

The Kentucky Press

FEBRUARY, 1950

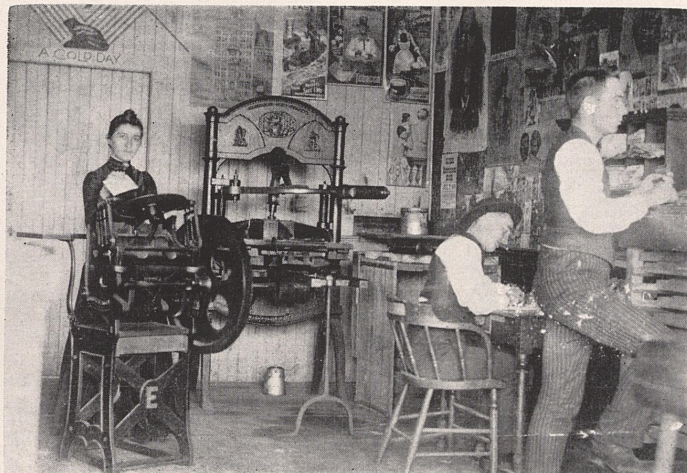
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Official Publication Kentucky Press Association

New Ruling Upholds Newspapers' Right To Reject Any Advertising

By Albert Woodruff Gray
Member of the Bar, Supreme
Court of the United States

The immunity accorded by the Supreme Court of Massachusetts to the Post and Herald in Boston from a charge of conspiracy based on their refusal of cut-rate liquor advertising makes a healthy supplement to a decision of that court a quarter of a century ago that a newspaper publisher is free to reject any advertising he finds undesirable.

This Boston liquor retailer complained he was the victim of the tie-in sales. He could find no market for a particular brand of rum foisted upon him at a markup from the wholesale price. Seeking to unload this stock he prepared advertising for a cut-rate campaign and submitted the advertisements to the newspapers.

According to the contention of the advertiser, these advertisements were refused by both newspapers under a mutual agreement not to carry advertisements of this brand "at a price less than \$3.81 per four-fifths quart." The act of the publishers, in refusing this advertising, complained the liquor merchant, thwarted in his price-cutting campaign, was a monopoly and combination in restraint of trade and a fraud on the public in thus interfering with the right of the victim to carry on his business.

Some years ago the legislature in this state enacted a law that, "Any newspaper refusing or neglecting to publish the findings, decrees or notices" of a state commission at regular advertising space rates was guilty of a crime.

Later the Boston Transcript refused to carry advertising of this character and the Commonwealth brought an action to recover the penalty prescribed.

The Massachusetts Supreme Court held the statute unconstitutional and pointed out that a publisher under such a law might readily become subject to a liability for damages for libel and be involved in expensive litigation he would neither invite nor risk had he been left to his own volition. "He may not want to print the designated matter at the rates commonly charged for space. He may not want to print it at any price." Nevertheless under such a law a publisher would be forced to carry ads irrespective of loss.

The Supreme Court of the United States has held:

"It is a part of every man's civil rights that he be left at liberty to refuse business

relations with any person whomsoever, whether the refusal rests upon reason or is the result of a whim, caprice, prejudice or malice. With his reasons neither the public nor third persons have any legal concern. It is also his right to have business relations with any one with whom he can make contracts and if he is wrongly deprived of this right by others he is entitled to redress."

It is this principle of law that still governs the right of a publisher to refuse advertising that for any reason whatsoever he may not wish to carry.

Thus determining the unquestioned right of the publishers of the Post and the Herald to refuse this advertising, there still remained the contention of the liquor dealer that the refusal to carry his advertising under a mutual agreement was an unlawful monopoly and restraint of trade.

The court pointed out that other methods of advertising were available, that the publishers thus refusing his advertising were not seeking to dominate his business nor the liquor trade, they were not seeking to suppress competition nor was this particular brand advanced in price by their refusal of this advertising, nor were they discriminating against this particular dealer.

