

# The Kentucky Press

\* **SEPTEMBER, 1949**

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



1949 Newspaper Week Slogan

VOLUME TWENTY  
NUMBER ELEVEN

Publication Office:  
University of Kentucky  
Lexington

## ANNOUNCING

**Licensing Of Newspapers  
Regarded Serious Threat  
Banks Need To Advertise  
Tips For Newspaper Week**

Official Publication Kentucky Press Association

## The Kentucky Press Association

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

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

### One Order - One Billing - One Check

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

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

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

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

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## National Advertising Affiliating Service

This Association is a state affiliate with the National Editorial Association, and is an affiliating and cooperating 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.

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

## Kentucky Banker Reveals Half Of State Banks Don't Advertise

Below are the results of an advertising survey recently conducted by the Kentucky Bankers Association in connection with advertising, the mediums used, and the frequency of their use. While only 132 banks replied, we have a pretty good picture of what Kentucky banks are doing in the way of advertising, states an interesting article in the August issue of The Kentucky Banker.

"The Editor of the Banker believes that many of our banks are missing a wonderful opportunity to prove their usefulness to the public by overlooking the local newspaper as a good advertising medium, probably the best medium available in the community. We believe that every bank, regardless of its situation, can improve its standing and actual business in the community through consistent and intelligent advertising, whether it be in the newspaper, on the radio, on billboards, or what-not.

"We believe, too, that the giving of good information through advertising is of inestimable worth to the banks. A bank can do nothing more constructive than to give authentic information to the people of the community in which it is located—positively nothing. Your local newspaper could carry information, for illustration, about Government Bonds maturing, over the signature of the bank, and we believe that it would be not only beneficial to the public, but to the bank. This is just one type of information that could be given to the people.

"A bank can formulate a plan of advertising to run for a period of fifty weeks,

say, and lay out in advance good copy to be used in the local newspaper, at least once weekly. The lack of space prohibits us from giving more good reasons for advertising but we hope in each edition of of the Kentucky Banker to point out the well-known fact that in this day and time hardly any business, regardless of its nature, can afford not to advertise.

"Three institutions reported combining the use of both newspaper and radio. It is probable that there are other banks using this means because the questionnaire was concerned with newspaper advertising it is not possible to draw any conclusions as to the use of radio.

"Reasons stated for having no newspaper advertising program was varied. In two cases the local theater was the medium and in one case radio was the only medium used.

"Looking at the number of banks not advertising, there is considerable opportunity being overlooked in failing to tell the story of banking, its services and its place in our capitalistic, free-enterprise system.

"The "human events log" of any bank is so chock full of material that it will stop sold some of the inroads against private banking by the misinformed and the uninformed.

"The success of advertising cannot always be measured in tomorrow's profits. Conversely, failure to explain a bank's contribution to a community's well-being is a costly omission that cannot be measured by figures but can be seen in the creeping paralysis of regulations.

### ADVERTISING SURVEY

Replies to the newspaper advertising questionnaire, recently distributed by the Kentucky Bankers Association to all member banks, reveal the following statistical information—

No. Banks Ad'ising	Not Adv.	Newspaper Ads Placed				Ads Prepared By	
		Daily	Weekly	Bi-Weekly	Monthly	Bank Ag'cy	Others
4		34	35	71	61	3	42
Three institutions report ads spaced 3 times a week						(7 banks use both)	

From the following table it can be seen that replies from a representative cross section were obtained and that any conclusions would undoubtedly hold true if projected to cover all banks—

Total Resources Below	No. Replies	Do Adv.	Do Not Adv.
1 million	27	7	20
1-2½ million	41	19	22
2½-5 million	31	19	12
5-10 million	18	12	6
Over 10 million	15	14	1
	132	71	61

"It is hoped that every bank will give careful thought and study to developing an aggressive campaign for taking the private banking light out from under its cover.

"Examining the table showing bank advertising in relation to total resources, we find that size does not indicate the institution's attitude. Some large one's do—other small ones don't.

"Only through knowledge and understanding of bank performance to a community and its people can we sell ourselves. We must tell our story if we are to know.

### State Printing Contract Is Let

State Finance Commissioner ohn W. Manning said Sept. 26 that the new state printing contract will go to the Dunne Press of Louisville.

The commissioner said the contract had been agreed on and will be signed shortly. It will run until an. 1, 1951, to fill out the unexpired four-year contract of the Perry Publishing Company, of Frankfort.

The local firm obtained a court order recently ending its contract after the present administration declared it could not legally carry out the terms of an escalator clause. It adjusted prices to rising costs as shown by the Franklin printing catalogue. Circuit judge W. B. Ardery ruled the previous administration illegally put the escalator clause in the contract without having it in the original call for bids.

