

The Kentucky Press

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NAS Board Authorizes \$25,000 Capital Loans

To meet needs for additional working capital, the board of directors of Newspaper Advertising Service, Inc., has authorized \$25,000 in capital loans bearing 2 per cent interest and repayable from a sinking fund invested in U. S. treasury bonds.

The loans are to be of three to five or more years in duration, and the sinking fund has been set up to retire all indebtedness at the end of five years. The business affiliates of three state newspaper associations — Michigan Press Association, Iowa Press Association and Minnesota Editorial Association — have made advances of \$2,000 each under the above guarantees by authority of the association boards, respectively.

Newspaper Advertising Service, Inc., has \$10,200 outstanding at present in demand notes. These are being converted to time notes, three to five or more years in duration, and will be retired on the same basis as new capital loans.

The growth of NAS as a national representative for weekly newspapers has been phenomenal. NAS now represents a total of 5934 weekly newspapers, as compared to 2801 by the American Press Association. NAS newspapers receive savings in form of a lower service fee of 10 per cent.

Pictures Are Best To Combat Television

Newspapers can answer the challenge of television competition best by the greater use of pictures, Richard H. Strobel, Los Angeles news photo editor for Associated Press, declared at the 12th annual CNPA Editors' conference.

"Success in competing with television," he said, "will depend on getting readers to maintain their reading habits. As a picture man, I think pictures offer the best medium for doing this."

Next to careful selection of negatives, according to Strobel, the most important aspect of picture display is tying them with

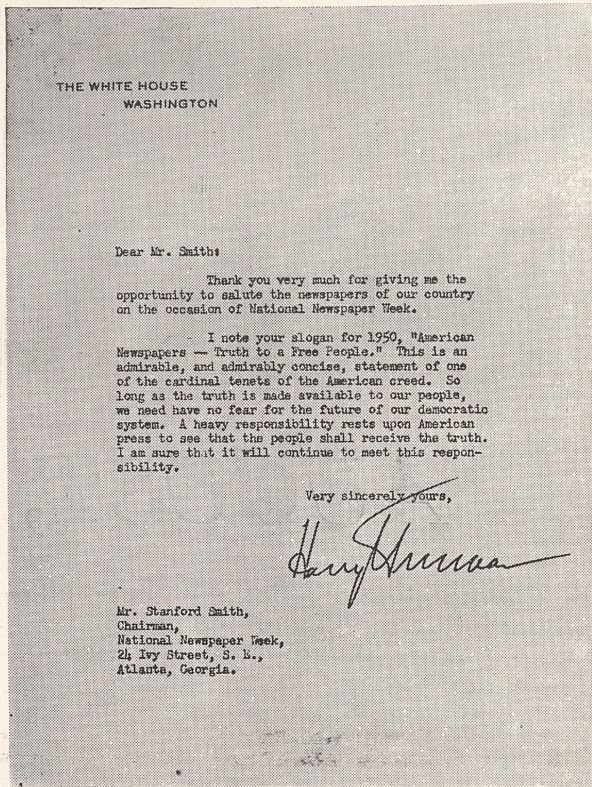
their accompanying news stories. He suggested using a common head, inserting an arrow in the story to direct attention to the picture, and selecting pictures that most effectively illustrate the story.

"If the picture doesn't do this, the city desk should insert a paragraph well up in the copy to tie in the picture," he explained. Elaborating on the selection of the best of several pictures, Strobel said the photographer is not the best objective judge of his own work. Often he judges by technical considerations only.

Captions should tell what the pictures show, emphasized Strobel. They should be honest since readers will have more confidence in the paper if they are accurate.

"If you have recreated an event," he pointed out, "don't be afraid to say so in the caption. It's going to catch up with you if you don't". Some readers have seen the happening and are bound to make comparisons, he concluded.

Thomas A. Edison published the first newspaper ever printed on a train.



Mat of this free to you for Newspaper Week Write Conhaim, Los Angeles

When Sears, Roebuck concentrates 85 per cent of its total retail advertising budget in newspaper advertising, setting a record for four successive years in the amount expended, the management is not doing so to please newspaper editors and publishers. Chain stores are hard boiled in demanding results, and the steady increase in the amount of dollars being used by Sears, Roebuck for newspaper advertising is a high tribute to the effective and economical medium which newspapers have to offer all retailers. Quoting T. V. Houser, vice-president in charge of merchandising: "Beginning with its early retail days, Sears has placed great faith in the pulling power of newspaper advertising. We have always used generous amounts of white space and are continuing to do so in our retail promotions. There is no doubt but what the effectiveness of our newspaper advertising has been an important element in our retail growth." Other retailers, kindly note.

Newspapers first used paper made from wood pulp in 1867.

Newspapers Question License Taxes As Threat To Constitutional Rights

In answer to questions about the new Kentucky state law which gives local governments unlimited powers to assess taxes and impose licenses, the Kentucky Attorney General issued an opinion holding that cities and towns of the state have a legal right to levy peddler and privilege licenses on newspapers.

In his opinion, the Attorney General said: "There is no constitutional or statutory exemption specially granted to the business of publishing or distributing a newspaper and it would hardly be contended that the publication of newspapers is not subject to the usual government fiscal exactions or that such exactions are violative of the due process clause of the press. There is no Kentucky law prohibiting cities from licensing trades and occupations, including newspapers."

