

# The Kentucky Press

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

VOLUME SEVENTEEN

October, 1946

NUMBER TWELVE

## 16 KPA Weeklies On ABC Roster

Compared with the showing of other states, New York for instance, the weekly newspapers of Kentucky are rather slow in joining the ranks of ABC audited newspapers, sixteen now being enrolled. In the report in June of the NEA committee, however, Kentucky was one of four states that had gained the largest proportion of its quota.

But compared with the showing of two or three years ago, our present roster of 16 weekly newspapers is a marvel of accomplishment. According to advices from other progressive editors, we will see many more state newspapers on this growing ABC roster as soon as the initial audits are completed. Many state editors have already taken the initial steps; the delay is due, in most instances, to the dearth of auditors in the ABC organization.

From statements made by advertising agencies, right or wrong they may be, the new postal requirement of sworn circulation will not wholly satisfy them or discriminating advertisers. What they want to know is, who paid how much when and in what numbers the resultant coverage of trade territory. These questions are answered by ABC audits.

KPA members who have answered these important queries via ABC membership to date are:

News-Journal, Campbellville; Carrollton News-Democrat; Cynthiana Log Cabin; Eddyville Herald; Elizabethtown Enterprise; Harrodsburg Herald; Hodgenville Herald-News; LaGrange Oldham Era; Lancaster Central Record; Leitchfield Gazette; London Sentinel-Echo; Murray Ledger and Times; New Castle-Eminence Local; Owenton News-Herald; Paintsville Herald; and Paris Kentuckian-Citizen.

## Public Opinion Voiced On Advertising

To provide information on the current attitudes of the wage earner families toward advertising, Macfadden Publications asked the members of their Wage Earner Forum to answer the following questions, which were designed to reveal their thinking on some of the broad general aspects of the subject, says the Bureau of Advertising.

Question: "Do you think advertisements help to give you better products for your money?"

Answer:	Yes	No	Don't Know	No Answer
Husbands	74.0%	24.0%	0.6%	1.4%
Wives	77.4%	20.4%	1.0%	1.2%

The affirmative answer is given to this question by three out of four men and women in the Forum; by more of the older men; by fewer men in the North; by more of the women in the South and Far West than in the Middle West and North.

Question: "Do you think advertisements add to the cost of things?"

Answer:	Yes	No	Don't Know	No Answer
Husbands	60.3%	37.6%	0.7%	1.4%
Wives	54.5%	41.9%	1.7%	1.9%

There is a tendency for more of the older women to say that advertising adds to the cost of things.

Question: "Would you be satisfied to see advertising removed from: magazines . . . newspapers . . . radio . . . billboards . . . cars and busses?"

	Magazines		Newspapers		Radio		Billboards		Cars & Busses	
	Hus.	Wife	Hus.	Wife	Hus.	Wife	Hus.	Wife	Hus.	Wife
Yes	5.0%	3.5%	4.1%	3.1%	25.3%	29.0%	26.5%	23.2%	19.6%	17.9%
No	90.9%	91.8%	90.9%	92.1%	71.1%	66.8%	69.5%	72.8%	74.8%	77.1%
No Answer	4.0%	4.2%	4.8%	4.5%	3.3%	3.6%	3.9%	3.7%	5.3%	4.5%
Don't Know	0.1%	0.5%	0.2%	0.3%	0.3%	0.6%	0.1%	0.3%	0.3%	0.5%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

It is interesting to note that newspapers received the least number of affirmative replies among both the men and women in the Forum, with magazines ranking second. Billboards received the greatest number of affirmative replies from the men, while radio received the greatest number from the women.

A study of the replies as shown in the Macfadden report indicates that in the case of radio advertising there is a greater proportion of affirmative replies from both men and women in the Middle West and a lower proportion in the South. More younger women say they would like to see advertising deleted from the radio, and the same applies to younger men as against older men. The greatest proportion of affirmative replies among the women in the different city-size groups came from towns of between 25,000 and 100,000 population; the lowest from towns of 10,000 to 25,000 population.

In the case of billboard advertising, variation of opinions, both of husbands and wives, is present between the residents of different city-size groups, with a greater proportion of affirmative votes in the smaller and medium-sized cities. There is also a decided variation in opinion among women by age groups, with the proportion of affirmative votes increasing with age.

The greatest proportion of affirmative votes for removing advertising from cars and

busses came from the men and women in the Middle and Far West. Opposition to this form of advertising is greatest among the men and women in the smaller cities, and decreases as city size increases. Least opposition by age to this form of advertising is among the women of 30-44 years of age, while there is little difference in the opinions of men in the different age groups.

Question: "What criticisms would you make of any recent advertising?"

Answer: While fewer than one-third of the respondents had any criticisms to make, those who did register complaints directed them against:

- (1) Extravagant and misleading statements and claims
- (2) Billboards which distract from views
- (3) Post-war "dream model" advertising
- (4) Advertising of merchandise which is not available
- (5) Advertising which is too long
- (6) Advertising which has too much reading matter
- (7) Amount of time devoted to radio commercials
- (8) Singing commercials, "annoying commercials," etc.