Refusal of publishers to carry advertising and their effort to deter the institution of a price-cutting campaign were well within their rights guaranteed by the Constitution. Merely because the refusal of the publishers may have been through self-interest was no ground for judicial interference.—Editor And Publisher.

What Do Customers Want In Advertising?

Wage earners read ads, are interested in ads, and follow advertising, according to a recent McFadden survey of a cross-section of the country's working people.

Most of those queried said that advertising, however, is not comprehensive or specific enough in certain respects—particularly as to detailed specifications and prices.

The things that interest readers most, in order of importance, are: (1) helpful suggestions, (2) new ideas, (3) information, (4) prices, (5) news of new products.

Nearly all of the wives interviewed reported that they look in the stores for things they have seen advertised. More than half of them said that they do this often, while the other half said they do so occasionally.

The Newspaper Office Of Sixty Years Ago

Sixty years ago, the plant of the Solon, Iowa, Reporter looked like the illustration that appears on the cover of the Press. The picture was taken October 14, 1899. It was found among some papers and forwarded to Professor Leslie Moeller, director of the State University of Iowa School of Journalism. The pix was loaned to the Press.

The picture shows Grace Beuter at the press, V. L. Beuter at the desk and L. Grant Lawyer standing.

Dr. Lawyer, Iowa City dentist for many years, started his business career as printer and publisher in 1887 when he was 18 years old.

Lawyer and Beuter that year became partners in the Solon Reporter. Beuter, the older, was editor; Lawyer did the floor and press work.

Their equipment wasn't elaborate and it probably wasn't expensive. Carroll Coleman, State University of Iowa typographer, said a No. 3 Washington press, similar to the Reporter's, cost \$200 in the Cincinnati Typefounders catalog for 1890.

The catalog also suggested 150 pounds of 10-point Roman type and 100 pounds of 8-point Roman type for use in the small newspaper shop. These fonts cost \$103.75.

Or the printer could purchase a complete outfit including press, type, stands and other equipment for \$434.03.

The printer of that day could spend less money and still publish a six-column newspaper. For \$176.10 he could get a \$60 Army press, 75 pounds of 10-point type and 50 pounds of 8-point. The press was similar to present-day proof presses, Coleman said.

The Press would be interested in reproducing pix of old-time Kentucky newspapers if any editor would have them in his archives. If you have pix of old-time shops, we would appreciate the use of it together with a newstory background.

Coin Mailing Card suitable for sending remittances of small amounts through the mail, is manufactured by the John N. Spies Manufacturing Co., Watertown, N. Y. Prices range from \$6.75 for 1,000 to \$5.65 per 1,000, for 25,000 with the flap blank and from \$8.25 for 1,000 printed in one color to \$6.00 per 100 for 25,000 printed in one color. Newspapers find the coin cards convenient for classified and circulation remittances through the mails.

The first war correspondent was George W. Kendall of the New Orleans Picayune who covered the Mexican War.

SO THE PEOPLE WILL KNOW



When the anti-trust lawyers filed their suit to put A & P out of business, we published a series of newspaper advertisements giving our side of the case.

The anti-trust lawyers immediately protested, saying we ought not to try our case in the newspapers.

Every week millions of American housewives patronize A & P stores. It would certainly be very damaging to our business if they believed all the allegations of the anti-trust lawyers. Many of them would not want to deal with the kind of people we are charged with being. And, if we were that kind of people, we would not blame them.

While the anti-trust lawyers say that we should not tell the public our side of the case, they are making speeches all over the country and on the radio and television, and giving out magazine interviews. They repeat all their charges, and they tell the public the reason we are able to sell food cheaper is not because of the efficiency of our operation but because of "unfair practices."

We certainly do not object to them telling their story. But we think the people ought to know about both sides.

We think we have a right to protect this 90-year-old business which has made it possible for millions of Americans to get more and better food for their money, which has provided high-wage employment for over a hundred thousand employees and has helped millions of farmers to improve the methods of distributing their products to the people.

