

The Kentucky Press

* **OCTOBER, 1949**

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



●
VOLUME TWENTY
NUMBER TWELVE

ANNOUNCING

Alabama Secretary Reports
On Business Trends
New PL&R Regulations
Group Insurance Possible

●
Publication Office:
University of Kentucky
Lexington

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.

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.

Alabama Press Secretary Reports On Business Problems

The following article, from the Alabama Press Bulletin, is interesting to our Kentucky readers as it reflects trends that are applicable to community newspaper publishing in general. Included is a report from Ohio that adds further information on the publishing business in that state. We believe that similar trends are found in our state.

Your secretary-manager called on weekly and daily publishers in nine counties in northeast Alabama this week. Nearly all publishers, particularly those in the larger towns, said that business is good—ahead of last year in most instances.

Five of these weekly publishers had responded to a questionnaire on business conditions sent out last summer. All five had reported that "business is good"; three said that advertising was increasing; and one reported that advertising had declined, due to seasonal factors. All five, however, stated that advertising revenues were above last year. Two said that job printing revenues were above last year, two reported that they were below last year, and one did not answer the question. Four of the five reported good collections; one reported "poor" to that question. Two said circulations were increasing, three stated that circulations were "holding."

In other sections of the state, three weekly publishers last summer reported that business was "good," while 12 said that business was "fair." Seven reported that advertising was increasing, three said advertising was about the same as last year, and five said that it had decreased. Nine reported that job printing was below last year's total to date, four said it was above last year, and two did not answer the question. Five reported collections as "good"; ten said they were "fair." Circulation was increasing with eight publishers, and "holding" with seven.

On the basis of returns from the entire state last summer, nearly all publishers reported that some merchants were complaining about business conditions. Most of these complaints were about seasonal conditions, however, and nearly all merchants expected better business in the fall. Some comments to this question by reporting publishers were as follows:

"Some merchants are complaining—others aren't. The smart ones realize the lush 1945-1948 days were bound to end, that they'd have to fight for their share of the consumer's dollar. This group is promoting

business through the use of newspaper advertising columns."

"Mostly an attitude of 'wait and see.'"

"They (merchants) are crying in memory of the good old war days when \$14 was low pay a day for a . . . mechanic."

"Yes, but they are not alarmed."

"Not much, but 'fear' is getting them down in the mouth."

"Not too much—only comparable to the definition of a farm: 'A tract of land that is either too wet or too dry.'"

Your secretary-manager attempted to make a study of wages and salaries last summer. The questionnaire asking about business conditions also asked weekly publishers to report amounts paid to their front-office and back-shop help. The few returns received were interesting.

Employed editors (owning no part of the business) were receiving \$52.50 to \$75.00 per week.

Reporters were paid \$30.00 to \$65.00 per week.

Bookkeepers were being paid \$25.00 to \$50.00 per week.

Advertising salesmen were receiving from \$20.00 per week plus commissions, to \$90.00 per week (in the case of an ad manager who owned a part of the business.)

Foremen—\$48.00 to \$90.00 per week.

Operators—\$40.00 per 40-hour week to \$85.00 per week (including overtime).

Printers—\$30.00 per 40-hour week to \$65.00 per week (including overtime).

Pressmen—\$36.00 per 40-hour week to \$75.00 per week (including overtime).

Two-thirders—\$35.00 per 40-hour week to \$55.00 per 40-hour week to \$55.00 per week (including overtime).

Apprentices—\$10.00 to \$32.00 per week, plus government allowances.

Based on Ohio Bureau of Unemployment Compensation figures, the printing, publishing and allied industries in 1948 paid an average weekly wage of \$66.77, as compared with \$60.03 in 1947. In each instance this was higher than the average weekly wage paid by manufacturers of \$63.71 in 1948 and \$58.04 in 1947, while the overall wage averages for all types of industries and businesses in the entire state were \$58.63 in 1948 and \$53.76 in 1947.