This ruling is directly opposite from that by the Georgia Attorney General who ruled on a similar case in June. His ruling barred the collection of newspaper license taxes by municipalities.

Two California publishers are fighting a similar license tax passed by the last legislature. George McQueen, publisher of the Burlingame Advance, paid his 1950 license "under protest and request that a record of this protest be made on the official books of the city of Burlingame."

"It is our opinion that it is unconstitutional and improper use of licensing authority for a municipality of any political subdivision to license a newspaper," stated Editor McQueen. "Such a license, in our opinion, is a violation of the freedom of press as set forth in the Bill of Rights of the United States of America."

Lowell E. Jessen, publisher of the Turlock, Calif., Journal, refused to pay his license fee. The city council ordered the city attorney to take legal steps to collect this business license fee from the Journal on the position that it was a business establishment and not exempt.

Jessen's opposition to paying the tax is based on his conviction that the attempt to license a newspaper constitutes a restriction on the freedom of the press. Therefore, it is unconstitutional according to Jessen.

In a front-page news story on the situation, the Journal pointed out that his contention of unconstitutionality is being carried to the United States supreme court by the CNPA. It was added that the Journal is withholding payment of the license fees pending a decision.

In the same issue Jessen carried an ed-

itorial headed "We May Go to Jail:" "This threat of going to jail . . . may well prove of tremendous importance to you as well as to us," the readers were told in the editorial. "Because it involves our rights to print the news as it happens, without control, direct or indirect, by officials."

There seem to be two important phases of this far-reaching question of the right to license a newspaper; first, the oft repeated political theory that the "right to license is the right (direct or implied) to control", surely is a direct attack upon the rights guaranteed under the "freedom of speech" clause of the constitution. Secondly, on the other hand, the newspaper office, especially if it maintains a commercial printing plant (and most community weeklies and small dailies do), is surely a manufacturing unit and should not claim immunity from such a license tax.

The question then is whether the license is directed against the newspaper (sic) with the implied control, or simply against the printing office, which produces the newspaper, as a manufacturing unit.

It may be necessary, before the licensing question has been thoroughly determined, that the present setup of most of our smaller newspapers will have to be changed to two separate organizations, one, the newspaper as a medium of distribution of news (including the news of advertising), and the other the manufacturing plant for the production of printing.

Another problem in such connection has been brought up in the question that has been asked, "Should advertising, sold to wholesalers and retailers, be considered as a sales commodity or a service?" If decided as a commodity, then can it be implied that the advertising portion of the newspaper would be subject to the license tax?

The Press awaits with interest the anticipated decision of the United States Supreme Court.

If you do not have shelf room for the storage of newspaper advertising mats, here is a suggestion: Rather than paw through drawers full of half cut mats, cut each month's mat supply into pieces that will go into ordinary letter filing cases. Each folder should contain only the pieces bearing a certain mat number. Then, illustrations can be located merely by pulling out the right file folder. Mats, after use, can easily be refilled.

AMA To Advertise In All Newspapers

The American Medical Association, by unanimous action of its Board of Trustees and Campaign Coordinating Committee, has given the final "go ahead" signal for a nationwide advertising program which will include three principal media — newspapers, magazines and radio — as a new phase of its national education campaign in behalf of voluntary health insurance and against socialized medicine.

Clem Whitaker and Leone Baxter, directors of the A.M.A.'s national education campaign, stated that the ad campaign will be launched in October.

A total advertising budget of \$1,110,000 has been approved by the A.M.A. Board of Trustees with \$560,000 allocated to newspapers, \$300,000 to radio and \$250,000 to national magazines.

The newspaper advertising schedule calls for blanket-coverage of every bona fide daily and weekly newspaper in the United States — approximately 11,000, in total — and the copy is scheduled to run during the week of October 8. Newspapers in the territories of Hawaii and Alaska will be included in the schedule. The space reservation will approximate 70 inches (probably a 5 x 14) in all papers.

"This is not an institutional advertising program", said the Whitaker & Baxter announcement.

"The American Medical Association is embarking on a nationwide advertising program for two reasons. First, it is determined to aid in increasing the availability of good medical care to the American people through the medium of voluntary health insurance. In that respect, the advertising copy will be designed to make the American people 'health insurance conscious' and to encourage the extension and development of pre-paid medical and hospital care as a means of taking the economic shock out of illness. Second, American medicine is determined to alert the American people to the danger of socialized medicine."

The Lockwood-Shackleford Advertising Company will handle newspaper and magazine advertising, with Homer J. Buckley & Associates, Inc., affiliated with them.

Kentucky newspapers — the majority — will receive their insertion orders from NAS-KPA advertising services.

The Virginia Press association has instituted a 20 per cent increase in membership dues. Weekly members under 1,000 circulation will pay \$34.20 a year; over 5,000 circulation, \$96. Daily members pay \$7.20 to \$38.40 a month, depending on circulation.

The Price Of Liberty

Since the Hoosier State Press Association has been such a vehement champion of a free press, it was logical that the first question put to the panel of six individuals in the Newspapers On Trial event at the recent convention should concern their conception of the term "freedom of the press." Their answers proved beyond any reasonable doubt that the price of liberty is eternal vigilance and that upon newspapers rests the chief burden of maintaining this vigilance.