We are going to keep right on telling the American people about this suit. We think in a Democracy you have a right to hear both sides.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume 21, Number 4

Kentucky Press Association

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

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

District Executive Committee

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We Believe

The following newspaper code of ethics was written by the late Prof. Willard G. Bleyer, then director of the Course in Journalism of the University of Wisconsin, and unanimously adopted by the Wisconsin Press Association on February 6, 1925:

We believe that journalism is an honorable profession, essential to the welfare of society.

We believe that the success of democratic government depends upon sound public opinion, and that the newspaper should aid in creating and maintaining sound public opinion by publishing significant news and editorial interpretation of news. We believe that newspaper writers and editors should be adequately prepared for the great responsibilities placed upon them.

We believe that a newspaper should publish the truth, the whole truth, and nothing but the truth concerning all matters of im-

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.

portance to readers as citizens of the community, the state, and the nation.

We believe that a newspaper that goes into the home should publish nothing that cannot be read aloud in the family circle of that home.

We believe that news of crime, scandal, and vice should be presented in such a manner as to deter readers from attempting to imitate the criminal and the vicious.

We believe that all persons and all organizations are entitled to fair play in the columns of the newspapers.

We believe in the right of privacy of individuals in all matters not of public concern.

We believe that no propaganda or publicity matter should be published unless it contains information to which readers are entitled, and that whenever such material is printed, its source should be plainly indicated.

We believe that editorials should present the truth as the writer sees it, uncolored by bias, prejudice, or partisanship.

We believe that neither the business interests of a newspaper nor any outside influence should interfere with the publication of the truth in news or editorials.

We believe that the purpose of newspaper advertising is to create a demand for commodities or services, to inform readers, not to mislead or defraud them.

What Is Advertising?

What is advertising?

That is a question which is as difficult to define as an unchangeable definition of electricity. Time was when it was adequate to define advertising as "selling in print," but that has long been outgrown. Nor does a recent definition that "Advertising is the commercial use of signed oral or printed messages to inform people about products, services or ideas and to arouse desire for them," help a lot in making it possible to put a finer on just what is advertising. Use of the word "commercial" in that definition

only intensifies the confusion over classifying the thousands of releases which are sent to newspapers as news matter but which have the purpose of arousing a desire for the products or services which are the subject matter of the releases.

One of the chief arguments of professional groups is that advertising is a form of commercialism. It is for that reason that they frown upon advertising but resort to every trick known in the field of public relations to induce the publication of material that creates a desire on the part of people for services or products. Whether it is entertained by professionals, industry or business, the idea seems to prevail that if no payment is made for advertising space it is not advertising.

As a matter of fact, advertising in its broadest form embraces any written or oral mention of the name of any individual or firm dispensing services, products or ideas. Letterheads, return addresses on envelopes, the cards carried by professionals, industrialists and businessmen in their billfolds, telephone and city directory listings all fall into the category of advertising. If a professional does not desire an addressee to know he is a professional, why advertise the fact on the letterhead he uses or the statement he sends for professional services? The information on the letterhead is obviously intended to identify the sender with the vocation in which he is engaged.

If a correct definition of advertising is to include only that information for which payment is made in the distribution thereof, thus giving it the mark of commercialism, then the free space grabbers have been right all along and the newspapers have been wrong in rejecting their voluminous contributions. The recent definition is probably correct with the word "commercial" deleted. In the final analysis, advertising is information disseminated in any form which arouses the desire of people for products, services or ideas.

You can't go wrong with ABC.

WNB Cost Study Ready For Your Use

The Weekly Newspaper Bureau's Cost Study for 1950 has been prepared and presented to NEA members by the WNB. The original form was printed in the first Publishers' Tab and copies of the Cost Study form is available to all NEA and WNB members at the main NEA office.

Results of the Cost Study will show a breakdown of newspaper income and a complete breakdown percentage-wise of all newspaper income and expenses. The form has been kept as simple in outline as possible, so that a great number of publishers will fill it out. Results will be published by the WNB later this year.