The Perry Company and the Dunne Press, the latter a division of the Insurance Index, Louisville, were the only bidders on the new contract. Commissioner Manning said Dunne's bid averaged 10 to 12 per cent less than Perry's.

The new contract, like previous ones, provides for the state to furnish paper and other materials. The printing and binding includes that for the various state departments and its institutions, including educational, and the legislature. The state pays \$150,000 to \$200,000 a year for its printing, according to Manning.

Commissioner Manning said the new contract puts the printer under \$10,000 bond to cover additional expense to the state if the work is not done on specified time.

The Middlesboro Daily News has announced the opening of its modern new plant. The building, 50x125 feet, was specifically designed for the Daily News and more than doubles the floor space in its former building. A new 16-page Goss newspaper press has been installed which doubles the capacity of its former press.

## Licensing Of Newspapers Regarded As Violation Of Constitutional Guarantee

Newspaper circles are finally awakening to a danger that is sweeping the country under the guise of necessity for the support of local government, but which in reality is creating government domination over newspapers at the local level. The growth of city and town laws requiring the payment of license fees, disguised as taxes, and the application of these laws to newspapers and the professions, has become so serious that in a recent issue of *Editor & Publisher*.

Two years ago, says the Indiana Publisher, the Hoosier State Press Association threw the spotlight on this condition that centered chiefly in several Southern states. Since then the need of municipalities for revenue has increased to such an extent that the power to create local taxing systems has become widespread. The system takes the form of licensing rather than the levying of a tax, since the political implications of the latter are dangerous and, anyway, it is simpler to administer a licensing system under the police power of the governmental unit than to assess and collect a tax. The absurdity lies in the fact that the fee charged is referred to as a "license tax" which is an impossible combination.

Although all these revenue producing measures are classified as licensing laws, the policy of newspaper publishers up to six months ago has been to consider them as taxation statutes applicable to all business and professions and therefore not to be protested by newspapers for fear of public criticism. The fee in most instances was small. Within the past month, a licensing law in Portland, Ore., requires newspapers in that city to pay only \$30 a year. That is insignificant compared to the fees that run as high as \$1,000 a year for some businesses in that city under the new law.

What is causing concern among publishers are the several instances in which these licensing laws have been used to punish newspapers. By increasing the fee to an unreasonable sum officials of any city can control or eliminate a newspaper with which they do not agree. This could not be accomplished under an ordinary tax law because of court decisions that prohibit the levying of special taxes on newspapers. But the difficulty confronting those papers which have paid the license fee without protest is that they paid without once questioning the right of a governmental unit to require the obtaining of a license in order to publish a newspaper. This, notwith-

standing the constitutional guarantee of a free press.

Protests have been made only when the amount of the license fee became exorbitant or when it appeared the move was for punitive purposes. Whether the fee is nominal, or whether the purpose is born of necessity, the licensing of newspapers is incompatible with the constitutional guarantee.—SNPA Bulletin.

State Circuit Court Judge James W. Crawford on Aug. 20 upheld the validity of an ordinance in Portland, Ore. licensing all businesses and professions and imposing a tax on newspapers and advertising agencies. It is not known whether appeal will be made to a higher court.

In upholding these ordinances Judge Crawford said: "The city is authorized to pass license ordinances embracing both regulation-licensing and revenue-licensing; the procedure followed by the City Council in submitting its licensing program in the form of some 22 ordinances is not illegal as violative of the right of referral under the initiative and referendum clauses of the state constitution; the six per cent limitation of the state constitution is not violated. This restraint is without application to license taxes; I find no legally objectionable discrimination in the impact of this licensing program. Classifications are within the limitations of reason and based upon inherent differences, characteristics, methods of doing business, administration, numbers of outlets, and other circumstances, justifying the distinctions made."

It is pointed out that in addition to the \$30.00 annual license fee to be paid by Portland newspapers, these newspapers will also pay city taxes for distribution of their newspapers not only in Portland but in a number of neighboring cities in Oregon and in the state of Washington.

"Bargain" slug and rule companies are operating in Michigan and Chicago. Often their prices for slugs are no more than current price of Lino metal. Reputable companies charge from 9 to 20 cents per lb. for casting slugs and rules above price of metal. Obviously "bargain" metal is used which can be proved easily by sending in a sample to a regular company such as Federated or Imperial. Shops stand a good chance of losing up their metal by introducing these cut-rate slugs and rules into their supply.

## Lisle Baker Is Named C-J General Manager

Lisle Baker, vice-president and treasurer of The Courier-Journal and the Louisville Times, has been made general manager of the papers, effective Sept. 1, it was announced Aug. 31 by Mark Ethridge, publisher:

Barry Bingham, president of the corporation which publishes the two newspapers, gave his "pleased consent" to the promotion from Paris, where he is serving as director of the Economic Cooperation Administration for France.