Within an hour before four members of the panel gave their definition of the meaning of freedom of the press they had heard it defined by Grove Patterson, editor of the Toledo, O. Blade. And yet, sixty minutes later the four signified that freedom of the press means a privilege granted to newspapers. The other two members of the panel correctly defined freedom of the press as meaning a right granted to the people, but, upon questioning, admitted they had learned the answer only two days before when it was explained at a meeting they had attended.

If a group of six mature individuals, far above average in intelligence, are unaware of the real meaning of the constitutional guarantees, what can be expected of the great mass of the people who never pause to consider why they may attend the church of their choice, why they may speak their minds freely, why they may assemble in meetings without a government permit, why they may resort to the courts for redress AND why they may have a press free of government domination. Those are the five rights granted in the first amendment, the five liberties which require constant vigilance to preserve. Those are the five liberties which do not exist in the iron curtain countries, much as the people might want them. To say that it cannot happen here is wishful thinking when we realize it has happened elsewhere and will happen here unless the people are informed of the real meaning of these freedoms.

Can newspapers, by accepting the burden of continuing day-by-day vigilance, save the day? The primary election in Indiana last month proved they can. Not in many years have the newspapers of Indiana carried on such a militant campaign to convince the people of their duty and obligation to vote in the primary election. The results paid off in the heaviest vote recorded in many an election. And that came when public apathy to voting in a primary was at its peak.

Yes, newspapers can do it, IF they too understand the real meaning of these constitutional freedoms and IF they realize their responsibility is greater than any agency in the maintenance of these freedoms because

of their very nature. It cannot be done by an annual observance of one week in a year during which the press is glorified. It is an every day, every week project that emphasizes the need for vigilance to preserve not only one—a free press—but all the liberties. It can be done if newspapers, under such a program of vigilance, bring about understanding of the real meaning of these freedoms.—The Indiana Publisher.

Does It Pay?

You break your jaws on Wrigleys,
Place your feet in Holeproof socks
Held up by Paris garters;
You rise by Big Ben clocks.

You choke yourself with Arrows,
Tell the time with Ingersoll,
The wife sews for the children
With Butterick and McCall.

You rub with Mentholatum,
Smoke Chesterfield cigarettes,
Wear Blue Jay pads for bunions,
Brush your teeth with Rubbersets.

You Eastman your vacation,
And Palmolive-ize your skin,
While with Gillette and Williams
You proceed to mow your skin.

Wear BVD's in the summer
And put Murine in your eyes—
And yet some dampfool asks you
If it pays to advertise.

How A Donkey Became An "Ass"

Once upon a time a great Prophet addressed a herd of donkeys: "What would a donkey require for a 3-days journey?"

"Six bundles of hay and three bags of dates," they replied.

"That soundeth like a fair price, but I have for one of you a 3-days journey and I cannot give six bundles of hay and three bags of dates. Who will go for less?"

Behold all stood forth. One would go for six bundles of hay and two bags of dates, another for three bundles of hay and one bag. One especially long-eared donkey agreed to go for one bundle of hay.

Spake the Prophet: "Thou art a disgrace to thy herd and an ass. Thou canst not live for three days on one bundle of hay, and much less undertake the journey and profit thereby."

"True," replied the ass, hanging his long ears in shame, "but I wanted to get the business."

And from that day to this, price cutters have been known as "asses."

Lighting Check List

1. Are you keeping abreast of developments in industrial and commercial lighting both in the incandescent and fluorescent fields?

2. Have your lighting facilities and equipment been checked from the standpoint of (1) general illumination for large work spaces, (2) localized lighting for individual machines, (3) continuous strips for assembly and inspection operations, (4) adequate illumination for office and all departments?

3. Do you know the number of foot-candles of light being furnished at the working level of each desk, machine, or work bench for different hours of the day and different seasons of the year?

(a) Have you compared these with accepted standards for such work?

4. Are your walls, ceilings, and floors of such a color and finish as to reflect rather than absorb the light?

(a) Have you considered the merits of certain colors and finishes on machines and equipment as a means of improving lighting and reducing accidents?

5. Are lighting fixtures, walls, and ceilings cleaned frequently to insure maximum return from the electric current used?

Simple Method Used To Eliminate Static

A method so simple that "it's ridiculous that no one thought of it before" has been suggested for eliminating static on a flatbed press.

The tip from H. W. Warner, publisher of the Geary (Okla.) Star, is to wet all four edges of the stock with a paint brush soaked in a cup of water.

"I curl back 100 to 150 sheets of the newsprint while it is flat on the stack," Warner explains. "The edges are then painted liberally with water. One never gets enough on the first time as he is afraid of dampening the paper too much. The thing to do is to dip the brush to the hilt in the water and then paint the edges without wiping the brush across the lip of the cup."

All four edges of the stack should be thus treated, Warner emphasizes. This eliminates the static 100 per cent, he has found.

"It is best to do this about 15 minutes before press time, but I find that the paper will go right through even if you wet the edges immediately before throwing it on the feed board," Warner said. "There usually will be half a dozen sheets with static in our 1,100 press run, but I am convinced these are sheets which did not ruffle out and get moisture when we were painting the rest."

Patronize Press Advertisers.

A Corporation's Soul



Big business is under attack from many quarters these days. The anti-trust suits against A & P and other corporations who have made substantial contributions to the high American standard of living are examples of this.