It is urgently requested that all WNB members participate and submit Cost Study reports with all information required. All such information is kept confidential, and name of newspaper, publisher as well as net income, etc., is not required. All questionnaires are numbered in order of receiving, and no other effort is made to ascertain their source. In the final report only the general information will be released. No individual studies will be reported.

The questionnaire is set up to give averages which may be helpful to publishers generally. This is the first time such a Cost Study has been attempted on this large a scale, and it is the hope of the Weekly Newspaper Bureau that weeklies of all circulation and income classifications will participate.

If you have misplaced your original TAB with the Cost Study form you may obtain another by notifying the WNB office in Chicago. However, Mr. P. G. Stromberg, chairman of the WNB, is sending out second forms to all WNB members next month. It is requested the publishers fill out these forms and mail without delay.

After completion of the Cost Study, mail to the main office in Chicago—222 North Michigan Ave. Inasmuch as income and cost records are near at hand this month, for income tax and other reports, it is suggested that the study be completed while the information is still fresh in mind.

John J. Barry, 633 W. St. Catherine, Louisville, left his weekly newspaper, The Kentucky Irish American, 319 W. Liberty, to his wife and two sons. His will was probated in County Court. Barry died February 8. The two sons sharing in the newspaper property, valued at \$500, were John Michael Barry and Joseph T. Barry.

Benjamin Franklin published the first newspaper carton in 1754.

High School Papers Win High Ratings

Six Kentucky colleges and high schools won high ratings for their schools newspapers and magazines in New York.

The Columbia Scholastic Press Association, sponsored by Columbia University, conducted the judging of about 1,300 publications from the United States, occupied zones, the Philippines, Egypt and India.

Highest Kentucky rating went to Western Kentucky State College, Bowling Green, where the school paper won the "medalist" rating for printed newspapers from teachers' colleges.

St. Xavier High School won a first place rating among private high school magazines for its "Tiger Top-X."

First place ratings were also earned by Mount Saint Joseph College and School at Maple Mount, Daviess County, among junior college papers; Notre Dame Academy, Covington, among private high school newspapers; Holy Cross High School, Covington, for senior high school lithographer newspapers; and Central Junior High School, Owensboro, among junior high school printed newspapers.

Theirate Subscriber

(The following is an exact reproduction of a letter received in an Indiana weekly newspaper office in answer to a subscription renewal notice. Although the subscriber had actually only paid until September 1, the staff got chuckles enough to warrant marking the subscription up to November 1.)

August 22, 1949

Dear Sir:

I am writing in regard to the notice you have send me about the banner being due. if you will look at books again maybe you find where you are wrong by saying that my time is up Sept. 1. my time isn't up till Nov. 1. I will Pay you when that time come. What is the manner down there can't anyone read the book. My brother time is up Sept. 1. Which is Earl m..... that does not say that my time is. I have always pay my due on nov 1. I can't pay his due I don't intent to. I don't understand why you have got me hook that way. I like the paper all right but there better be some think done about it right away. I can't up any think like that. I sizen up for the banner on Nov. 1. I want that understeady. I also can't understand why you some time send it on Sat. and some Mon. If want me to take it you had better do some about it right away and I dont maybe.

Yours truly, Russell M.....

Tiny Display Ads Worth Special Sales

The small display ads, those tiny babies of 6 to 10 inches, may well represent the difference between breaking even for the year or enjoying a handsome net profit. Such was the consensus of publishers in an advertising panel of Louisiana editors.

"A significant thing about looking over a copy of any one of the nationally famous weeklies of the country," said Division President John G. Gordon, "is to note that every one of them is decked with little local ads—1x4, 2x3, 2x4, 2x6, and so on. Some of these prosperous papers will have 50 to 100 of these tiny ads in a single issue, all of them with less than 16 inches of space."

In the smaller town, many local businesses just are too small to even consider using quarter and half pages. The tendency of the local newspaper ad men is to neglect them for that reason, with the result that most of them just don't use newspaper space at all. Several publishers reported exceptional success in making a special drive for small ads.

