

# The Kentucky Press

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

VOLUME SEVENTEEN

August, 1946

NUMBER TEN

## Let's Make Newspaper Week A Success

There's a new package on the way for the 1946 National Newspaper Week, October 1 to 8.

The slogan—"A Free Press—Voice of Freedom, Guardian of Liberty."

The theme: The newspaper as a public servant.

Freedom of the press is still a historic issue for winning the peace. In the 1946 National Newspaper Week, however, it represents an added grass roots significance in the lives of the American people. Newspapers put to work this cherished constitutional right of freedom of the press when they champion the public's interest in home-town communities. In a larger sense the "community" served by the newspaper may be a large one—the rural community within a county or circulation area as well as the urban communities that lie within the newspaper's readership radius of the press.

The new package—the newspaper as a public servant—exemplifies well the 1946 slogan, "A Free Press—Voice of Freedom, Guardian of Liberty."

### Opportunity For Inventory

The National Newspaper Week Committee of Newspaper Association Managers believes that the 1946 theme will afford a timely opportunity for each newspaper editor to take inventory of what the newspaper has done in the way of public service during World War II and since memorable V.J. Day, August 14, 1945," said Gene Egan, secretary-manager of the Michigan Newspaper Association and chairman of the committee.

We believe that the editor who champions the welfare of the community through

every day or every week newspaper public service is living up to the finest traditions of the American press. To serve as a voice of freedom and a guardian of liberty, the press must remain unshackled and free of hampering restraints."

"Newspapers realize this responsibility. During the recent war they accepted every challenge which the government placed upon them. The press championed the needs of the hour again and again. Newspaper-sponsored drives collected scrap metal, waste paper and fats. Newspaper carrier boys of the nation sold two billion war stamps. In the Seventh War Loan campaign, the volume of contributed lineage reached the staggering total of 62 million lines."

"To furnish the American people with information, newspapers sent correspondents and photographers to every fighting front of the globe. The record shows that 31 correspondents and photographers were killed, 29 were wounded, while five were captured by the enemy."

"American newspapers have a just reason to be proud of their record of public service in World War II."

### Newspaper Service In Communities

Less spectacular than this war record, but perhaps more meaningful to the average newspaper reader, is the role of the newspaper as a public servant devoted to the interests of the public in home-town communities.

Here is a truly grass roots demonstration of the public service performed by American newspapers, large and small.

Here are a few examples of public service activities of the press:

American Red Cross; Christmas seals; aid for needy families; civic improvements; tax economy; schools, libraries; better highways; safety on highways; Farm Bureau, 4-H Club; skating rink; law enforcement; cancer prevention; cooking school.

Anti-tuberculosis; church attendance; swimming pools; youth play centers; recreational parks; better farm life; sound agriculture; soil conservation; music festival; parking for cars; good government; home gardening; civic opportunities.

Health information; veteran housing; graft prosecution; fire prevention; community building; get-out-the-vote; rural electrification; learn to swim; amateur sports; famine relief; saving stamps; city beautification; town meetings.

Added to this brief, representative list are a hundred other things that affect daily the lives of the American people.

From market news for the farmer to shopping news for the housewife, the newspaper columns contained vital information of concern to the American public.

### Kiwanis To Feature Service

Kiwanis International, with offices in Chicago, is requesting the president of each of the 2,200 clubs in the United States and Canada to observe National Newspaper Week, Oct. 1-8, with a special program.

Here is the plan, as announced by Fred B. Worthing, director of public relations:

The editor of the community newspaper (plus department heads of the newspaper, if there are several Kiwanis clubs in the community) will be invited to give a 10-

minute talk at the regular Kiwanis luncheon on how the newspaper has served the public. This will be followed by several five-minute talks by selected Kiwanians who will present suggested ways by which the newspapers could best serve the community. A group discussion will follow. The president will conclude the program with a tribute to the press. (The same program could be followed if your community does not have a Kiwanis club but has a Rotary club, Lions club, Exchange club, or a similar luncheon group).

Mr. Worthington believes the 1946 Kiwanis observance will mark a new high in the organization's participation of Newspaper Week.