In both 1948 and 1947 the printing and publishing industry was well above the average for the whole state, as well as for the "manufacturing" group in which newspapers

are classified. Printing and publishing ranked eighth out of 22 business classifications in the manufacturing group, the top three average 1948 weekly wage earnings being: Petroleum and coal products, \$77.24; aircraft and parts \$70.34, and chemicals and allied products, \$69.62.

Of the total wages paid throughout the state in 1948 of \$6,757,024,023, the printing, publishing and allied industries paid a sum of \$168,427,191 for the year, based on BUC figures.

The industry ranked ninth in the manufacturing group of employers for monthly average of persons employed with 48,508. In 1947 the monthly average was 47,349 persons, for an average gain in 1948 of 1,159 more persons employed per month.

Over the year during 1948 the industry showed a monthly average gain from January (47,776 average employment) to December (49,093 average) of 1,317 employees. —Ohio Newspaper Bulletin.

Lottery Interpretation

An interesting question of postal regulations and lottery was referred to the central office. The merchants in a town are planning a big event in which they will give away an automobile and other prizes by lottery. Customers will get one ticket for each dollar's worth of merchandise bought. BUT, citizens also can participate in the event by simply registering at the Chamber of Commerce office. This registration without the necessity of buying anything does not constitute "consideration", and, therefore, is NOT lottery.

The question is—Can the newspaper advertise the special events? The decision given by postal officials is that the newspaper can mention the event in general terms and can give all the details about registration at the Chamber of Commerce office, but cannot mention the fact that \$1.00 purchase will give the customer an additional ticket.

The ads, however, can say that the merchant is "participating" in the special event and publicity of the other phase can be by some other method such as circulars. Here is a "split situation" in which half is mailable, half is not. Caution by the editor is indicated but by careful handling, he probably will not lose any revenue.—(Georgia Press Assn.)

Patronize Press Advertisers.

They refer to nature as a woman because they can't find out how old she is.

PL&R Regulations Set New Rules Regarding Advertising

A new issue of the Postal Laws and Regulations has just been published. There are few changes in postal requirements for newspapers (Congress has done nothing about the proposed increase in rates), but it would be well for KPA members to review the most important of those requirements. We'd like to call the following to your particular attention:

Publishers of second-class matter are required to submit a copy of their publication, marked to show the portions devoted to "advertisement" and the portions devoted to "other than advertisements," with the first mailing of each issue. The portions devoted to advertisements must be plainly marked "adv." and the portions devoted to other than advertising must be marked "Not Adv." The percentages of both must be marked on each page. When an entire page of the publication contains advertising only, it is sufficient to mark the page once as "Adv.," but where advertising and reading matter appear on the same page, each advertisement and each reading article must be marked to indicate its character. When a sheet bears advertising on one side and is blank on the other side, both pages must be counted as advertising.

The term "advertisement" embraces all display, classified, and all other forms of advertisements as well as all editorials or other reading matter for the publication of which money or other valuable consideration is paid, accepted, or promised. In all cases where the publisher has been or is to be compensated in any form whatever, the advertising rate of postage will be charged. Articles, items, and notices in the form of reading matter inserted in accordance with a custom or understanding, explicit or tacit that a "reader is to be given the advertiser or his product in the publication in which the display advertisement appears, are advertising within the meaning of the postal laws.

When a periodical or newspaper advertises its own services or issues, or any other business of the publisher, in the form of either display advertisements, editorial or reading matter, this is advertising within the meaning of the postal laws, and shall be charged the advertising rate therefor. Headings printed in connection with classified or other advertisements, items boosting advertising columns, and items relative to obtaining subscriptions, announcements setting forth the terms of a prize contest, the prizes to be

given, matter promoting the contest, and general instructions relative thereto, shall be considered as advertising.

In determining the percentages of space in a publication devoted to advertising and to matter other than advertising, the margins should not be measured—only the actual space covered by the printed columns, including the blank space between the advertisements. For example: if the printed columns are 22 inches long, excluding the title and date line, with eight columns to a page, making 176 column inches to a page, and four columns were devoted to advertisements, 88 inches should be counted as advertisements and 88 inches as non-advertising material. The total number of column inches of advertisements in the entire publication should be divided by the total number of column-inches (advertising and non-advertising) in the entire publication to determine the percentage of advertising. The percentages should be given in at least four figures, for example: 52.45 percent, instead of 52 percent.