It was emphasized that the small establishment should be sold small space in the form of a campaign, say for 13 weeks. The ads should be prepared and laid out in advance and sold in a single package. This plan, it was pointed out, has the double advantage of reducing the sales cost to the newspaper and of assuring that the merchant will receive the full advertising values from regularity and continuity.

It was suggested that every publisher should maintain a complete list of all local establishments and make it a point to call on each of them at least once every month.

Henry M. McClaskey, assistant general manager of the Courier-Journal and Times, was elected president of the Louisville Safety Council. He succeeds Frederick S. Thompson, president of the Corhart Refractionies Company.

The Courier-Journal and Louisville Times announced the election of two new members to the Board of Directors, they are Neil Dalton, director of public relations, and Jasper E. Rison, circulation manager. They replace Miss Emily Overman and Tom Wallace, whose term expired.

Other board members are Barry Bingham, president; Mark Ethridge, vice-president and publisher; Lisle Baker, Jr., vice-president and general manager; Mary Caperton Bingham, vice-president; Henry M. McClaskey, assistant general manager; John R. Lindsay, secretary and assistant treasurer; and Wilson Wyatt, attorney.

School Attendance Awards Suggested

Annual award by the newspaper of certificates to all local school students with perfect attendance records was among many suggestions advanced by editors in the school news panel at a meeting of Louisiana publishers.

Such an award, it was pointed out, would stimulate attendance, add prestige to the newspaper, create greater public interest in school activities and give the newspaper greater opportunity to use names of pupils in its news columns.

"One out of every four persons in each of our communities in Louisiana is a so-called educable, a boy or girl between the ages of 6 and 18," said John B. Gordon, Houma Courier, president of the Division. "This points up the importance of covering local school news. Not only are the school pupils themselves vitally interested, but so are their parents and other relatives, their neighbors and their friends."

Editors were agreed that monthly publication of names of pupils with perfect attendance records would be worthy news. It was suggested that arrangements might be made to have these names collected by the parish superintendent's office.

One editor suggested that local activities in each school can be more easily collected by using correspondents from each 4-H club. It is important, however, to devote special effort to the instruction and encouragement of these 4-H reporters.

Another editor suggested that each year the newspaper should publish pictures and biographical sketches of all teachers in the parish, with special attention to new teachers.

The immediate farm market for electric appliances is a husky \$750 million — an average of \$150 per farm family, according to a survey by the Farm Section, Edison Electric Institute, reports *Retailing Daily*. Results show that home food freezers, electric water systems and electric ranges lead in that order. The survey, projected on the basis of the total number of electrified farms (an estimated 5 million by the end of '49) indicates that nearly a quarter of a billion dollars in retail sales is represented by the demand for food freezers and 90 million for pumps alone in water system installations. Fourth in demand are electric water heaters, representing about 70 million dollars. Over 55 million dollars worth of new electric refrigerators are also indicated—despite the fact that about 85% have them already!

The wirephoto service of the Associated Press started January 1, 1935.

New Fast Engraving Service

Now Available To Kentucky Papers And Printers

**Zinc
Copper
Halftones
Etchings**

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

**8
Hour
Service**

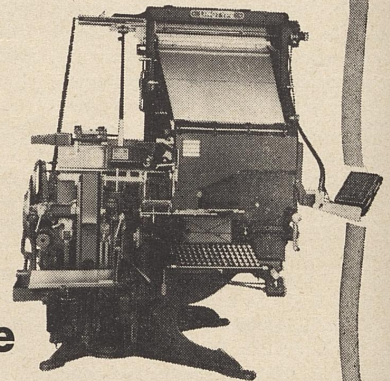
Available
via
Greyhound

Copy Received by 8 A.M. Shipped
Same Afternoon



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

**makes
work
a
pleasure**



Model 33 Linotype with four wide 90-channel magazines.

A new Blue Streak Linotype eliminates the drudgery of trying to maintain your production with old, worn-out machines. It's a thrill to operate the keyboard of the Model 33.

You can set sharp, clear composition through normal 24-point faces or the largest condensed faces—a range that will take care of practically any job in your composing room.