#### Metro and Meyer-Both Ads

October services of Metro and Meyer-both advertising illustration services will feature suggested advertisements for sponsorship by the newspaper, or by a community group, in observance of National Newspaper Week. Metro is designing a special emblem.

During the war Newspaper Week observance stressed the important of a free press to the survival of Democracy and to winning of the war and the peace.

In a bulletin offering suggestions for the observance of National Newspaper Week, the American Publishers association recommends that newspapers demonstrate the importance of a free press to the newspaper readers in their own communities—the free press which is the right of the people.

"The housing shortage, for example, is just one of many problems besetting the average American city," the bulletin points out. The rise of automobile highway traffic accidents is another. Every newspaper editor is familiar with the pressing problems that confront the reader in the community which his newspaper services."

Following are additional suggestions for the observance of National Newspaper Week in the bulletin:

#### Speakers Needed

"One of the most important and appreciated contributions publishers and editors can make to the success of National Newspaper Week is to offer their services as guest speakers on the subject of a free press before service and civic club meetings, school assemblies and the like. Your state association can undoubtedly arrange as many speaking engagements as you can possibly handle.

#### Ad Department Co-Operation

"Although every effort should be made not to commercialize National Newspaper Week, the advertising departments of news-

papers can be of tremendous importance in its observance.

"For instance, house ads can be prepared describing the operation of every department of the newspaper. Human interest stories about the employees in the different departments can be used so that the community would realize that the newspaper is actually a part of the community, and its citizens have their own important place in the work the newspaper is doing.

"Success stories of local advertising can be prepared. In this connection the part played by newspaper advertising in making the business of a local advertiser successful can be used to good effect. Stories as to what the newspaper is doing to protect its readers from fraudulent and false advertising would be worthwhile. Local advertisers should be induced to use National Newspaper Week to explain why they use newspaper advertising, and what it has done for them.

"Advertising is a vital part of the newspaper. Without advertising the newspaper would soon lose a large part of its character. For that reason National Newspaper Week cannot be observed without the full co-operation and interest of each member of the advertising department."

#### Circulation Could Bring Large Part Of Revenue

It is highly desirable for circulation revenue to reach 50 per cent of the total revenue. When this occurs the circulation department is definitely out of the "poor relation" class and can sit at the head table."

Speaking these challenging words is the circulation manager of one of the nation's largest Eastern daily newspapers. He would probably admit that the income from newspaperdom's "step-child" doesn't come within shooting distance of the 50 per cent mark on his own paper, but the goal he mentions has merit.

There are only three principal departments in a modern newspaper plant—news, advertising and circulation. Of the three, none is more important than circulation. That may be a difficult statement to accept. But the facts are crystal clear. Advertising and circulation are the two revenue-producing departments, and without proved circulation there would be little or no investment in advertising. Without advertising, there could not be enough revenue to finance the basic purpose of any newspaper, which is operation of the news department.

Why doesn't the percentage of circulation revenue increase when a newspaper's total

income climbs? The answer may lie in the attitude of most publishers. The news and advertising departments are invested with glamor and excitement. They have become the chief concerns of newspaper owners and publishers. Circulation is stodgy, dull, and all in all a bore—according to popular thought. But is it? In its four basic functions—building and holding subscriptions, promotion, distribution and public relations—all the ingenuity and resourcefulness that it takes to sell a potential advertiser or get an important story are required.

Yet how many times is a circulation manager consulted when a new feature is contemplated in the editorial room—a comic strip, serial story, column, and so forth? It is frequently forgotten that the circulation manager and his workers have the closest contact with the newspaper's readers—closer than the advertising solicitor who visits specific accounts, and far closer than the reporter. The circulation department hears the day-by-day complaints or praise of the paper. By its efficiency and courtesy, the newspaper itself may be judged. It is truly the newspaper's show window.

In the field of public relations, the possible role of an alert circulation department is too often ignored. Many large metropolitan newspapers have setup separate promotional departments, but in the semi-metropolitan, small city daily and weekly fields such departments would not be economically feasible. It is the circulation department which could handle reader-interest surveys, obtain valuable advertising data and function as the soul board of public opinion.