Do you have a complete inventory of your equipment, tools and parts in your office? No matter how good your memory, insurance companies do not settle for losses on that basis. If you are carrying co-insurance, be sure that you have increased the coverage to match present replacement costs. You may be carrying most of your loss yourself.

It does not make so much difference who makes the laws, so long as those who administer them have their way. Now comes Administrator William R. McComb, who says, 30 days will be given labor and management for comment on the proposed changes then the new regulations are to go into effect possibly with alteration based on the criticism.

Under the new regulations, the salary test for exemption executive-type employees would be raised to \$55 a week from \$30. The salary test for exempting professional or administrative employees would be raised from \$200 a month to \$75 a week.

In addition, the proposals would clarify existing regulations. McComb said this would reduce the risk of unwitting violations through improper classification of exempt and non-exempt employees.—(Ohio News paper Assn.)

Pending U.S. Law May Prohibit Mergers

While newspaper management has been concentrating its attention federal-wise on the postal rate increase bill and amendments of the Wage Hour and Social Security laws, an interesting piece of legislation slipped through the lower House of Congress and its possible effect upon newspapers was a chief element of the debate prior to its passage. The measure is H. R. 2734 that prohibits mergers of businesses in a community "which substantially lessens competition or creates a monopoly." This is the former Kefauver bill discussed in the Bulletin two years ago, although the newspaper angle was kept sub rosa in official circles at that time.

During the debate that preceded passage of H. R. 2734, the chairman of the House Judiciary Committee declared: "There should be preclusion of merging one newspaper with another where the effect would be only one newspaper." That comment followed the question "whether the bill would prevent mergers in cities or towns where there are two newspapers and the competition is virtually destructive of each," to which the chairman replies it would, and added: "We should not have opinion all one-sided. There should be both sides submitted to the populace. Any community formerly supplied with two newspapers would be at a disadvantage if they combined."

The bill is now pending in the Senate. Senator Kefauver (Tenn.), who introduced the bill in the House two years ago, is now in the Senate. So it will be seen that enactment of the measure is not impossible. Newspaper mergers have been largely confined to the daily field, but the trend is also affecting weeklies due to the mechanical labor shortages and costs. The bill would stop the trend. While it would possibly slow down starting new papers for the sole purpose of affecting a merger with the established publication, it would also prolong the demise of such papers, while encouraging advertising and circulation price wars.

Starting with the Sept. 22 issue, the Pickneyville (Ill.) Democrat began the publication of a series of pictures, "Pinckneyville of Yesterday."

Readers were asked to submit any "old time" pictures they might have that were not too faded and could be reproduced for inspection and possible publication. Old photographs of groups and individuals, and wedding anniversary group pictures, new and old, were solicited.

Hamburgers Before Helicopters



Why do Americans live better than any other people on earth? Why do they have better homes and clothing, own more automobiles, radios, refrigerators and almost anything else you can think of that makes for better living?

One of the reasons is that food in this country takes a relatively small part of the national income, leaving plenty to spend for other products of American industry.

In India and China, food has usually taken almost all the common man's income. In France and Italy, about 70 per cent of the workingman's wages has gone for food. Before the last war, about 35 per cent of the average Englishman's income went for food — and now the figure is higher.

And, since food comes first in any family's budget, little is left in all these countries to buy the products of industry necessary to bring about high employment and its accompanying benefits.

But in this country, because farmers and processors and distributors have done such an outstanding job of stepping up the efficiency of their operations and keeping costs down, the record over the years shows less than one-fourth of the average expendable income going for food.

As a result, we not only eat better, but have money left over to buy the things that insure our living better.

For more than 90 years the men and women of A & P have helped keep food costs down — helped keep food from taking too large a part of the family income — 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

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Kentucky Press Association

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

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Second Class Permits To Be Carefully Studied

We learn unofficially, but from "a source in which we have confidence," that the postal department will scrutinize second-class permit violations rather carefully from here on. A primary target will be the sending of papers to persons whose subscription is more than one year in arrears. Papers who follow this policy may find themselves confronted with a rather sizeable postage bill, at third class rates.