Ask your Linotype representative to help you plan greater efficiency for your composing room so you can share the pleasure that accompanies every new Linotype.

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

LINOTYPE Leadership through Research

Linotype Caledonia, Erbar and Spartan Family

YOUR LINOTYPE

By

Leroy Brewington, Supervisor
Department of Printing
Kansas State Teachers College

ASSEMBLER

Q.—What makes the assembler slide vibrate when line is assembling?

A.—The brake is not functioning properly; proceed as follows

1. Clean the assembler slide, full length, top and bottom, with rag and gasoline.
2. See that brake spring is not too weak or return spring too strong.
3. Check for loose screws in the bracket.
4. If brake facings are worn, bring them in closer to slide by putting a copper thin space above and below facings.
5. Put drop or two of oil on top side of assembler slide.
6. Test by pushing assembler slide over by hand; should stop anywhere up to measure being set.
7. In rare cases slide will get bent; take out and straighten.

Caution—Use oil sparingly.

Q.—Why does assembler slide fail to return when line is sent in?

A.—Most generally dirt and gum is the cause, with the following adjustments necessary.

1. Clean the assembler slide and brackets.
2. Test brake release set screw to see that it has 1-64-inch clearance.
3. Lift assembling elevator and let descend slowly to see that it is not binding on long finger, on assembler rails, or detaining plates are not binding on rails.
4. See that brake release lever is not binding too tight at left end. Lubricate.
5. Peen lower left end of release lever so elevator will strike lever sooner. In rare cases drill hole in bottom end of release lever and put stud in letting it extend about 1-16 inch below bottom side of lever.

Caution—Do not mistake gummy, dirty slide for one out of adjustment.

Q.—What is the remedy for mats jumping out of assembling elevator?

- A.—1. Chute spring should be set above rails the width of cap W of the font in use.
2. Chute spring coil spring should not be tight. ¼-inch distance between the ends of coil spring will give enough tension.
3. The two guide ends of the chute spring work best if they are flush with edge of assembler plate and ¼-inch below angle on plate. This may necessitate drilling new holes and resetting chute spring one pica lower and 9-points to the left. Use No. 29 drill and 9-32 tap.
4. Star wheel too strong. Should be able

to stop star wheel with forefinger. Star wheel only needs to be strong enough to assemble 30-pica line. Smooth tension spring in back or apply small amount of oil.

Caution—Do not attempt remedy by bending chute spring points at various angles.

Q.—What causes mats to pi when assembling elevator is lifted for the transfer?

A.—This is usually caused by the delivery slide releasing wire not being set at the proper height.

1. Lift assembling elevator by hand holding delivery slide from going to left. Releasing wire should release delivery pawl about 1-64 inch when the assembling elevator has banked against the stud. Releasing wire rests on screw adjustable from the bottom side.

2. Delivery slide short finger block may be worn so that it has too much play, causing it to life with delivery slide releasing wire. Set releasing wire to offset this.

Just ever so often your favorite periodical saddles its two ponies and starts to ride:

One foot on country correspondence;

The other foot on school news.

Preferring to call country correspondents rural reporters, nothing more should be said other than every weekly community obtains a fair share of patronage from the rural areas; that is one reason why local merchants advertise in the local newspaper; it is one reason why weekly newspaper publishers seek rural subscribers and carry country correspondence.

Those school kids of today, before it is realized, are citizens, married, and with homes; if not in your community, then in another community—but buyers of every kind of merchandise; they should be educated early to learn to do their buying from newspaper advertising.

Weekly newspaper publishers might do worse than getting astride these two ponies and taking a good long ride by paying greater heed to these two sources of news, features and pictures. Won't do any harm thinking about this suggestion!

A series of 12 newspaper ads of 200 lines each to promote a better public understanding of advertising, is available from the Advertising Federation of America for \$1.50. The series is an outgrowth of a survey which revealed that men and women believed that advertising adds to the cost of the product. The ads use a dozen products as examples and tell how advertising lowers the cost of the product to the consumer by cutting selling costs; helps lowering production costs by making mass production possible. Each ad is illustrated. Write: Advertising Federation of America, 330 W. 42nd St., N.Y.C. 18.