Fifty per cent of total revenue coming from circulation? It sounds impossible. But when the day arrives that the circulation department is drawn into the newspaper's official family—instead of being the fifth wheel to the wagon—it can become a reality.

#### Cloverport News Writer Dies In Nashville

Mrs. Louise Babbage Polk, editor of the woman's page of the Breckenridge News, Cloverport, died August 6 at her Knoxville, Tennessee, home. She had been associated with the paper since 1932, writing the woman's page despite the fact she lived in Knoxville the past 19 years. Her sister, Miss Mildred Babbage, Cloverport, is editor of the paper. Mrs. Polk was well known among Knoxville writers and was a member of a Knoxville branch of a national organization of women writers.

## How To Keep Sweet Corn Sweet



**Agricultural leaders have long tried to find a way to make sweet corn taste as good in the home as on the farm. It is likely that an A & P experiment now being conducted in cooperation with Massachusetts State College and a group of Bay State farmers will provide the answer.**

**Corn will be harvested in late afternoon for early morning delivery, at dawn for morning delivery, and in the forenoon for early afternoon delivery to A & P Super Markets in Springfield, Northhampton and Greenfield.**

**In one store the sweet corn will be kept under refrigeration, in another it will be displayed on the regular produce counter, and in the third it will be sold from special racks to determine consumer preference. Point-of-sale posters will explain how the corn was marketed. Handbills accompanying each purchase will tell customers how to keep the corn farm-fresh until it is served.**

**This experiment is one of many initiated by A & P to improve the quality of perishables, reduce the nation's food bill through elimination of spoilage, and insure a higher return to farmers.**

**It is because of such constant efforts to provide better food more economically that the men and women of A & P are doing the nation's most efficient job of food distribution.**



## A & P FOOD STORES

# The Kentucky Press

*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.*

## Volume Seventeen, Number Ten

### Kentucky Press Association Officers

Harold A. Browning, *President*  
Whitley Republican, Williamsburg

Fred B. Wachs, *First Vice President*  
Herald-Leader, Lexington

Tyler Munford, *Second Vice President*  
Union County Advocate, Morgantown

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

### District Executive Committeemen

Chairman, James M. Willis, *Messenger*, Brandenburg, (Fourth); First, Joe La Gore, *Sun-Democrat*, Paducah; Second, John B. Gaines, *Park City News*, Bowling Green; Third, J. M. Wynn, *Courier-Journal*, Louisville; Fifth, Virgil P. Sanders, *Sun-Democrat*, Carrollton; Sixth, Enos Swain, *Advocate-Messenger*, Danville; Seventh, Norman Allen, *Floyd County Times*; Prestonsburg; Eighth, J. W. Heddon, *Advocate*, Mt. Sterling; Ninth, Kyle Whitehead, *Enterprise*, Harlan; State-at-Large, Seymour B. Goodman, *Enterprise*, Elizabethtown; Immediate Past President, Chauncey Forgey, *Independent*, Ashland.

**NATIONAL EDITORIAL ASSOCIATION**  
1946  *Active Member*

## Here And There - - -

A recent AP dispatch says: "The approximately 600 union printers on the four Washington daily newspapers Sunday adopted a program which includes a demand for a 75 per cent wage increase." The printers decided to ask for \$112 for a 32½ hour week, day shift, as compared with \$64 for the present 35 hours; \$123 for a 30-hour week night shift, instead of present \$69 for shift, against \$74 for 35 hours. The present 35 hours; \$135 for a 27½-hour week, third contract expires November 11.

Government price on silver has been set at 90½ cents an ounce. This means that

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

photographic material, and other commodities using silver, will become more plentiful.

Effective October 1, the domestic rate on air-mail will be five cents an ounce.

Regulations issued by the Children's Bureau, authority by the Fair Labor Standards Act, will hence forth be administered by a new Child Labor and Youth Employment Branch of the Division of Labor Standards.

The National Wage Stabilization Board again warned, in a recent order, that allowances to on-the-job trainees are not wages and that employers may not consider them as a part of established apprenticeship of trainee pay. The order was a part of a Veterans Administration campaign to safeguard training standard for 262,000 veterans enrolled in on-the-job programs.