The title of general manager has been inactive since Ethridge was made publisher of the two newspapers in 1942, and the place of general manager was not filled. In making the announcement Ethridge said the promotion was a rationalization of the situation as it exists and that there would be no change in the operation of the newspapers.

"The new general manager came to the newspapers in 1936 as secretary," Ethridge said. "He has held no operating title, although he has shared great responsibility in the operations."

"Mr. Bingham and I feel that the promotion is a well-deserved recognition of his hard, devoted, and intelligent work and his tireless interest in the welfare of these companies."

## Barnum WAS Right

One of the better stories of the year, which comes to us from a California newspaper via The Greensboro Daily News, tells of a concern in Alameda, California, which has been bottling sea water for years and selling it at \$20 a gallon under the trade-name of "Cal-O-Dine." There is no deception. The label says the stuff is sea water and gives its formula.

Furthermore, after instructing adults to "take Cal-O-Dine in a glass of warm water before meals and at bedtime," the label also states that "this article will serve no useful purpose as a nutritional adjuvant or as a drug when consumed in accordance with the directions on the label." In spite of such frankness, the promoters sold enough to pay \$30,000 in income taxes the last year their books were checked.

We've known for a long time that there are plenty of suckers in the world, but didn't dream that the pickings are still that good.—The Charlotte News.

Anybody who wears out the seat of his pants before his shoes is making too many contacts in the wrong places.

# ANTELOPES . . .

## *And Sweet Potato Leaves*



Early this summer the curator of the Bronx Zoo in New York City issued an urgent request for sweet potato leaves to feed a shipment of antelopes being flown in from the Belgian Congo.

Now, we are not in the business of selling sweet potato leaves or, for that matter, of feeding antelopes. But because no leaves were available in the New York area we sent the curator's request over our teletype wires to our vegetable-buying field offices located in sweet potato producing areas.

The result was the prompt arrival in New York of an adequate supply of sweet potato leaves to tide the antelopes over until they could become accustomed to more readily available vegetables.

This is a dramatic example of the effectiveness of A & P's direct distribution methods used day in and day out to procure the finest quality foods wherever they may be grown or processed and rush them direct to A & P stores and warehouses where they may be.

It is A & P's skilled, fast-moving organization, 90 years in the building, that keeps down the cost of food for American consumers by doing the nation's most efficient job of food distribution.



# A & P FOOD STORES

# The Kentucky Press

Official Publication of the Kentucky  
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume Twenty, Number Eleven

## Kentucky Press Association

James M. Willis, *President*  
*Messenger, Brandenburg*  
Joe La Gore, *Vice President*  
*Sun-Democrat, Paducah*  
Victor R. Portmann, *Secretary-Manager*  
*University of Kentucky, Lexington*

## District Executive Committeemen

*Chairman, Douglas Cornette, Courier-Journal, Louisville (Third); First, Frank Evens, Messenger, Mayfield; Second, John B. Gaines, Park City News, Bowling Green; Fourth, Albert S. Wathen Sr., Standard, Bardstown; Fifth, Charles E. Adams, Gallatin County News, Warsaw; Sixth, Enos Swain, Advocate-Messenger, Danville; Seventh, Thomas Holland, Pike County News, Pikeville; Eighth, J. W. Hedden, Advocate-Sentinel, Mt. Sterling; Ninth, Martin Dyche, Sentinel-Echo, London; State-at-Large, William Caywood, Sun, Winchester; State at-Large, Bennett Roach, Shelby News, Shelbyville; Immediate Past President, Fred B. Wachs, Herald-Leader, Lexington.*



## Should There Be Two Advertising Rates?

The following letter from R. F. Starzl, LeMars (Iowa) Globe-Post, makes a strong case for the practice of having "one rate," rather than both a "foreign" and "local" rate. We think you will find it of interest. Other comment is invited:

"We think that making a distinction between 'local rates and 'foreign rates' is the most pernicious practice that exists in the newspaper business today. It's bad psychology to tell the outside advertiser that he is a 'foreigner.' And to discriminate against him simply because he employs an agency is suicidal.

"Our answer to inquiries regarding our local and 'foreign' rates is that we simply have a rate: that it applies to all advertising, whether placed directly or through an agency; whether copy is set up locally or whether or not we get mats or electros. The idea is that we have space and circulation to sell, and we sell at the same price to whomever buys.

*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.*

"From there on we can make some concessions. We allow bona-fide agencies to deduct their commissions. We allow local advertisers a deduction of 5c per inch on space over 164 inches used in one month. The average advertiser, therefore, pays the full rate of 42c, whether local or 'foreign.' As to chiseling local advertisers or chiseling agencies, we tell them to take their advertising somewhere else, and they do.