But there is growing recognition that we have much better yardsticks for measuring the public value of a corporation than size.

Patrick E. Gorman, international secretary-treasurer of the Amalgamated Meat Cutters, a union of 210,000 A. F. of L. workers, applied these other yardsticks to A & P in a column printed some time ago in the Chicago Herald-American. Mr. Gorman said, in part:

"... John and George Hartford, two brothers now long past 70, developed this giant concern to its present stature with imagination, perseverance and initiative which has seldom been equaled in American industry . . . They are not misers because they have been good to their more than 100,000 employes. They are not reactionaries because they have kept pace with the trend of the times. Their relationship with organized labor has been very friendly.

"They sign strictly union agreements with all of the labor organizations to which their employes belong. The wages agreed upon with the representatives of these unions are tops. The working conditions are among the best and, as stated, are established by agreement with the unions . . .

"Economists for the trade union movement have long contended wages can be maintained at high rates while the cost of living is falling. Is it wrong for the Hartfords to try to prove this theory? . . .

"The soul of a giant corporation can only be measured by the manner in which it treats employes coupled with the way in which it serves the public. The A & P Tea Co. has done an excellent job for both because of the personal and friendly influence of its two principal owners, John and George Hartford, in keeping a large corporation human.

"While they are 100% individualists, nevertheless in their relationship with their employes and the public they really are at the head of the class. They should be encouraged instead of destroyed."

It is this policy of fear dealing that has won for A & P the friendship and support of its loyal employes, and has encouraged them to do the nation's most efficient job of food distribution.



A & P FOOD STORES

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Douglas Cornette, *Vice-President*

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Press Meetings Rate As Educational Units

By Wright A. Patterson
in Publishers' Auxiliary

Did you attend the last session of your newspaper association?

If you did you came home better equipped to meet the problems that flow over your desk day by day. You may have found a better way of presenting your advertising proposition; you may have picked up a practical method of seeking and securing a larger reader coverage, placing your paper in a larger percentage of the homes of your community; you may have learned how to secure better press work, or to produce more effective advertising typography.

These are days of many problems in newspaper making. There are labor costs, for instance. How some other publisher solved that problem might help you, and the place to get the ideas and the details is while you

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.

talk shop with your fellows in the newspaper field.

As an editor you should talk and mix with the editors of those papers you would wish to emulate. From them you might learn their method of establishing newspaper prestige and influence. Such a know-how constitutes a valuable asset for any editorial desk.

Are you planning now on attending the next meeting of the association? If by chance you are not a member, take a tip and enter your application for membership. You will find it a profitable investment, and especially if you attend the sessions.

Be there whether it be a business or a "play" session. You will find both of value. If it be a "play" session, you can enjoy the recreation and be better for having enjoyed it. In either case there will be shop talk to which it is your privilege to listen. Take your wife along. She will help in garnering the ideas that constitute your dividend.

How You Can Kill Your Association

Don't come to meetings. If you do come, come late. If the weather doesn't suit you, don't think of coming.

Find fault with the work of the officers and other members. Never accept an office or committee appointment as it is easier to criticize than to do the things.

Get sore if you are not appointed on some committee; but if you are, do not attend committee meetings. If asked by the chairman to give your opinion regarding some important matter, tell him you have nothing to say. After the meeting tell everyone how things ought to be done.

Do nothing more than is absolutely necessary; but when other members roll up their sleeves and use their ability to help matters along, howl that the association is run by a clique.

When a banquet is given, tell everybody money is being wasted on blowouts which make a big noise and accomplish nothing.

When no banquets are given say the association is dead and needs a can tied to it. Don't ask for a banquet ticket until all are sold. Then swear you were cheated out of yours. If you do get a ticket, don't pay for it.

Hold back your dues as long as possible or don't pay. When you do receive a bill for your dues, postpone paying 'til the secretary writes for the money—then get sore because you've been dunned. If you receive a bill after you've paid,—resign from the association or at least suggest to some of the members that the treasurer tried to work you or is manipulating the accounts.

Don't tell the association how it can help you, but if it doesn't help you, resign. If you receive service without joining, don't think of joining. If the association doesn't correct abuses in your neighbor's business, howl that nothing is done. If it calls attention to abuses in your own, resign from the association. When you attend a meeting, vote to do something, then go home and do the opposite. Agree to everything said at the meeting and disagree with it outside.

Get all the assistance the association gives, but don't give it any. Talk cooperation for the other fellow with you; but never cooperate with him.

When everything else fails, cuss the secretary.

— From the July issue of Feed Institute's "Digest".

Miss Florida Garrison has resigned as editor of the Highway Herald, published by the Kentucky Department of Highways, to join the staff of Victor R. Portmann, secretary-manager of the Kentucky Press Association. Miss Garrison, a graduate of the University of Kentucky, Department of Journalism, fills the KPA post left vacant by the resignation of Mrs. Marie Rose.

D. M. Hutton, editor of the Harrodsburg Herald, has been named to the committee of tourist promotion of the Kentucky Chamber of Commerce.

Kentucky Newspapers Are Urged To Emphasize Newspaper Week

What are you planning to help further your newspaper public relations during National Newspaper Week, October 1-8? That is a question which every newspaper publisher and employee should be asking himself now—for now is the time to prepare for this observance. To further this annual celebration, your Central Office is supplying every newspaper with the NNW service kit which should reach you this week.