The postal department is not particularly "happy" over the criticism given it by newspapers in connection with the postage bill now before Congress. We suggest that you do as Uncle Sam says. The practice of giving "unlimited" credit to delinquent subscribers is not up to the discretion of the publisher. Departmental regulations say that after one year, the paper cannot be sent at second-class rates.

We also invited your attention once more to the sworn statements now due and recommend strict compliance with the require-

ment. Weeklies, as well as dailies, must now list the average number of paid copies sent during the previous year.—Iowa Press Bulletin.

While the majority of dailies in Kentucky have some form of group insurance for their employes, this type of insurance has not been available in the past for our community weeklies. However, the Executive Committee, through cooperation with the Tennessee Press Association, has now made group insurance possible for our newspapers which desire it.

The announcement of the cooperative plan was made in a recent Bulletin. This is a reminder to our Kentucky editors that the plan is now available. Simply write Manager Glenn MacNeill 1627 West Cumberland Avenue, Knoxville, Tenn., for details of the plan in operation.

The officials of KPA are grateful to our sister Association too the South in making this plan available to Kentucky newspapers. We hope that our publishers will take advantage of this opportunity.

Ohio Court Case May Set Bad Precedent

An action of vital importance in determining the extent of government control over newspapers was started two weeks ago in Federal Court at Cleveland, Ohio when a suit filed against the Lorain (O.) Journal by the U. S. Department of Justice charged violation of the Sherman anti-trust law. The complaint charges the newspaper and four of its officers with combining to "restrain and monopolize the dissemination of advertising and other information in violation of the law."

The basis of the complaint is that the newspaper conspired to injure a competing radio station and a Sunday published weekly newspaper. According to the complaint, the defendant newspaper refused to publish

advertisements of those business firms which advertised over the radio station and/or in the Sunday newspaper.

This case is more serious than it might appear. First, it is contrary to all existing law and leading cases which hold that a newspaper may accept or reject advertising as it desires, inasmuch as a newspaper is not a public utility. Next, if the government, through this case, can prohibit a newspaper from rejecting advertising or other information, regardless of the motive for the rejection, it is assuming control over what a newspaper may or may not publish.

Extending that theory to its ultimate ends, no newspaper would be safe in promoting its circulation in competition with another newspaper because of the injury that would cause a competitor. Further, no newspaper would be safe in adopting a policy of refusing to publish liquor advertising, medical advertising or other types, since this could be construed under the pending action as injurious to advertisers.

Put All Employees On Social Security

You may be inadvertently violating the Social Security laws. When you hire an employe to work in your plant, regardless of the nature of the work, and regardless of whether it is for an hour, a day, temporary work, vacation relief, etc., social security taxes must be deducted from your check to the worker, and remitted to Uncle Sam, plus a like amount as your share of the social security tax. All employes are required to have a social security number. The payroll tax applies to old age benefits and federal income tax must be withheld. If earnings do not exceed \$600, refund will be made upon proper application.

Most fishermen catch fish by the tale. Simplicity, truth and persistency are three factors that build success in advertising.

Suggested Topics For Features

Although agreeing that local features do enliven the pages of a newspaper, many editors complain that they do not have time to look for material or to prepare such features. How about letting your readers supply a helping hand? If it were suggested to them, probably a surprisingly large number would be glad to contribute usable material. Here are some ideas.

1. **LETTERS.** Issue a call for interesting letters from people who are out of town—perhaps abroad, or in interesting spots in this country. Old letters, too, often make good reading — especially those containing facts which have become local history.

2. **RECIPES.** Favorite recipes, economy recipes, etc.; a man who prides himself on his cooking; a woman famous for her pies; the high school economics teacher; chef of a local hotel or restaurant; a baker.

3. **PET PEEVES** of: Taxi drivers, policemen, service station operators, bankers, doctors, hotel proprietors, school teachers, mail carriers, garage mechanics, postmen, athletic coaches, ministers, librarians, motion picture theatre proprietors, meter readers, department store clerks. (Similar features can also be written on favorite superstitions, sports, books, hobbies.)