"We sometimes set up a complicated ad that costs more than we get for it, but we don't charge extra for composition. We figure we have to take the bitter with the sweet. As long as it's bona-fide advertising we take it under a very simple rate structure that makes no distinction, per se, between local and 'foreign' accounts. We wish all newspapers would do so."

## Rules For Supplements As Outlined In P.L. & R.

Inquiry as to the practice of preprinted sections and other forms of supplements, distributed with the newspaper, has been received.

Postal Rules and Regulations Sections 548 through 560 are an answer to this inquiry. Under the regulations publishers of matter of the second class may without subjecting it to extra postage, fold within their regular issues a supplement; but in all cases the added matter must be germane to the publication which it supplements, that is to say, matter supplied in order to complete that to which it is added or supplemented, but omitted from the regular issue for want of space, time, or greater convenience, which supplement must in every case be issued with the publication.

The regulation requires that supplements shall in all cases bear the full name of the publication with which they are folded, preceded by the words "supplement to," and also the date corresponding to the regular issue. Section 550 reads: "A publication entirely distinct from and independent of the regular issue, but complete in itself,

especially if it be not germane to the regular issue nor connected herewith, shall not be accepted as a supplement."

Prior to the regulations it was a common practice for publishers to permit the use of their newspapers for the transmission of all sorts of supplements. With many newspapers, it was looked upon as a nuisance. The necessity of having to insert the supplement in the papers after they were printed, often caused a delay in the delivery of the paper.

A recent bulletin of another association, commented on the increasing use of supplements and inserts by newspapers. It stated that it is creating some new problems that heretofore have not been given serious consideration. It pointed out that publishers of newspapers are liable and responsible for all the contents, both news and advertising, of any supplement circulated with the newspaper, "even though the supplement is neither printed nor edited in the plant of the newspaper which distributes it as a part of the regular issue."

Attention is called to Paragraph 3 of Section 550 P.L.&R, 1940, which reads: "Matter printed elsewhere than at the office of publication to be used as supplements to various newspapers for the purpose of securing circulation of advertisements of private business, or covers to such publications, when mailed at the second-class rates of postage, shall not be accepted as supplements, even though containing literary matter."

Some publishers may not have included the news and advertising measurement of a supplement in their report to the Post Office. The supplement is as much a part of the newspaper as the newspaper itself. The Department has ruled that advertising and news content of the supplement must be measured and reported just as is required for the news and advertising content of the newspaper proper.

When a woman is lost in happy thoughts she can usually be found in front of the mirror.

## Here Are Tips For Your 1949 Newspaper Week Promotion

**WATCH FOR NATIONAL NEWSPAPER WEEK MATERIAL:** Various kinds of material to help you observe National Newspaper Week will reach you between now and October 1. Cooperation in the celebration this year will come from a wide variety of organizations, so watch your mat services, wire services, syndicate material, etc., for National Newspaper Week, copy and ideas. You have received much material from the Central Office of your press association. Use and adapt as many of the ideas as you can, and save the rest for future public relations activity.

**LETTERS AND PROCLAMATIONS:** Have your mayor or city manager proclaim National Newspaper Week in your town, and secure letters of congratulations from civic leaders and city officials for reproduction in your newspaper during October 1-8.

**INTRODUCE YOUR STAFF:** Run the pictures of as many of your staff as practical. If your staff is not too large, each member could write a story about the part he plays in helping to publish your newspaper. Or one of your feature writers could take your readers on an arm chair tour around the plant, explaining the functions of each department and introducing employees as he goes. The story should be well illustrated with pictures, if possible.

**COVER YOUR ENTIRE COUNTY** during National Newspaper Week! Your National Newspaper promotions should be seen by subscribers and non-subscribers alike. Now is the ideal time to "sell" your newspaper to **everybody**. It is important that non-subscribers know how their local newspaper benefits them. This is the ideal time to tell them.

**PICTURE YOUR READERS:** Show how your newspaper is eagerly read by running a full page of pictures of people reading your newspaper. The idea has endless possibilities. Shot of a newspaper reader on a bus or street car; a reader in a restaurant at noon-time; family groups around the newspaper; children reading the comics, etc. The more local faces you can crowd into the page, the more interesting it will be, and the greater the goodwill it will build.

**LOCAL BROADCASTS:** Your local broadcasting studio will be glad to cooperate during National Newspaper Week. Put your reporters, society editor and columnists on the air for interviews or a "gossip hour" or as "guest columnists" or sports reviewers. Chances are you have radio talent in your own employ. Find out

what they can do—arrange an audition—use them on the air. Arrange for the radio to present a newspaper hit, play or drama, during National Newspaper Week. They are usually the most interesting on the air. Your local drama teacher would probably welcome the opportunity to handle the entire production for the publicity she would receive.