The week-long program, wherein the nation's press will rededicate itself to community service under the slogan, "American Newspapers—Truth to a Free People", offers every newspaper a fine opportunity to show what services it performs for its readers and community.

This service is especially vital in the light of present world developments. Now that American concepts of freedom are again challenged by a philosophy based on subjugation and military might, it is the duty of the press to defend those concepts and keep readers well informed, he said.

The slogan, "American Newspapers—Truth To A Free People," ties in with the theme which has been selected for that week, namely, "Rededicated to Community Service."

Both the slogan and theme for National Newspaper Week offer an opportunity to tell what part your newspaper has played in promoting the interests of your community, in keeping alive the freedoms we hold dear.

Once again our country is faced with a crisis.

Once again our concepts of freedom are being put to a test by a philosophy premised on armed might and subjugation of the individual.

And once again this nation—and its people—must meet that challenge and that test, and defend our way of life which holds inalienable the rights of the individual as guaranteed in our Constitution.

An informed people will know how to meet this crisis. The American people are constantly being kept informed through their newspapers of what is going on in the world, in the nation, the state, the community.

The newspaper—your newspaper—tells its readers what is happening all around them. Readers expect no less.

Readers of your newspaper expect a clear, complete and intelligent report of the day's happenings; they expect your newspaper to publish and make clear the values and objectives of community life; they ex-

pect the newspaper to project a truly representative picture of the various community groups; and they expect your newspaper to be a forum for the exchange of comment and criticism.

How much is your newspaper a part of your community? How well does it serve your community? Each publisher can supply his own answer to the following questions:

1. Do we keep our readers informed about all matters which concern their daily lives?
2. Do we print corrections when mistakes have been made?
3. Do we always report both sides of a controversy?
4. Is our editorial policy constructive, or do we straddle the fence most of the time?
5. Are the stories written so that our readers can understand them easily?
6. Do we print something for every member of a reader's family?
7. Do we show good taste by eliminating lurid story details?
8. Is our newspaper lively, or is it dull?
9. Do we point out all the evils which may afflict our community, including gangsterism, graft and privilege?

Your newspaper has accomplished much. Those accomplishments can stand re-telling.

The ANPA again recommends that every newspaper present a round-up story during Newspaper Week telling what it has done for the community during the past year. Such a round-up should offer fine story and picture possibilities.

The association offers several other ideas and the national committee has gathered a number of suggestions with complete details for their accomplishment in the special National Newspaper Week promotion kit.

One is to hold an "open house", giving readers an opportunity to learn just how your newspaper is produced and just what problems have to be met in getting a story or ad into the reader's hands. A pamphlet somewhat on the order of "Your Newspaper In Your Community" might be effectively distributed in connection with the "open house".

National Newspaper Week also offers an opportunity for the newspaper to acquaint the community with its staff members. This can be done by printing their pictures and telling what jobs they perform along with their biographies, or by sending them to local gatherings as guest speakers. It should be stressed that the journalist is a self-respecting, solid citizen of his community and not a "Johnny-come-lately".

Mats of the National Newspaper Week emblem, portraying newspapers in terms of the "Spirit of 1776," are provided free by Metro Newspaper Service. The emblem are available in three sizes, one small enough to be used in page one ears and the others large enough for display use. Subscribers to Metro will receive the mats in their October issue of the service without having to request them. Non-subscribers may obtain a set by writing to Metro Newspaper Service, 80 Madison Ave., New York 16, N. Y.

Free mats of a letter from President Truman may be had for the asking from Stamp-Conhain-Whitehead, Inc., 1032 South Grand Ave., Los Angeles 15, Calif.

Printer's Port, Inc., of 1301 Dodge Street, Omaha 2, Neb., offers the attractive cartoons as published in the July and August Press. Also the Publishers Auxiliary offers a three-column cartoon, "Truth to a Free People," for the asking.

Sinclair Refining Co. is asking its dealers to sign an agreement in connection with its cooperative advertising plan whereby the dealers will negotiate all contracts for advertising and pay for same, but all advertising is first to be approved in writing by Sinclair Refining Co.

Newspapers are asked to sign an agreement that Sinclair Refining Co. will not be held responsible for payment of the advertising and further to agree to indemnify, protect, defend, and save harmless both the dealer and the Sinclair Co. from all claims or liability for damages in connection with any radio broadcast containing such advertising.

We wonder how many newspapers will sign such a drastic and dangerous agreement.

Henry F. Coffey, former staff photographer for the Hardin County Enterprise, has joined the Greensburg Record-Herald as staff photographer.

Mrs. Timothy Asbury Pedley, 84 years old, mother of Gracean Pedley, publisher of the Lyon County Herald, Eddyville, died August 29 at her home in Denver, Colo. A native of Caldwell county and former resident of Owensboro, Mrs. Pedley is survived also by her husband, another son, Col. T. A. Pedley, and a sister, Mrs. Lilly M. Campbell.

H. R. Chandler, editor for 20 years of the Barbourville Mountain Advocate, is taking a three-months leave of absence for a well-earned vacation in California. On his return he will become president of the Barbourville Publishing Company. Cecil Wilson has been appointed managing editor.

Cooperative Ads

(Note: This address by Mary Handaal, Waupun Leader-News, was featured at the annual meeting of the Wisconsin Press Association.)