"Circulation supervisors of newspapers cannot qualify for exemption from the overtime provisions of the Fair Labor Standards Act on the basis of being engaged in a local retailing capacity," the Wage and Hour Division recently announced, stating that, "The work of supervising carriers and distributing newspapers to carriers newsboys, and dealers is neither the making of retail sales nor the performance of work 'immediately incidental thereto' as required by the regulations."

An AP dispatch originating in Washington, and dated Aug. 9 stated that: "Veterans now may accept jobs while going to school under the G. I. Bill of Rights and also draw some government subsistence allowance."

An act signed on Thursday of last week by the President specifies that veterans may not receive more than \$175 per month for

single veterans and \$200 per month for married veterans and still receive subsistence payments from the Government. This will mean that employers' maximum salaries to veterans will be \$110 per month; formerly veterans could receive up to \$300 per month from employers and still receive full G. I. subsistence.

The Congressional Reorganization Law signed by the President on Aug. 2 provides for the registration of lobbyists. However, newspapers and persons regularly employed in the newspaper business as such, are exempt from this provision.

\* On Aug. 9 the O.P.A. ruled that newsprint could be sold on "an adjustable pricing basis" pending final determination by the O.P.A. This action was taken to maintain the flow of newsprint from Canada without impairing supplies while waiting for a approval of a price increase. No indication as to the price O.P.A. will allow has been made.

If publishers have promotion ideas for National Newspaper Week please send them in to be passed along to those in charge of planning the observance.

The ANPA is assembling information concerning the newspaper boy. This information should be sent in early. One important need is all tearsheets and clippings of items carried in any newspaper mentioning the newspaper boy. The ANPA wants these clippings whether the item is favorable or not and regardless of whether the person is called a "newspaper boy" or a "newsboy," or a "newsie" or some other description.

Neither advertising nor circulation has been under control of OPA. Publishers together with all others are jittery over what will be the final disposition of OPA. Advertising, circulation and little of job printing will be involved. The newsprint part will be watched.

Sage advice from the Michigan Press Bulletin states: "This is the recommendation of a former Michigan newspaper publisher who discovered, too late, that he could have saved several thousand dollars in federal taxes if he had only consulted a tax expert prior to signing a contract for sale of his property. In this respect, it should be pointed out that the tax officials of the internal revenue bureau are usually cooperative in giving information to taxpayers as to how they can take advantage of legal provisions for reduction in federal taxes."

## Supreme Court Upholds Precedent-Setting Law

In a 3-2 decision June 27, the New Hampshire Supreme Court upheld the constitutionality of the law regulating political advertising rates passed in 1945 by the New Hampshire Legislature. The high tribunal ruled that the Legislature acted properly in requiring newspapers, periodicals and radio stations to charge the same rates for political advertising as for regular commercial advertising. The decision resulted from action brought by the Chronicle and Gazette publishing company of Portsmouth, N. H., publisher of the Portsmouth Herald, brought to test the interpretation and constitutionality of the law.

Following the decision, an appeal for reconsideration was filed by the publishing company and is scheduled for hearing at the fall term of the court. If the petition for rehearing is denied at that time, the publishing company's attorneys will appeal the decision to the Supreme Court of the United States. Pending the outcome of the matter the Portsmouth Herald is not accepting political advertising.

The Attorney General had contended in a cross brief that the Legislature had a right to enact the statute as an election laws regulation. He told the court that such control of the cost of political advertising is deemed necessary and legal for the protection of candidates against possible discrimination by publishers. The attorney general contended, "The purpose of the regulation is clean politics."

The majority opinion in which Justices Branch, Burke and Kenison concurred, said that as far as was disclosed the Legislature had reasonable basis for including newspapers and radio stations and excluding other advertising media and it went on to say that "we cannot say that the statute is arbitrary, discriminatory or lacking a rational basis."

The majority of the Court said also that a distinction in legislation is not arbitrary if any state of facts reasonable can be conceived that will sustain it, and the existence of that state of facts at the time the law was enacted must be assumed."