**BOOK REVIEWS:** Don't let any feature of your newspaper be printed during October 1 to 8 without making its contributions to the National Newspaper Week celebration. Turn your book review column over to good books about newspapers. Review of good books on patriotic nature, particularly those which contain discussions of the freedom of the press are appropriate now.

**SUBSCRIBER OF LONGEST STANDING:** Honor your reader—or readers—whose names have been longest on your subscription list by running pix and feature stories about them. Old subscribers have interesting things to tell about the early editions of your newspaper. Let them also tell, in their own words, why they have subscribed for such a long time and what they like about your newspaper.

**OLDEST NEWSPAPER CONTEST:** Run a contest and give a prize for the oldest edition of your newspaper which your town or rural folk may have. There's usually a sentimental reason for saving a copy of a newspaper for a long period of time, and this in all probability would make good feature copy. Interesting town history may be reviewed in this way. These old newspapers, too, would make an interesting window or office display.

**SUBSCRIPTIONS AS AWARDS:** Since National Newspaper Week emphasizes community service, you might honor the civic leaders in your town who have contributed the most in the way of community service during the past year by giving them subscriptions to the newspaper. Community service certificates could be printed and presented at civic meetings, etc. Of course, the event should be given adequate publicity in your news columns. A picture of the publisher, editor or some other member of the staff making the presentation would be effective.

**FEATURE STORY TIP:** Interview some of your readers and find out what happens to your newspaper after it is read. You'll find that your newspaper is a useful gadget. For instance: many home seamstresses use the newspaper to make dress and hat pat-

terns; newspapers frequently line pantry shelves; newspapers make excellent kites; as a packing for breakable objects, your newspaper has no equal; expert dog trainers say there's nothing better to paddle your dog with than a loosely folded newspaper!

**LET YOUR CORRESPONDENTS JOIN IN NATIONAL NEWSPAPER WEEK:** Run a feature about your correspondents, running a pix of each one. If your correspondents do not already have an organization, now is the time to form one. Correspondents could be entertained at a dinner given by your newspaper, at which officers of the new organization could be elected, merits awarded for outstanding reporting during the last year, etc. Much can thus be accomplished in this way toward improving the quality of your correspondence. The event, well publicized in your newspaper columns, will impress your readers with the scope of your news coverage.

**INTRODUCE YOUR BACK SHOP:** In this connection, it would be appropriate to introduce to your readers the men in your back shop. Too often, the public's idea of a newspaper employee is confined to a popular picture of a reporter who stops his headlong flight after a scoop only long enough to call the newspaper office to order them to stop the presses until he arrives with said scoop. So, make this your opportunity to impress the public with the diverse talent which is necessary to the publication of a newspaper. Run pix of your employees at work in the various steps of production. This will also be a goodwill builder from the employee-relations angle. A bit of biographical material about your staff members will help to carry out the idea further.

Proofreading of legal advertising must be letter-perfect. Last January 10 the Oregon Newspaper Publishers Association reported that a suit asking \$4,700 damages for an error in a legal advertisement had been filed against a former publisher of an Oregon weekly newspaper. This case recently was settled out of court for \$550. The legal notice had to go with quieting title to a piece of land. The first insertion of the publication was correct but the type was pried before the subsequent insertions was published. In the meantime, the prospective buyer cooled off on the deal and forfeited earnest money. The \$4,700 claim is said to have been based upon the difference between what the first buyer offered to pay and the price the seller received when the property was sold to another prospect at a later date.

When you get complaints on legal advertising rates, this story might be helpful.

### New W-H Regulations

Executive employees must earn a minimum of \$55 a week, administrative and professional employees a minimum of \$75 a week, in order to qualify for exemptions under the federal wage-hour act, it was announced September 8 by the Wage and Hour Administrator at Washington. Under such exemption a newspaper may remove department heads, foremen, etc., from overtime requirements.

Major proposals for "executive" exemption are:

1. The employe must receive a salary of at least \$55 a week.
2. The employe's non-exempt work — activities not "directly and closely related" to his executive functions — must not exceed 20 per cent of his own weekly hours worked.

Proposals for "administrative" exemptions are:

1. The employe must receive salary, or fees, or at least \$75 a week.
2. The employe's primary duty must consist of the performance of office or non-manual field work directly related to management policies or general business operations of his employer or his employer's customers, and his non-exempt work is limited to 20 per cent of his weekly hours worked.