Co-operative advertising helps stretch the local merchant's advertising dollar, enabling him to use more space and to use advertising more consistently. It's a powerful triple-edged sales weapon, resulting in increased sales for the retailer and manufacturer . . . in increased linage for me.

In a four week period recently (the last two weeks in April and the first two weeks in May), my local display advertising totaled 4,386 inches or 78% of the advertising for that period. 1,035 inches — 24% of the local display was co-operative. At present I have about 25 local stores using some 50 co-operative accounts.

I keep a 3x5 card index of the stores using co-operative space and the individual requests of the various accounts. Some manufacturers want two tear sheets, some one else requests a statement marked paid the 10th of the month instead of the 15th, which is our discount date.

The index helps serve in refreshing my memory on the various accounts, helps me to ask about them often, how the sales are going, whether the retainer has taken on a new line, and whether or not co-operative advertising is being offered on that new account.

If new mats are needed, I offer to write for them . . . usually the customer is happy to be relieved of this detail . . . and personally, I like having the mats in my possession for the various co-operative accounts, which serves as a check in sending tear sheets along with the bill at the end of the month. Together with the tear sheets for each account goes a statement, at the customer's earned rate, which is marked paid and ready for the retailer to send on for credit.

Is co-operative advertising paying off in increased sales in Waupun? Last year The Men's Store used an average of two ads a month on Phoenix socks, one of their co-operative accounts. They increased their Phoenix sales by 32% over 1948 and they are now selling 3 and one third times more Phoenix socks than back in 1945—325 dozens a year, compared to 97 dozens.

Storbeck Hardware and Appliances has been running a three and one half inch ad on Kem-Tone, one-coat paint. They increased their Kem-Tone sales 28% last year.

Walter H. Lowry, vice-president and advertising manager of the Formfit company, and chairman of the Committee on Co-operative Advertising of the Association of National Advertisers, said recently in Editor

and Publisher:

"There is no more effective way of making sales than through co-operative ads, properly prepared and timed, and fully co-ordinated with intelligent store selling.

National advertising tries to influence people on what to buy. Retail advertising tells them where to buy it. The combination of two good names, used together in sound co-operative advertising, is much better from the standpoint of producing sales."

Formfit, by the way, spends 50% more money in newspapers than in magazines, with 35% of its newspaper expenditure allotted to co-operative advertising.

Miss Mary Shinnick Receives Scholarship

The Kentucky Press Association award for scholarship and personal attributes for 1950, presented annually to a sophomore major in journalism at the University, was awarded Mary Elizabeth Shinnick, Wilmette, Illinois. Miss Shinnick has a 2.6 standing for her first two years of study, and is active in many campus and publication activities.

This award is particularly fitting as her father, William C. Shinnick well-known editorial staff member of the Chicago Tribune, was one of the first graduates in 1917 of the Department of Journalism. Her mother was also graduated by the University of Kentucky in 1917. Both are native Kentuckians.

Miss Shinnick was born on April 23, 1930, in Evanston, Illinois. She attended Central School and Byron C. Stolp Junior High School in Wilmette. While in grammar school, she wrote the school column in the local paper for two years. She was managing editor of her junior high school paper.

She attended New Trier Township High School in Winnetka, Illinois, from which she was graduated in June, 1948. She was a member of both the newspaper and year-book staffs, as well as the National Honor Society, the Women's Athletic Association, Career Club, Spanish Club, and the Latin Club. She also taught ballet and acrobatic lessons for two years at the Betty Jones School of Dancing during her high school career.

Miss Shinnick entered the University of Kentucky in September, 1948, and received a Sullivan Fund Scholarship in her freshman year. She held the position of associate editor of the Kentuckian in her freshman year, and that of managing editor this year: She was recently appointed editor of the 1951 Kentuckian.

She is also a member of Phi Sigma Iota, romance language honorary, Alma Magna Mater, Student Union committees, the Women's Athletic Association, the University of

Kentucky Troupers, and Chi Omega Sorority.

The Association congratulates Miss Shinnick on her scholastic and journalistic attainments.

Wesley E. Carter, former publisher of the Elizabethtown Enterprise, and Director of Public Relations with Mergenthaler Linotype Company and Editor of The Linotype News, died Saturday, June 17, in Manhasset, Long Island, New York. He was 41 years old.

Mr. Carter was born and reared in Kentucky, and was a journalism graduate of the University of Kentucky, where he was awarded a trophy for the outstanding journalism student for his four-year period there. He also attended Columbia University in New York. Before entering college, he had learned the printing trade and had spent several years as an operator and printer.

He was employed as a reporter, feature writer and editor, on weeklies, dailies and wire services. During his ownership of the Hardin County Enterprise, in Elizabethtown, he won first place awards for typographic excellence and also for the outstanding community newspaper in the state.

He had spent a number of years during the recent war as a Special Agent of the Federal Bureau of Investigation and had engaged in publicity and public relations work in Washington, Baltimore, and New York, before joining the Linotype Company.

Long interested in a program for improvement of the appearance of newspapers, Mr. Carter had given talks on typography and newspaper makeup before various state and national press associations, as well as groups at New York University, Washington and Lee, and Columbia University.

He had advised publishers and redesigned the format of weekly and daily newspapers in many different states in this country, in Canada, Mexico and overseas.