The opinion said that while no similar cases were cited by counsel and no state decisions could be found, reference was made to the laws of other states and some of these were cited. The Court said that laws expressly relating to political advertising have been found in more than four-fifths of the states, and said also that the existence of these "prove that various states regulate political advertising and that the standards for a maximum or uni-

form rate is not dissimilar to that employed by our state."

The Court refused to accept the proposition that the Legislature must regulate all or none of the advertising media.

It was not known what factual considerations prompted the Legislature to enact the law, the Court said, but "it is not to be assumed to be unreasonable if it can be supported on a reasonable basis."

The Court declared that the plaintiff's right of freedom of contract was not unconstitutionally invaded and said further that "it cannot be successfully argued that the freedom of the press is abridged."

The Court concluded with the opinion that the Legislature has the authority to regulate the abuse of political advertising as a corrupt practice, and added that the plaintiff cannot avoid the statute by filing a higher political rate.

The dissenting opinion was written by Justice Marble with Justice Johnston concurring. Justice Marble stated that the Legislature's power to fix rates is restricted to business clothed with a public interest or to commercial interests involving public health, safety, morals or general welfare. He stated that the State cannot by mere legislative fiat convert a private business into a public utility, adding that it is generally held that publication and sale of a newspaper is a private enterprise not affected with a public interest.

Justice Marble wrote further that "if that legislation bears no substantial relation to a proper legislative purpose, or is either arbitrary or discriminatory, it contravenes both the 5th and 14th amendments to the Federal Constitution as well as Articles 2 and 12 of the Bill of Rights.

"There is much," he said, "which indicates that the real purpose of Chapter 185 is to secure to candidates an economical means of advertising rather than to guard against the remote chance a candidate may 'bribe' a newspaper proprietor to reject all political advertising except his own."

The minority opinion stated flatly that the statute affords no protection to publishers against libelous statements made by candidates' advertisements, and another consideration which he considered worthy was the fact that editorial scrutiny of political ads entails more work than examination of regular commercial ads.

Larry C. Turner, Assistant Reviser of the State Statutes Revision Committee since 1940, has accepted the position as manager of the Hickman C. Gazette, Clinton, and will also open a law office in that city, according to Harry Lee Waterfield, publisher of the Gazette.

## Crime, Scandal Stories Do Not Dominate News

What do people read in their newspaper? Mostly crime and scandal, the average person seems to think. But he's mistaken.

University journalism students asked 265 readers this question:

"How much of your daily paper is devoted to sports news; to comics, and to crime and scandal news?"

The readers thought they saw seven times more crime and scandal news than there actually was and more than twice the actual amount of comics and sports.

Their figures were 9.3 per cent for sports, 9.25 per cent for comics and a lousy 19.25 per cent for crime and scandal.

The students then made an analysis of 24 editions of metropolitan daily papers.

They found that they contained 4.5 per cent sports, 3.75 per cent comics, and 2.75 per cent crime and scandal.

The tendency to see seven murders for every one that appears in print was even more marked in women. They credited crime and scandal with occupying 20.8 per cent of the paper.

Men, on the other hand, tended to overestimate sports, voting it 9.8 per cent of the space.

Of comics the sexes were closer together, with men guessing 9.8 per cent and the women 9 per cent.

Age groups apparently had little influence on the interpretations of news contents.

Summing the survey, the journalism group said: "We make no claim that we've proved anything except that readers are not quite so observant as they think they are:

"But . . . the survey ought to explode a view, held by some, that the daily newspaper is uncommonly concerned with the reporting of crime and scandal. Crime news is a matter of news interest and news value rather than of moral turpitude on the part of editors."

Many papers are continuing to hike their circulation rates and to date no publisher has reported that he has had any unfavorable reaction from his subscribers. Doubtless there has been some, but in general readers have taken the increases as a matter of course.

## Spencer Magnet Sold

Miss Katie B. Beauchamp, after thirty-two years of service as editor and publisher of the Spencer Magnet, Taylorsville, has retired and sold the equipment and good will to John B. Carr and associates.

### Keen Johnson Takes New Government Post

Keen Johnson, president of the Richmond Register, was formally inducted at the first under-secretary of labor in Washington.