Proposals for "professional" exemption are:

1. The employe must receive a salary, or fees, of at least \$75 a week.
2. The employe must have as his primary duty work requiring knowledge of an advanced type in a field of science or learning, or must perform original and creative work in an artistic field, with his non-exempt work limited to 20 per cent of his own weekly hours worked.

For "local retailing" and "outside salesman" exemptions, as at present, there would be no salary requirements. "Outside salesman's duties would be expanded to include obtaining orders or contracts for services, as well as for the use of facilities.

### Circulation Statement Due

Your statement of ownership including your circulation figures is due to be given to your local postmaster by October 1 and publication in your newspaper the second issue after its filing.

P.L. & R. 34.26 declares the legitimate list of subscribers to consist of:

1. Such persons as have subscribed for the publication for a definite time, and have paid, or promised to pay not less than 50 per cent of the regular advertised annual subscription price.
2. News agents and newsboys purchasing

copies for resale.

3. Purchases of copies over the publishers counter.

4. The receivers of bona fide gift copies duly accepted, given for their benefit and not to promote the interests of the doner, provided the number of such copies is only incidental to the total number of copies circulated to subscribers. Persons to whom copies are sent free by the publishers may not be so included.

5. Other publishers to whom exchanges are mailed, one copy for another.

6. Advertisers receiving one copy each in proof of the insertion of their advertisements.

Compared with the British inch, the American inch is two millionths of an inch too long; which is the least we Americans have ever stretched anything.

Does it pay to repeat an ad? "Yes", says the summary of a report appearing in Sales Management. Result of a survey which was confined to an executive group in industry, shows: 1. "When an advertisement is repeated it is seen and read by at least an equal number of new readers who do not recall seeing it before. This holds true regardless of frequency of insertion in either a weekly or monthly publication. 2. In a weekly publication, advertisements repeated at four weeks or longer intervals have little accumulated recollections if previous appearances, and have approximately the same effect as the original insertion." This apparently opens up a way to save advertising production costs.

Almost any motorist will gladly give a woman driver half the road if he can find out which half she wants.

**ASSURE EASY EJECTION**

**CUT MATRIX DAMAGE**

**CUT MAINTENANCE COSTS**

WITH

# Linolized MOLDS\*

Linolizing is a new method of processing Linotype molds to prevent metal adhesion to the casting surfaces. Linolized molds remove one of the principal causes of hard ejection. Linolizing prevents metal build-up on the face of the mold, as well as on the interior surfaces. Type metal cannot become fused to the mold, requiring special cleaning. The use of abrasives or sharp tools to remove metal deposits is eliminated. Linolized molds last longer and eliminate the biggest cause of mold trouble and maintenance expense. Linolized spacebands are also available. Clip coupon below and mail for complete information.

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



LEADERSHIP THROUGH RESEARCH

MERGENTHALER LINOTYPE COMPANY  
29 Ryerson Street, Brooklyn 5, New York

Gentlemen:

Please rush my copy of the 12-page brochure on Linolizing.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

POSITION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

\*Trade mark—surface treated

Set in Linotype Times Roman, Erbar and Spartan



## KPA Publishers Named To NEA Committees

Kentucky publishers, appointed by Joe T. Cook, president of the National Editorial Association, will serve on various committees during 1949-50. These committee members are:

ABC Committee, Fred Hughes, Leitchfield Gazette; Commercial Printing, A. S. Wathen Sr., Bardstown Standard; Daily Newspapers, Enos Swain, Danville Advocate-Messenger; Legislative, Mrs. Cecil Williams, Somerset Journal; Membership, Martin Dyche, London Sentinel-Echo, and J. M. Willis, Brandenburg Messenger; National Better Newspaper Contest, Frank Bell, Bedford Democrat.

Photographic, G. M. Wilson, Irvington Herald; Program Objective, Tom Holland, Pikeville News; Public Relations, Orval Baylor, Versailles Sun; Schools of Journalism, Victor R. Portmann, Kentucky Press Association, and Fred B. Wachs, Lexington Herald-Leader; Agricultural, Roscoe Downs, Hawesville Hancock Clarion; Community Service, Bennett Roach, Shelbyville News; Display advertising, Jim Moran, Springfield Sun.

Legal publications, Jody Godzer, Campbellsville News-Journal; Mechanical Production, S. B. Goodman, Elizabethtown Enterprise; Memorials, E. C. Calman, Sturgis News; NEA Publication, C. E. Adams, Warsaw News; Suburban Newspapers, C. A. Hummel, Jeffersontown Jeffersonian; Women's, Mildred Babbage, Cloverport News; Classified Advertising, Thomas Wilson, Cynthia Log Cabin.