He was a Mason; Knights Templar; a member of Sigma Delta Chi, professional journalistic fraternity; Pi Kappa Alpha; Omicron Delta Kappa the American Institute of Graphic Arts; Society of Former Special Agents of the Federal Bureau of Investigation.

Mr. Carter is survived by his wife, Lucille Myers Carter, and a son and daughter, Wesley, Jr., and Anne Marie. Committal services were held at the Lexington cemetery.

Horace Greeley's Tribune circulated as many copies in its daily and weekly editions six years after its establishment as the New York Herald, which had been in the field for a dozen years.

Binding News Files

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A recent 10-page special issue of the Woodford Sun, Versailles, was devoted to the Kentucky Press Association, presenting KPA history with stories and pictures. The special issue was dedicated "to emphasize once again that freedom of the people can exist only so long as there is a free press."

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The men and women who go wrong in this world are those who have a lot of time on their hands and nothing on their minds.

The man who reaches the top is the one who is not content with doing just what is required of him. He does more.

James E. Barrickman, former reporter on the Middlesboro Three States and the Pineville Sun has joined the Armed services.

Speed with accuracy in operating, competent instructors, Linotype and Intertype operating—Ohio Linotype School, Logan, Ohio. Free information.

Russell Dyche, editor of the London Sentinel-Echo, was elected treasurer of the US Dixie Highway association at a recent meeting in Lexington.

Mr. and Mrs. Byron Royster, Sebree, publishers of the Sebree Banner, recently entertained the Banner's correspondents with a party which included a tour of the newspaper plant during which movies were made showing steps in production of the paper. Refreshments followed at the Royster home.

Lonnie Lawrence, 60 years old, who had been employed as a printer by the Kentucky New Era, Hopkinsville, for nearly 40 years before his retirement, killed himself on July 19. He was a veteran of World War I. Members of his family said that he had been in a rather hysterical condition the last few days.

The Mexico (Mo.) Ledger has added a new service—putting pennies in parking meters of over-parked cars.

The driver who returns to his car after the expiration of his parking time, finds a yellow ticket notifying him that he was over-parked "but a penny was put in by the Mexico Ledger."

And, the card adds; "If you appreciate this Ledger service, you can do us a favor in return: The next time you have any news, let the Ledger know..."

The Federal Communications Commission on August 21 granted a construction permit to Radio Station WCTT to change its facilities from 1400 Kilocycles 250 watts to 680 Kilocycles 1000 watts. The station is owned and operated by the Corbin Times-Tribune. The permit, which had been tentatively granted several weeks ago, was made final and gave authority to the Corbin station to begin the task of converting over to the lower frequency and greater power. The Station will begin operating on the new wave length as soon as new equipment can be purchased, housed and installed. Several months will be required for this job.

Publisher Says "Kill The Women's Pages"

Women's pages should be put to death according to Clarence A. Burley, publisher of the Menlo Park Recorder and Gazette, who addressed the opening session of the 12th annual CNPA Editors' conference.

"You want women to read the whole paper," Burley pointed out, "and yet you label one page for them. The sports page isn't labeled 'men's page' . . . and that's a good reason for putting a stop to the women's page right now."

The Menlo Park publisher, who formerly was editor of the women's page of the Chicago Daily News, suggested feminine readership would be attracted to all departments if women's stories were handled as straight news.

To replace the traditional section for women, Burley would install an "activities page" which would carry all stories of clubs and organizational functions of men and women alike. He proposed in addition a "personal mention page" and a "modern living page" to be slanted for both men and women.

"I think we should play up home decoration," Burley said. "That is one way we can bring back some of the women readers who turn to magazines for information. But men might read home news, too, so why not keep away from labeling it for women?"

Makeup of most women's pages is not bold enough according to Burley. "Pictures should be more newsy and better displayed," he asserted. "We might even consider putting a ban on all posed bride pictures and get action shots instead. We could use the bride leaving the church . . . or even after the honeymoon, bent over the sink."

Elinor Cogswell, editor of the Palo Alto Times, commented on the necessity of opposing the tendency of advertisers to insist on space on the women's pages. The advertisements that women read should be spread throughout the paper, she stated.

Does your subscription department have "calendaritis?" Some publishers take it for granted that when people come in to take out or renew a subscription, they want it for one year. But during these times, publishers who have trained the subscription girl to ask, "For how many years?" often get a response of "two" or "three." This is particularly true when a discount is given for subscriptions of more than one year. How much discount? If your subscription rate is \$2.00, then two years for \$3.50 or three years for \$5.00 are good economic rates. You save time in bookkeeping and in correcting your mailing galley to justify the reduction.

Finley Tynes is the new editor-publisher of the Shively Gazette succeeding Paul J. Hughes. Tynes has served on the editorial staffs of the Washington Times-Herald, Washington Daily News, and United States News, and also has been connected with United Press, Associated Press, and International News Service.

Beware of racketeers. Don't tie up with any promotion scheme introduced by a stranger until you have thoroughly investigated the scheme itself as well as the promoter. Don't sign any letters of introduction or advertising agreements until you have studied the matter with all the thoroughness and caution of a legal expert.

In helping the Gallatin county and Trimble county agricultural agents promote good farm practices in their counties, Charles E. Adams, editor of the Warwaw News, and Frank C. Bell, editor of the Trimble Democrat, Bedford, issued special editions, "Green Pastures Editions", printed entirely in green ink.