4. **HOW IT WORKS.** Heads of various activities and organizations would welcome an opportunity to explain how their respective activities function. For example: draft boards, churches, city and county offices, library or post office.

5. **HOBBIES.** Collections of guns, butterflies, stamps, rocks, dolls, gardening, rag rug making, botany, wood working, printing, fortune telling, horseshoe pitching, hunting, painting, training dogs, entering contests.

6. **UNUSUAL EXPERIENCES.** Try these on your local doctors, telephone linemen, bus station attendants, ministers, railroad conductors, service station operators, firemen, nurses or school principals. Oftentimes you'll find a melodramatic angle which will make unusually good reading.

The likelihood of a cut in paper prices now is a much-discussed matter in paper-making and publishing circles. Lower prices for paper seem to be in the near offing.

Austrian newsprint has been offered at \$85 a ton in the United States by a New York paper broker. Scandinavian paper makers already have reduced the price of newsprint to users in Great Britain by \$30 a ton. Canadian paper mills reportedly are expecting lower prices with the renewal of U. S. Contract.

California Court Sets A Precedent

In a precedent shattering decision expected to have far reaching effects, Joseph L. Call, municipal court judge of Los Angeles, last month ruled against the Eagle Rock Advertiser, a Los Angeles community newspaper in a suit brought by a collection agency representing the newspaper against a radio firm to compel them to pay for advertising placed in the Eagle Rock Advertiser over a five month period.

The radio firm had contended that they had contracted for advertising to appear in two community papers also published by the Eagle Rock Advertiser but which were in a locality near the place of business of the radio shop. They declared that the newspaper had discontinued publication of the two neighborhood papers, but had continued the advertising in the Eagle Rock Advertiser which served an area some seven miles distant.

The newspaper, through the collection agency, had claimed that ample notice had been given of the discontinuance of the two neighborhood papers and that the radio firm had not ordered their advertising discontinued. It was contended by the newspaper that having three newspapers in the area tended to "conflict to some of the ideals . . . of the publisher . . . by discontinuing . . ." the two papers in question.

In his decision, the judge found that since the newspaper had published several messages stating the plan to discontinue the papers and stating that the publisher ". . .intended to serve the local wants of Eagle Rock first and would accept the very minimum of 'foreign' and competitive advertising from other districts . . ." that "there was no agreement expressed or implied, on the part of the defendant to . . . run any display advertising or directory advertising . . . or to pay or incur any liability by such publication during said period of time. . ."

It is expected that this case will be appealed, as opinions have been expressed that this decision opens the door to the possibility that advertisers can refuse payment for ads appearing in any district other than their immediate business area. This could mean that if a metropolitan daily did not cover the immediate area of the advertisers business, the advertiser could refuse payment. It could also mean that if a weekly paper's subscription list proved to be principally in the outskirts or country area of a town, any town advertiser could refuse payment. Other far reaching effects are possible, it has been stated, if the ruling is analyzed properly.—The California Publisher.

ABC insures circulation futures.

R. H. Royster Retires At Age Of Eighty

Selecting his 80th birthday as the right date to retire, R. H. Royster, publisher of the Sebree Banner for thirty-five years, turned the Webster county newspaper over to his son, Bryon, on October 24. He now will rest from the exacting duties which were his joy and delight for these many years, and will be identified on the masthead as editor-emeritus.

Byron Royster, associate editor for the past ten years, becomes editor-publisher. He is a former mayor of Sebree, former assistant clerk and chief clerk of the Kentucky state senate, member of the house of representatives in 1942, assistant clerk of the house in 1944, and holds the office of chief clerk today following his election in 1946.

The retiring editor purchased the Sebree News from W. B. McGregor in August, 1914, after fire had destroyed the News plant and the mercantile business that Royster was engaged in. He changed the name to the Sebree Banner. The first issue was dated September 5, 1914. Prior to that, Royster had worked for newspapers in Henderson and Evansville. His career began as early as 1882 when he sent in "country" letters from rural sections of Henderson county where he was reared.