Approximately 30 Central and Eastern Kentucky newspapers met September 18 at the Lafayette hotel to discuss the various problems of Associated Press news coverage in Kentucky. The gathering, one in a series of regional meetings under auspices of the A.P., dealt with ways to improve the news service.

All grade and high school students in Kentucky are eligible to take part in the sixth annual Soil Conservation Essay Contest which offers a total of \$2,650 in prizes, as announced recently by Mark Ethridge, publisher of The Courier-Journal and The Louisville Times.

The appointment of Glenn Ramsey as public relations executive of the new Louisville Chamber of Commerce was announced recently. Ramsey, now assistant city editor of The Courier-Journal, will join the chamber October 1 to help with preliminary organization work.

## Readership Studies Reveal Interesting Facts

Some astounding and very pleasant findings about the weekly newspaper are being revealed in the growing number of readership studies being conducted in various parts of the country.

The Weekly Newspaper Bureau, an affiliate of the National Editorial Association and state press associations, has financed several readership studies in recent years and developed a survey formula approved by the Advertising Research Foundation. Numerous additional studies have been made using this formula under sponsorship of various state associations and journalism schools.

"Here are a few of the significant and more interesting findings picked at random from various recent surveys:

**The average time spent by the average reader on a 12-page copy of the Madill (Okla.) Record is 68 minutes. The average number of readers above the age of 12 in each family is 2.7. Contrast that with what you figure to be the average reading time on a 24-page daily and you'll feel chirp.**

The average reading time for a 12-page copy of the Eagle Grove (Iowa) Eagle is 80 minutes. Average number of readers per family is 3.8.

**Local advertising in the Elkin (N.C.) Tribune was read by 81 per cent of the men and 94 per cent of the women.**

Local food store advertisements outscored all other types of ads in the Wasatch (Utah) Wave, with an 80 per cent readership score.

An issue of the Madill Record is kept handy for reading in the subscriber's home for an average of 5.3 days.

**On the average, 2.1 persons who live outside subscriber homes see each copy of the Madill Record.**

Classified advertising in the Amaso (Iowa) Journal scored a readership of 73 per cent for men and 72 per cent for women. The "for sale" ads scored highest among the classifications.

More women than men read beer advertising in the Kaysville (Utah) Weekly Reflex.

**A display ad for men's suits scored a readership of 38 per cent for men and 47 per cent for women in the American Fork (Utah) Citizen.**

A local gossip column in the Hancock County (Ill.) Journal was read by 78 per cent of the men and 79 per cent of the women. A home furniture display ad in the same issue scored 50 per cent for men and 74 per cent for women.

Some people are born great, others make themselves great, and the rest of 'em grate upon others.

## Cincinnati Publishers Adopt "Free" Policy

The Cincinnati publishers, in the interest of avoiding false or questionable "free" offerings in advertising and in accordance with Federal Trade Commission rulings, have adopted the following advertising standard:

The word "free", "give" or "given" may not be used in connection with any advertising offer if, directly or indirectly, it is dependent upon the purchase of some other article or service.

The word "free", "give" or "given" may be used if no direct or indirect purchase of some other article or service is required to obtain the "free" offering.

Where the obtaining of one article or service is dependent upon the purchase of another article or service (at no more than its regular price), but is included without additional charge, it is recommended to advertisers that the phrase, "Included With" be used, e. g. "Chair included with \$100 bedroom suite." There is no objection to the statement, - "At no extra charge" or "Without charge."

An offer has been made by the Cincinnati Better Business Bureau to assist any advertiser in connection with so-called "free" offers which do not conform to the above standard.

There was a man who lived by the side of the road and he sold hot dogs, recounts George T. Trundle, jr. He was hard of hearing, so he had no radio. He had trouble with his eyes, so he read no newspapers.

But he sold hot dogs. He put signs up on the highway, telling how good they were. He stood on the side of the road and cried, "Buy a hot dog, mister?" And people bought. He increased his meat and bun orders. He bought a bigger stove, to take care of his trade.

He finally got his son home from college to help him. His son said: "Father, haven't you been listening to the radio? Haven't you been reading the newspapers? There's a big depression on. The European situation is terrible. The domestic situation is worse. Everything's going to pot."

Whereupon the father thought: "Well, my son's been to college, he reads the papers and he listens to the radio, and he ought to know."

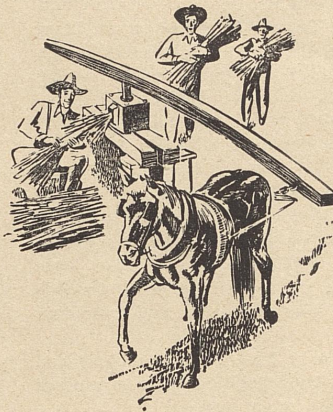
So the father cut down on his meat and bun orders, took down his advertising signs, and no longer bothered to stand out on the highway to sell his hot dogs. And his hot dog sales fell almost overnight.