There are still a few newspapers in our state which do not carry the full name of the newspaper on all of the inside pages. The running head for inside pages should contain the following:

1. Full name of newspaper.
2. City, county, and state of publication.
3. Complete date of issue.
4. Page number.

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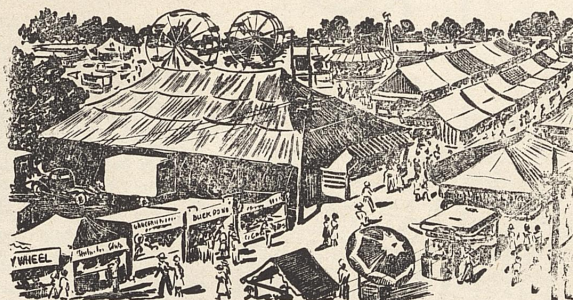
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The State Fair

It's the biggest get-together in Kentucky, the hurly burly, raucous, lovable concentration of people, animals, amusements and blue ribbons that folks call the

Kentucky State Fair. Growing larger every year, adding new lustre to Kentucky laurels, the State Fair is among the proudest traditions of the Commonwealth

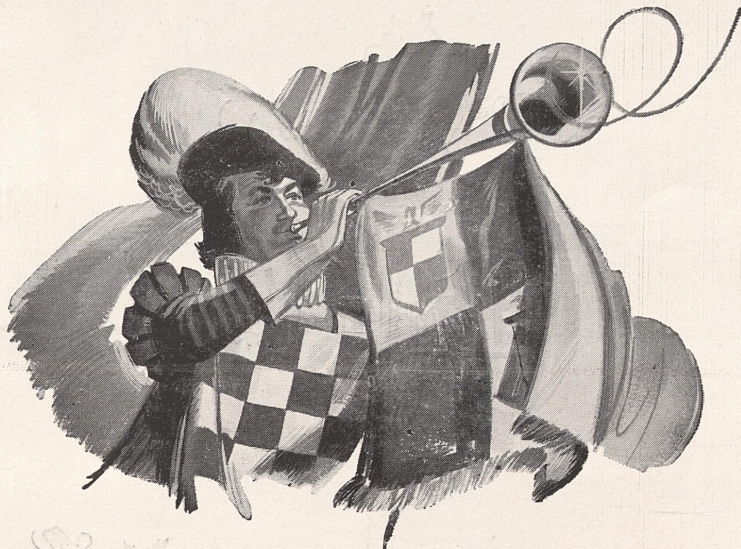
Yes, and beer is a tradition in Kentucky, too!

Like the State Fair, BEER BELONGS in Kentucky. You'll find it at booths along the midway, or in the companionable

groups that gather to swap yarns in the livestock pens; for beer, the beverage of moderation, is a favorite among Kentuckians.

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herald is a court official



but Herald is a newspaper



You can look it up. With a lower-case initial, *herald* means a medieval announcer, a custodian of genealogies, and even a red-breasted merganser. With a capital initial, *Herald* is the name of a newspaper.

It's the same with *Coke*, the friendly abbreviation for Coca-Cola. It has an altogether different meaning when spelled with a lower-case "c." That's why we keep asking that it be written or printed with a capital initial whenever it is mentioned in the public press.

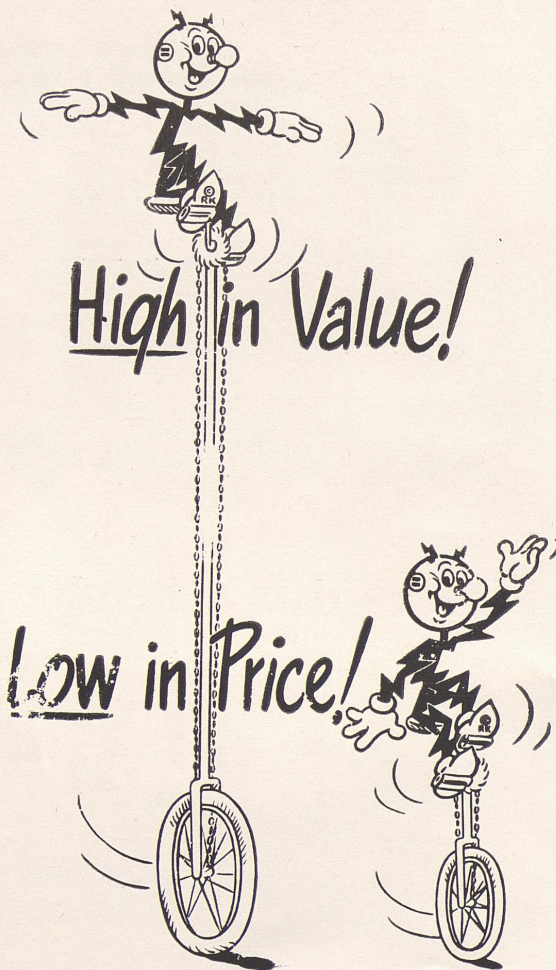
And there's another reason. Both *Coke* and *Coca-Cola* are registered trade-marks, and good practice requires that owners of trade-marks must protect them diligently.

The capital initial on the names of our product is as important to us as capitalizing the first letter of your publication is to you.

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... both trade-marks
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