here in order that Kentucky's newspaper family may help us in the Department of Journalism make our post-war plans. We would welcome your ideas and suggestions. Meanwhile, we are making plans for a new publications building. The building has been recommended to the Board of Trustees by President H. L. Donovan. Part of the funds are already available. In this new building we hope to have every facility for serving Kentucky's newspapers and the other agencies of communications.

Celebrate Golden Wedding

E. W. Wear, former editor and publisher of the Ballard Yeoman, Wickliffe, and Mrs. Wear, celebrated their golden wedding anniversary at their home, June 28. They held open house and their many life-long friends helped them celebrate the occasion.

The Danville Advocate-Messenger resumed publication in the afternoon field, June 12, after publishing several months in the morning field because the only mechanical force available could not work during the daytime.

John H.
Science

It is re
in wishi
tion mar
Times-W
success i
ton. Joh
of the A
Executive
His coun
crous, an
past to t
journalis
cient me
ground a
ality, wi
in his ne

He acc
of comm
Christian
First Cl
Boston.

He su
Californ
Christian
general
tion bec

In his
moving
vise rad
tions act
tian Scie
on publ
every sta

J. M.
C-J Pr

J. M.
national
pointed
ier-Jour
ceeding

Wynn
vertising
since 19
classified
the nati
fore bec

He h
vertising
since 19
classified
Herald-
Indiana
salesma

The

Mr. W

Sworn

Perha
newspa

John H. Hoagland Joins Science Publication Staff

It is regret that the Press joins KPA in wishing John H. Hoagland, promotion manager of the Courier Journal-Times-WHAS, who resigned June 15, success in his new field of work in Boston. John has been an active member of the Association and served on the Executive Committee for many years. His counsels have been kindly and generous, and he has given much in the past to the Association and to Kentucky journalism. We lose a faithful and efficient member, and know that his background and experience, and his personality, will contribute to a high measure in his new post.

He accepted appointment as manager of committees on publication of the Christian Science Mother Church, the First Church of Christ, Scientist, in Boston.

He succeeded Arthur W. Eckman of California, whose appointment by the Christian Science Board of Directors as general counsel of the church organization became effective at the same time.

In his new post, which required his moving to Boston, Hoagland will supervise radio, press and other public relations activities of the world-wide Christian Science denomination. Committees on publication offices are maintained in every state and many foreign countries.

J. M. Wynn Appointed C-J Promotion Director

J. M. Wynn, for the last seven years national advertising manager, was appointed promotion director of the Courier-Journal and Louisville Times, succeeding John H. Hoagland.

Wynn has been employed in the advertising department of the newspapers since 1930. He worked six years in the classified department and one year in the national advertising department before becoming manager.

He has been connected with the advertising departments of newspapers since 1925 when he was employed as classified advertising salesman for the Herald-Post. Later he worked for the Indianapolis News as retail advertising salesman.

The Press joins in congratulations to Mr. Wynn on his signal appointment.

Sworn Statements Essential

Perhaps it will be well for Kentucky newspapers to anticipate the passage of

the bill now in Congress to require all newspapers to submit sworn statements. The KPA Central Office will issue a new rate book, or supplement, this summer. A request for data will reach every newspaper soon. Provisions will be made so that publishers can make a sworn statement of their circulation and

such statements will be appropriately indicated in the new rate book. ABC newspapers will be recognized. It is hoped that every newspaper will forward its sworn statement—it is much easier to sell national advertising when circulation figures are verified by a notary public.

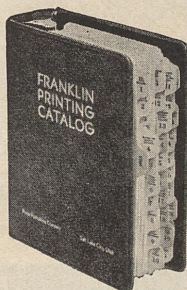
Ownership SATISFACTION

"We are very proud of our Linotype, and have taken good care of it. It has enabled us to build up a nice volume of business, even in wartime, as the result of putting in a machine capable of real production. I have operated various machines, but none of them compares to the Linotype for speed, ease of operation and freedom from worry and trouble."



BUY WAR BONDS AND MAKE THE
WORLD FREE FROM TROUBLE

Linotype Clotster and Cloister Bold Series



If You Value Your Time

—Value your printing the fast sure way. Man power shortage makes time a "critical material." Every hour is precious—every day must count. THE FRANKLIN PRINTING CATALOG will speed production and lighten your labor.

FRANKLIN PRINTING CATALOG
Porte Publishing Co., Salt Lake City 5, Utah

Say Have You Heard That....?

Please remember that the overwhelming volume of industrial development in the last ten years has taken place in the states that get all their electricity from taxpaying, business-managed, privately owned utility companies.

Please remember it is these states that are most prosperous, that have the best schools and colleges, that provide the greatest number of institutions devoted to the welfare of the people.

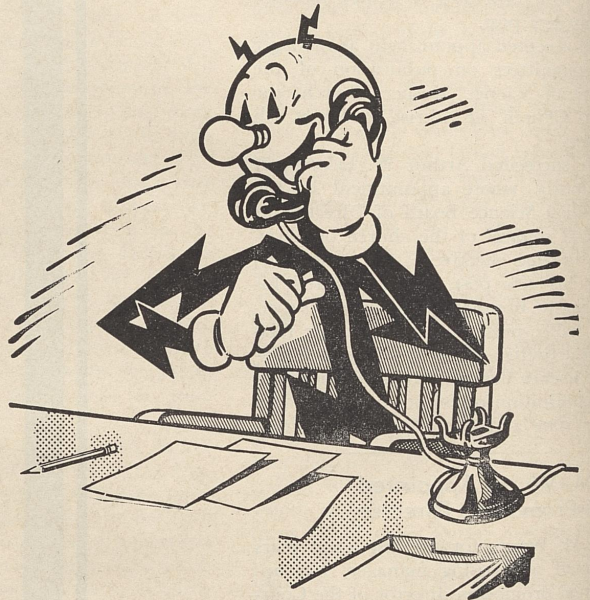
Please remember that the electricity used in making the average manufactured product valued at \$100 is only 82 cents, according to the U. S. Census Bureau.

Please remember that cheap electricity alone does not attract industries to any state or community.

Please remember that the claims of government-ownership promoters that T.V.A. power will be necessary to bring about a great industrial development in Kentucky are not in accord with the facts.

Please remember that when government goes into business in competition with its citizens it destroys important taxpayers and increases the tax burden on all other citizens.

Please remember that with free enterprise and taxpaying private ownership we have built the strongest nation on earth, and that our greatest strength is the ambition and self reliance of our people.



REDDY KILOWATT,
your electric servant.

KENTUCKY UTILITIES COMPANY

Incorporated

A Tax-Paying, Self-Supporting Power System
Built Up On The Free Enterprise Plan