Mrs. Edward Hamlett Dies At Ashland

Mrs. Hannah Madge Forgey Hamlett, 54 years old, wife of Edward Hamlett, publisher of the Adair County News, Columbia, died February 27 of a heart attack while visiting at Ashland.

Mrs. Hamlett was found dead in bed at the home of a sister, Mrs. Robert McCullough, whom she had been visiting.

She was the daughter of Col. B. F. Forgey, publisher of the Ashland Daily Independent, and Mrs. Alice Eaton Forgey, who survive. They are vacationing in Florida.

Mrs. Hamlett was a native of Proctorville, Ohio.

In addition to her husband, parents, and a sister, Mrs. Hamlett is survived by a daughter, Mrs. Bobbe Manley, Ashland; a brother, Chauncey E. Forgey, managing editor of the Daily Independent, and two grandchildren.

The Press joins with the members of the Kentucky Press Association in extending its sympathies to the bereaved husband and family.

The American Newspaper Publishers Association has joined issue with the Anti-Trust Division of the U.S. Department of Justice in the latter's effort to obtain a court order requiring a newspaper to grant free access to its advertising columns to anyone who seeks it. The right of the government to force newspapers to accept advertising is the fundamental issue raised by the ANPA. Also, the ANPA questions the right of government to seek a preliminary injunction broader in its terms than the permanent relief sought. Acting as a friend of the Court, the ANPA entered the case brought by the government under the anti-trust laws against the Lorain (Ohio) Journal, Samuel A. Horvitz, publisher of the Journal, and three of Mr. Horvitz's associates in the management of the Journal.

Printing equipment has been obtained by Evarts High School, Glynn Morris, principal, announced. A Linotype machine, printing press, type, paper, folding machine, stitcher, and other equipment have been turned over to the school through an arrangement with the Pine Mountain Settlement School.

Advertising budget increases for 1950 are reported by national advertisers in these industries: Beer and liquor, gas and oil, food and groceries, finance, general industrial. Generally speaking, most firms are still not spending as large a portion of their sales dollar for advertising as they did prior to World War II. As competition increases, more dollars per sales may be spent for advertising. Advertising prospects for 1950 are good.

ONE OF KENTUCKY'S TRADITIONS

Square Dancing

"Ladies to the right and the gents don't go." Hear the caller's voice and the strains of "Bonnets so Blue," "The Crested Hen" or "Cumberland Reel" and you know Kentuckians are enjoying a square dance. Throughout the broad land of Kentucky, the square dance with the rhythmic sound of the caller and the fiddle is a tradition.

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

Like square dancing, BEER BELONGS in Kentucky. Almost since the first caller shouted, "Swing Your Partners," Kentuckians have enjoyed beer, the beverage of moderation.



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



The basic unit by which advertising was sold to merchants in the early days was the "square," representing a space one column wide and equally deep. Up to about 1835 newspapers charged about \$30 a year for one square inserted daily.

The wide six-cent papers gave way to the smaller "penny papers" in the 1830's and a new advertising space selling method appeared. The penny papers sold advertising at a definite price per "agate line," the agate being next to the smallest type then in general use.

At least 1 per cent of weekly grocery sales should be invested in newspaper advertising by independent grocers, according to A. F. Guckenberger, executive secretary, New York State Food Merchants Association. He warns: Advertising has become a "lost art" with many retail food merchants as a result of World War II "sellers' markets"; too many grocers have yet to put the power of advertising back to work; consistent and continuous advertising is of vital importance to building a sales volume in a competitive market.

Secretary of the Treasury Snyder has just announced a Savings Bond Campaign, to be called the INDEPENDENCE DRIVE, will be held from May 15 through July 4, 1950, with a National Quota of \$650 million in Series E Bonds.

The newspaper has been called the common man's university.