A member of the state senate from 1932 to 1936, representing Henderson and Webster county district, he authored the old age pension amendment which was given the largest majority at the polls in 1935 ever received by any amendment to the state constitution.

The Press congratulates both father and son. We wish many years of enjoyment to the editor-emeritus, and continued success and satisfaction to the new editor-publisher.

 Congratulations to Lisle Baker, Louisville Courier-Journal, on his appointment to the Board of Directors of the Audit Bureau of Circulation.

Local display advertising is "basic business" for any newspaper, regardless of size or location. A widely-known national advertiser has made famous the slogan "All Business is Local." This applied to almost any line of goods or services. Your newspaper makes a good impression on national advertisers if you have a good volume of local display. Tie-in advertising is possible if you promote your local outlets. And remember, too: national advertisers should be treated with the same consideration as local advertisers.

A new kit of matted illustrations planned to simplify the grocer's problem of preparing more effective newspaper advertising is announced by Metro Associated Services, 80 Madison Ave., New York City. This most recent addition to Metro's line-up of auxiliary advertising mat services for individual classifications of retail business has been entitled Metro's Super Food Service.

The complete kit is made up of a 50-page proof book carrying more than 900 illustrations, and mats of all illustrations. A sample copy of the proof book will be mailed for inspection to any food store or newspaper, on request from Metro.

Stamps-Conhaim-Whitehead, Inc., 101 Fifth Ave., New York 3, publishers of general newspaper advertising mat service in New York and Los Angeles, have recently introduced a new form of service. In addition to their popular sixteen-issue-per year plan, they now offer monthly services for the use of both weekly and daily papers. These new services provide in each monthly edition, material for all types of advertisers and contain a special section devoted to pre-planned thirteen-week small-space campaigns.

Marvin Wilson, Morehead, has been named editor of the weekly Greenup News by Publishers W. E. Crutcher and E. D. Thompson, succeeding Monte R. Tussey, resigned. Wilson has been advertising manager of the Rowan County News, Morehead, in the absence of Mrs. Grace Ford who returned to that position the first of the month.

**ANPA-AAAA Issue
New Handbook**

A handbook on the "Preparation of Engravings and Duplicate Printing Materials for Good Newspaper Reproduction" has been published by the ANPA and the American Association of Advertising Agencies.

Second in the series of studies being prepared by a Joint Committee, the 24-page booklet covers both procedures and standards of quality in preparing mechanical materials for newspapers. The booklet discusses general principles and lists a series of specific "Do's" and "Don'ts" for the preparation of engravings, electrotypes, plastic plates, and mats. These are supplemented by examples of unsatisfactory reproduction with comments on the reasons for the poor results obtained.

Patronize Press Advertisers.

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

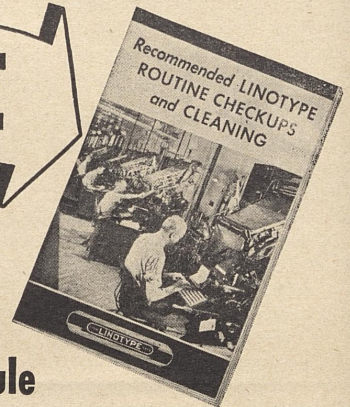
Copy Received by 8 A.M. Shipped
Same Afternoon



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



LINOTYPE Checkup and Cleaning Schedule




Here's a helpful booklet that contains daily, weekly and monthly inspection schedules for small as well as large plants. Prepared by an experienced newspaper plant machinist, it is considered one of the best schedules yet developed. If you

would like your copy, mail the coupon below or ask your Linotype Representative.

In addition to regular Linotype inspections, it will pay you to have **Genuine Linotype** renewal parts on hand for emergency repairs.

Send — **FOR YOUR COPY OF THIS INSPECTION GUIDE** —

MERGENTHALER LINOTYPE CO.
29 Ryerson Street,
Brooklyn 5, New York



Gentlemen:

Please send me a copy of your checkup and cleaning schedule.

Have my Linotype Representative call.