"You're right, son," the father said to the boy. "We certainly are in the middle of a great depression."

ONE OF KENTUCKY'S TRADITIONS

Sorghum Making

The bubbling kettle, the patient horse plodding his endless round as the sorghum cane is ground, these are familiar sights in Kentucky. And sorghum, poured lavishly over homemade bread spread thick with country butter is an unforgettable treat . . . a Kentucky tradition.



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

Like sorghum, BEER BELONGS in Kentucky. Almost since the first sweet cane was crushed to make Kentucky's favorite syrup, Kentuckians have enjoyed beer, the beverage of moderation.

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

Spring showers of oratory bring a flood of votes on election day.

A life without a purpose is like a ship without a rudder.

**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.**

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

**Central Press Clipping Service**  
 309 North Illinois St.  
 Indianapolis, Indiana

**Binding News Files**

Is Our Specialty  
 Write for Information  
**O. J. Forman Company**  
 Monmouth, Illinois



**LET THIS . . .**

Guide you to greater Printing Profits

This thorough, easy-to-use system for valuing printing orders, saves time, provides a fair profit. No amazing promises — see for yourself what it can do for you.

**WRITE TODAY FOR 60-DAY FREE TRIAL**

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

A Good Newspaper

What is a good newspaper? Here is a question with 999 answers. The reason is that the standards by which newspapers are judged as to quality are in a large measure controlled by factors other than the actual physical construction of the publications.

It is not too difficult for judges to determine what newspaper has the best appearing front page, which the best editorial page, which has made the best use of photography. But when they arrive at the entries for the best all-around newspaper or those which have contributed the most to the communities in which they are published, the task is anything but easy.

Some papers have excellent front pages, but their goodness ends where it begins . . . with the front page.

A newspaper's contribution to community welfare must be based on the greater needs of the community. Securing an inexpensive improvement for one community may equal an expensive improvement for another community.

A publisher defined a good newspaper as one which presents the news fairly and accurately, has editorial courage and integrity along with a sense of obligation to the community in which it is published. To that should be added that the publisher, editor and all attaches have a strong feeling of responsibility for the preservation of this agency of the people's freedom which has been entrusted to their care.

There is an almost indefinable quality in the publication of a newspaper that sets it apart from other endeavors and requires that it be better than the best in other pursuits in order to be good.—Arkansas Publisher.

Postal rate legislation has assumed a new and critical aspect which threatens to undermine the entire second class rate structure. The Controlled Circulation Newspapers of American Inc., are petitioning Congress for an amendment to pending substitutes for S.1103 and H.R.2945 permitting their free distribution publications to be "accepted for mailing in the first and second zones in the same manner as comparable publications of the second class. This means that the "give-aways" are bidding for a postal status equivalent to that provided for second class matter without compliance to the strict regulations required by bona fide newspapers having paid subscription lists.

Truth is stranger than fiction — in fact, to many it is a perfect stranger.

*You stock up with coke for winter only*



*but Coke\* knows no season*



Summer, winter, spring or fall, you have equal use for Coke—but not for *coke*.

Because *coke* (lower-case "c") means a certain type of fuel—and nothing else.

While *Coke* (upper-case "C") means Coca-Cola—and nothing else.

It is perfectly understandable that people not directly concerned often forget this distinction. But what may seem to you a trivial matter is a vital one to us. For the law requires us to be diligent in the protection of our trade-marks. Hence these frequent reminders.

Your co-operation is respectfully requested, whenever you use *either Coca-Cola or Coke* in print.

**\*Coke = Coca-Cola**

*Both are registered trade-marks that distinguish the same thing—the product of The Coca-Cola Company.*

THE COCA-COLA COMPANY

## Reddy Kilowatt Has a Birthday!

On October 21, 1879, Thomas Edison announced that his new electric lamp was ready for the market. During these past 70 years we have seen that crude, carbon filament bulb grow into thousands of different bulbs for hundreds of thousands of uses.

That lamp bulb also grew into today's electric industry whose vast network of power lines carries the very life blood of our modern world.

Seventy years ago a few canny friends of Edison's invested their savings in his venture into the electric business. Today, 3,000,000 Americans have a direct investment in our country's electric light and power industry, and there is scarcely one of us who owns insurance, or has a bank account who is not indirectly an investor in it.

Truly, October 21, the birthday of the electric light, is a date to commemorate.



MR. EDISON  
WAS A  
**GENIUS!**



**FIRST  
ELECTRIC LAMP OCT-1879**

**KENTUCKY UTILITIES COMPANY**

Incorporated

159 West Main Street

Lexington