The first newspaper west of the Mississippi was the Missouri Gazette founded in St. Louis in 1808.

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

Central Press Clipping Service

309 North Illinois St. Indianapolis, Indiana

Patronize Press Advertisers.

Binding News Files

Is Our Specialty Write for Information

O. J. Forman Company Monmouth, Illinois

Time tells on a man—especially a good time.

The American advertiser spends more money in newspapers than in any other medium.

Extra Profits

FOR YOU, MR. PRINTER Send Us Your Orders

for ADMISSION TICKETS COUPON BOOKS LICENSE STICKERS SCALE TICKETS NUMBERED FORMS

WELDON, WILLIAMS & LICK

Specialists in Numbered Printing FORT SMITH, ARK.

Ready To Save You Time and Money

The Franklin Printing Catalog is tops for valuing printing orders - - - cuts estimating time - - - saves you money - - - gives you accurate, profitable values without endless figuring. WRITE TODAY FOR FREE TRIAL

PORTE PUBLISHING COMPANY P. O. BOX 143 SALT LAKE CITY 5, UTAH



HYMAN VIENER & SONS RICHMOND VIRGINIA

The Kentucky Press Association

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

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

One Order - One Billing - One Check

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

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

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

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

National Advertising Affiliating Service

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

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

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

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

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

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

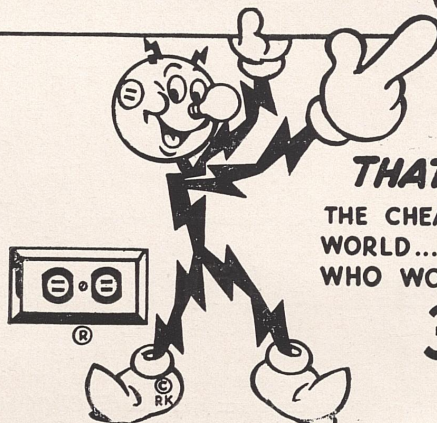
Remember "Mr. 52" and make him a customer by selling him today through his own HOMETOWN NEWSPAPER.

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

What's Happening to the Cost of Living

	Total Cost of Living	Food	Cloth- ing	Rent	Gas & Elec- tricity	Other Fuels	Ice	House Furnish- ings	Misc.
August, 1939	98.6	93.5	100.3	104.3	99.0	96.3	100.6	100.0	
January, 1941*	100.8	97.8	100.7	105.0	97.4	104.2	100.1	101.9	
October, 1948	173.6	211.5	201.6	118.7	95.4	191.4	137.9	198.8	153.7
January, 1949	170.9	204.8	196.5	119.7	95.5	191.8	139.0	196.5	154.1
February	169.0	199.7	195.1	119.9	96.1	192.6	140.0	195.6	154.1
March	169.5	201.6	193.9	120.1	96.1	192.5	140.4	193.8	154.4
April	169.7	202.8	192.5	120.3	98.6	187.8	140.5	191.9	154.6
May	169.2	202.4	191.3	120.4	96.9	182.7	140.1	189.5	154.5
June	169.6	204.3	190.3	120.6	96.9	183.0	140.0	187.3	154.2
July	168.5	201.7	188.5	120.7	96.9	183.1	139.9	186.8	154.3
August	168.8	202.6	187.4	120.8	97.1	183.1	141.1	184.8	154.8
September	169.6	204.2	187.2	121.2	97.1	185.9	141.5	185.6	152.2
October, 1949	168.5	200.6	186.8	121.5	97.0	188.3	145.6	185.2	155.2

BUSINESS WEEK • Dec. 3, 1949



THAT'S ME, FOLKS!
 THE CHEAPEST SERVANT IN THE
 WORLD...I'M THE ONLY SERVANT
 WHO WORKS FOR LESS THAN
3¢ AN HOUR

REDDY KILOWATT
 Your Electric Servant

* Base month NWLB's "Little Steel" formula. † Ice grouped with "other fuels" prior to 1948. Data: U. S. Bureau of Labor Statistics; 1935-39 = 100.

KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street

Lexington