NAME _____

POSITION _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Set in Linotype Spartan and Gothic Families

CSPA Honors State H. S. Newspapers

The Columbia scholastic Press Association has announced a list of winners in its 25th annual contest among the school and college-newspaper publications in the United States.

The list included five publications of Kentucky schools. Winners were ranked medalist, first place, second place, third place, and fourth place in the various classifications. Kentucky winners included:

Central Junior High School, Owensboro, "Junior High News," first place, junior high schools printed newspapers, enrollment 701 to 1,200.

Western Kentucky State College, Bowling Green, "College Heights Herald," first place, teachers colleges, printed newspapers.

Holmes High School, Covington, "Home-spun," first place, senior high school printed newspapers, enrollment between 1,501 and 2,500.

Notre Dame Academy, Covington, "The Gavel," first place, senior high school printed newspapers, enrollment between 301 and 750.

Holy Cross High School, Covington, "The Herald," first place, senior high schools, duplicated newspapers, enrollment 300 or less.

U.S. House Approves New Security Coverage

The House of Representatives by a vote of 333 to 14 on October 5 approved an administration bill expanding social security coverage, benefits and payroll tax on employers and employees.

The administration measure, which Senate leaders indicated will be considered by the Senate early in the January session, would: (1) Expand coverage to an additional 11,000,000 workers and self-employed persons, raising the total number under social security from 35,000,000 to 46,000,000; (2) Boost benefits by at least 70 per cent from the present old age minimum of \$10 a month to \$25 a month; (3) Create disability insurance to care for persons permanently disabled by illness or accident; (4) Increase payroll taxes on a gradual scale from the present one per cent on employers and employees to a total of 3¼ per cent on each in 1970; and (5) Assess tax on the first \$3,600 of a person's income, instead of the present limit of \$3,000.

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Pope Advises 'Get Angry'

The managing editor of the Louisville Courier-Journal, James S. Pope advises his fellow editors to "wake up angry every morning."

Delivering the annual Don R. Mellett memorial lecture at Athens, Ga., July 14, Pope addressed the University of Georgia's leadership institute. The Mellett lecture is in memory of the Canton, Ohio, newspaperman murdered 23 years ago because of a crusade against gangsters and racketeers.

Pope declared that editors need a case of "chronic indignation" to be able to spot and cauterize civic germs before they take root.

Pope went on to say that the men who adopted the Bill of Rights did not intend that the news be ornamented with a 12 ring circus.

"The gentlemen who adopted the Bill of Rights never laid eyes on a comic strip," Pope declared. He pointed out that their minds were also blank on the subjects of "love nests, bathing beauties, night clubs and daily gifts of advice to the lovelorn."

"If freedom to ornament the news had been the aim of the men adopting the Bill of Rights," Pope declared, "there would have been no sense in Don Mellett giving his life to protect democratic government."

For Your Readers!

Scores of Kentuckians are planning to send Christmas gifts to friends and relatives in other countries this year. The regional office of the U. S. Department of Commerce is sounding a word of caution—persons planning to mail Christmas packages abroad should ask for regulations covering the importation of goods into other countries. Every country in the world has some kind of regulation dealing with the receiving of packages and other goods. Not only do those regulations concern shipments which may or may not be sent duty free, but the outline what is necessary in the way of preparation of the packages themselves. Urge your readers to consult their postmaster first.

Dirty electros or halftones can be cleaned of dry, caked ink by covering them for twelve minutes with creosote and then washing them in gasoline, using a bristol brush. Zinc halftones can be kept from corroding if properly cleaned after using, and then given a coating of talc powder. Be sure to brush out well and wash with gasoline before using again.

Sport Guessing Coupons Held To Be Lottery

In an untested ruling, the Post Office Department has adopted a policy, holding that the printing of coupons in newspapers and other periodicals for the use of contestants in connection with contests on the outcome of sporting events, is in violation of the lottery statute.

Sol Mindel, lottery expert in the solicitor's office, in explaining the rule said the number of inquiries on the matter has been stimulated by the growing popularity of contests based on guessing week-end football results, baseball and basketball games and other sporting events.