Johnson, 50-year-old president of the Richmond Daily Register, formerly served as editor of that newspaper. He was elected Governor in 1939 after serving as Lieutenant Governor under the administration of Governor A. B. Chandler, now baseball commissioner.

Johnson became assistant to the president of Reynolds Metals Company at a reported salary of \$18,000 a year soon after leaving the Governor's office in 1943. He was promoted to vice-president of Reynolds and recently to director of public relations at a salary reported to be \$25,000 a year. Officials said he would be granted a leave of absence to take the federal post.

A native of Lyon County, Kentucky, Johnson was graduated from the University of Kentucky and went into the newspaper field. Before his graduation he established a newspaper at Elizabethtown, Ky., and during his college days was a reporter on The Lexington Herald. Later he became co-publisher of a weekly newspaper at Lawrenceburg, Ky., and in 1925 went to Richmond, where he became editor and co-owner of The Register.

Johnson served overseas during World War I and was discharged in 1919 as a lieutenant.

### Advertising Office Set Up In Ohio

A newspaper group to sell state and national advertising for non-daily newspapers in Ohio was formed at a meeting in Columbus this month.

The new organization's name is Ohio Weeklies, a non-profit group which has been chartered by the state. It will open an office in Columbus temporarily, and employ a manager to make contacts with state and national advertising prospects. The purpose is to present, in its proper light, the place and the service of advertising in weekly, semi-weekly and tri-weekly newspapers of Ohio.

Ohio does not have a similar field manager setup as Kentucky and other states.

Two deaths occurred recently in newspaper ranks: C. B. Stephens, 76, a veteran printer of Mt. Sterling, died August 13 after a long illness; William G. Guillaume, 59, a maintenance foreman for the Courier-Journal for the past ten years, died August 12.

The Franklin Price List may be ordered through KPA. The cost of this valuable service is \$20.00 for new subscribers, \$15.00 thereafter.

Don't envy others. Every person has something that no other human being has. Develop that one thing and make it outstanding.

?

WHAT DO WE MEAN—

## Integrity?

Throughout the sixty years since the first Linotype was placed in successful commercial operation, the Linotype organization has stood foursquare in its relations with the industry it continues to serve. Into every Linotype is built that character of workmanship which has caused so many publishers and printers throughout the world always to renew and add to their equipment the newest and latest models of Linotype.

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A good correspondent can bring you more subscribers, and more subscribers bring increased advertising revenue.

Start training your correspondent now through the pages of

#### COUNTRY NEWS WRITER

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### Promotion Soon Needed To Increase Circulation

Although circulation has not been a problem during the war years, unquestionably the time is coming when strong promotion will be required to hold or increase the number of your subscribers. Floyd Hockmull, publisher of *Circulation Management*, lists the following nine essentials which every circulation letter should have if it is to get results:

1. Write from the reader's point of view; avoid "we" and "I" and bear down heavily on "you".
2. Present the publication's merits as benefits to the subscriber.
3. Support the reasoning with facts; comments of pleased subscribers, etc. Plain English is best.
4. Make the letter easy to read. Simple.
5. Be natural. Smart clever letters are seldom effective.
6. Make your prospect feel like subscribing. Arouse a feeling of friendship and trust.
7. Ask for the subscription. A good rule is to ask at least twice.
8. Make it easy to subscribe. Tell the prospect exactly what to do. A business reply envelope, for example, makes it easy to act.
9. Give a reason to the reader for subscribing today.

(Note: September and October are considered the best months to secure subscriptions by mail.)

### Warn Merchants Against Dubious Advertising Schemes

Judging by the number of items appearing in the Missouri newspapers, the hot-shot salesmen are back on the job in force. One deal is for the salesman to sell a small service firm, like a beauty shop, copy for a series of ads with the copy service priced for more than the cost of the space. The *Monett Times* reports one such salesman using the name of the local paper in the effort to clinch the deal. In his warning to merchants, publisher Ken Meuser clinched his argument by pointing out that the *Times* is prepared to supply copy and that service to its advertisers without charge. The *La Plata Home Press* reports salesmen of an advertising service as representing that the paper would offer space at reduced rates to purchasers of an advertising service.

The *Rolla Daily News* tells the story of a merchant who contracted for an advertising service for \$75 a year. After the contract had expired the merchant, believing that

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Printers everywhere are keeping abreast of increasing costs by using

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Easy to use—reliable—constantly revised . . .

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**The McClure Agency**  
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**Kentucky Newspaper Sales**  
**Appraisals                      Consultants**

he had bought the service outright, continued to use material received during the first year. The company which had supplied the service submitted a bill for an additional year's service and finally obtained judgment in federal court.—*Missouri Press News*.

### Curtis Is New Editor Of National Publisher

A staff change at headquarters of the National Editorial association in Chicago brings Walter G. Curtis of Chicago to the editorship of the *National Publisher*, the association's monthly magazine. He replaces Lowell Freeland, former editor, who has taken a new position in Arizona.

Freeland, who had edited the *National Publisher* since 1944, left NEA for new duties with H. H. Wrenn and the *Coolidge (Ariz.) Examiner*. The former *National Publisher* chief had returned to his duties in February after serving with the U. S. marine corps during the war.

The new editor, Curtis, was associated with the *Western Electric Co.* in Chicago after his army discharge in March. An infantry lieutenant when separated from the service, he had filled army public relations assignments in Texas and Arkansas. Curtis entered the army in 1942, after attending the University of Wisconsin school of journalism.

### Linotype Company Resumes Operations

The twenty-week CIO strike which, since March first, has kept closed the plant and offices of the Mergenthaler Linotype company, in Brooklyn, has been settled. It is stated by a Linotype executive that manu-

facturing operations were resumed July 29, office functions having been partially maintained throughout the strike.

"Our most pressing problem at the moment," said a Linotype official, "is that of resuming service to the industry which has been seriously handicapped by lack of parts and matrices. Every effort will be exerted to remedy this situation as quickly as possible. You may be sure that we are eager to get back into full production at the earliest possible moment."

### California Bar Approves 'Lawyer' Advertising

The state bar of California has put into effect a newspaper advertising program which breaks with the tradition that lawyers never advertise.

It sent out to local bar associations for possible use a standard series of advertisements designed "to show the value of preventive legal advice." It was described as the first such plan ever tried in the United States.

The California bar announced that 80 per cent of a limited number of lawyers who replied to questionnaires approved the plan, as did bar association officers.

The announcement said that many lawyers believed the public could be spared considerable litigation if it were informed of its rights and obligations before entering into agreements.

One sample advertisement says that had "Mrs. A." consulted a lawyer before she made a business purchase she would not have been forced to pay \$613 in sales taxes owed by the former owner of a dress shop.

The difference between posture and pose is that good posture is a habit and you preserve it without thinking.

Letters of meaning to the progressive editor—KPA, NEA, ABC, NAS, and WNB. You should carry all these on your masthead.

## How To Save *137 Miles* Of Walking Per Month

A rather interesting coincidence was discovered recently by one of the business managed electric companies. They found in their operating area two farms of exactly the same size, and with the same number of cattle.

The electric company's Farm Service Adviser gave both of the farmers a pedometer, an instrument for measuring distance walked...

Several months later a check of the pedometers was made. Farmer A had walked 33 miles each month in feeding and caring for his livestock, while Farmer B walked 170 miles to do the same chores, or 137 miles MORE each month than Farmer A.

How come? Very simple. Farmer A had electricity to help him with his chores . . . and that saved him more than a considerable number of steps each day, as you can see.

The demonstration shows the actual savings of time and effort on an electrified and mechanized farm . . . time and effort that can be used to improve acres and increase productivity . . . and profits.

To help Kentucky farmers do it our Farm Service Adviser, Mr. E. R. Murphy is continuously working with farmers and farm groups to help them make the best and most efficient use of electricity in farm operation.

The service is right in line with our policy of seeking more ways to make electricity of even greater service to the Kentucky farmer. And it's also right in line with our policy of continuing to supply him with **DEPENDABLE** electricity at the lowest possible price.

You can be sure too, that we are going ahead full swing to bring electricity to more farms . . . just as fast as materials become available.

### **KENTUCKY UTILITIES COMPANY**

Incorporated

*A Good Citizen in 432 Kentucky Communities*