"If such a coupon is printed for use of the contestant, or the list of games involved appears in the publication in such a form as to lend itself to marking and clipping by the contestant," the attorney said, "we are holding that this constitutes a violation of the lottery statute."

A lottery in the sense that it would bar the publication from use of the mails must include the contribution of some consideration by a person contesting for a prize. We believe that the purchase of the periodical containing a printed form for use of the contestant constitutes such a consideration. We have advised a number of postmasters, who asked about the matter, that if the games involved are listed in such a way that they cannot be used as an entry coupon, then the Post Office Department has no objection to handling the publication through the mails."

An enterprising newspaper business manager in the East made the arresting announcement that every paid-up subscriber on a newspaper list is worth \$3,000 to the merchants in the town. This business manager reasons that the average income per subscriber is \$3,000 per year, most of which is spent in the town for food, clothing, housing, other necessities, and luxuries. What is your list worth to your merchants?

The Newspaper Advertising Executives Association and the National Retail Dry Goods Association have formed a joint committee to prepare a program for a public relations campaign emphasizing the American public's right to freedom of choice. Churches, civic organizations, manufacturers, retail associations, chambers of commerce and veterans organizations will be invited to participate in the campaign which is planned for the last week in April, 1950.

ONE OF KENTUCKY'S TRADITIONS

Burgoo

Where the kettle is the largest . . . where the throng is numbered in thousands . . . where the orators speak with memorable eloquence . . . there you will find a Kentucky Burgoo. As you scoop burgoo from the blackened, battered kettle with your tin cup you are a proud part of one of Kentucky's greatest traditions.

Yes, and beer is a tradition in Kentucky too!

Like burgoo, BEER BELONGS in Kentucky. Since the days of the great burgoo masters, Kentuckians have enjoyed their burgoo with beer, the beverage of moderation.



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New Etching Machine

A former compositor, Frank Ulasich, who gave up his job on the Spencer (La.) Daily Reporter last Fall, has developed a device called the "Whirl-N-Etch" for use in one man engraving shops.

Commercial production of the machine, which measures 12 x 24 x 10 inches, is underway. The whirling and printing of the plate are so arranged that mistakes are impossible and no guess work is needed.

Etching is done with acid, but not in the conventional way. The Ulasich method according to those who have been using it—five Iowa papers—will etch deeper than other methods without undercutting the dots or lines of an etching.

I'd rather be a skunk
 And swat and spray
 Than let the filthy fly
 Have its dangerous way!

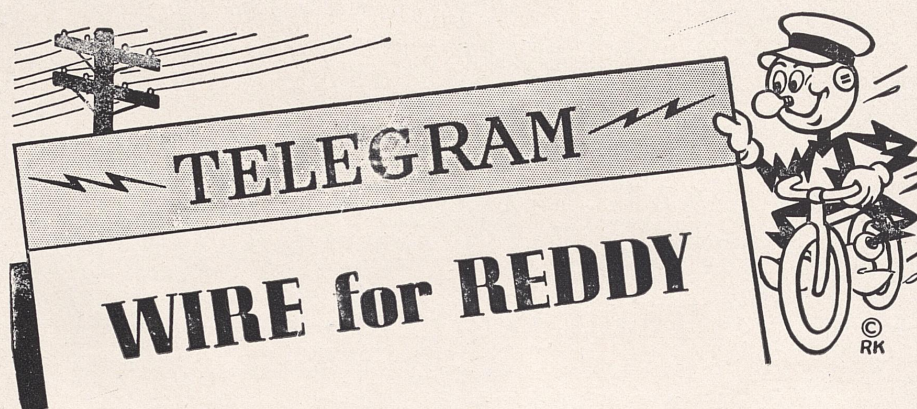
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Whether you're looking for help, yourself, advising farmers on labor saving, low cost production, or enumerating the important points of home building, this one answer leads all the rest: **WIRE FOR REDDY.**

Reddy Kilowatt is your dependable electric servant, on the job 24 hours a day every day, and his wages are low.

For convenience and comfort in the home, for low cost production in the shop, in the factory, or on the farm, you'll agree with those who insist, "Electricity doesn't cost . . . it PAYS!"

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