With advertising faced as it is with its greatest opportunity and at the same time confronted with its most difficult job to date, we must be cognizant of the opinions of these wage earner families. These families constitute the largest single group of families in the country, and their enhanced purchasing power, willingness to spend and attitudes toward advertising will play a decisive role in determining the success of advertising effort.

Seven newspapers selected at random from participants in the Annual Costs and Revenue Studies since 1941 have been studied for cost trends in the editorial and mechanical departments during the 1941-1945 period.

Figures submitted by these newspapers, showed progressive rises in costs, in many instances over 50%. Composing room costs for the newspaper in the under 5,000 circulation bracket have more than doubled in the five-year period studied. None of the papers have shown decreases in any of the costs studied.

Newspaper	Years	Comp. Room Cost Per Col. Inch	Edit. Cost Per Edit. Col.	Mech. Cost Per Page
Under 5,000 Circulation	1941	\$2.19	\$ .53	\$ 5.88
	1945	4.54	.87	9.52
Between 5-6,000 Circulation	1941	3.36	.62	9.35
	1945	5.09	.87	12.78
Between 6-8,000 Circulation	1941	3.91	.93	9.28
	1945	5.65	1.62	14.37
Between 8-10,000 Circulation	1941	2.44	.69	5.94
	1945	3.62	1.18	9.63
Between 15-20,000 Circulation	1941	5.66	1.84	14.74
	1945	6.92	2.06	22.46
Between 20-25,000 Circulation	1941	4.57	1.60	10.52
	1945	6.08	2.53	14.36
Between 25-35,000 Circulation	1941	7.59	2.65	21.17
	1945	9.97	4.97	25.75

### Quarterly Reports Now Required By Ruling

Latest Cost Ascertainment Report of the Post Office Department for the fiscal year of 1945 (just made public shows an increase in the amount of the alleged deficit for handling second-class mail. According to this official report the revenues in 1945 on publishers second class amounted to \$26,223,011 and the apportioned expenditures aggregated \$133,149,791, resulting in alleged deficit of \$106,926,780, an increase of \$6,383,709, in the alleged deficit over that of 1944. Comparison with the 1944 report reveals that the alleged loss on daily newspapers carried in the mails during the fiscal year of 1944 was \$34,165,000 as against an alleged loss of \$40,756,000 in 1945—an increase of \$6,591,000

in the alleged deficit for this class of newspapers. The reported deficit on "newspapers, other than daily" for 1945 is listed as \$17,021,721, a slight increase over the preceding year when the deficit was \$16,077,000.

The loss assigned to "free-in-county" publications in 1945 was \$8,438,221 as compared with \$7,645,000 in 1944. Under the sub-classification of "all other publications" the postal tables showed this deficit had dropped off from \$32,079,000 in 1944 to \$29,955,490. This classification includes magazines and all other zone rate publications other than newspapers.

The Departmental reports states: "Relative to second-class matter mailed by publishers and news agents, such publications vary in frequency of issue from daily to quarterly, and in order to reflect a complete cycle of

mailings at the designated offices the data for such matter were collected for one full quarter rather than for the 4 weeks used in gathering the statistics for the other classes of mail. Accordingly, data were secured as to the number of copies and separately addressed pieces at each of the several rates, the copies being reported by States, countries, provinces, and ports of exit, for a complete single issue of each publication mailed at the designated offices during the quarter ended December 31, 1944."

A profit of \$241,616.859 was reported on first-class mail; a gain of \$31,300,348 on domestic air mail; a profit of \$2,624,943 on fourth class and \$53,297,823 on foreign mail—due to "the fact that the Army and Navy assumed a large amount of the expense of handling and transporting these types of mail, and to the temporary increases in rates under the Revenue Act of 1943."

Those figures are for the fiscal year of 1945 whereas the enormous increases in postal wages were not granted until 1946. Inasmuch as salaries constitute 75 per cent of postal costs, the indications are that the alleged deficits will be substantially boosted in subsequent cost reports and alleged profits materially cut.

### Courier Journal-Times Gets Television Permit

Authorization was given to The Courier-Journal and Louisville Times Company Sept. 19 by the Federal Communications Commission to operate a commercial television station. The application was the first approved for Louisville and one of the first for the South.

However, Orrin Towner, technical director of radio station WHAS, said television broadcasting cannot begin in Louisville for another 12 to 16 months—setting the period between October 1, 1947, and January 15, 1948.

The reason for this delay, Towner said, is that the television equipment has not yet been manufactured. Besides, the studio has been designed for the new Courier-Journal, Louisville Times and WHAS building which will not be completed until some time in the late spring of 1947.

Thus television has been added (in name only as yet) to the three other radio facilities—WHAS, a 50,000-watt clear-channel station, which has been broadcasting since January 20, 1946, and facsimile broadcasting, which WHAS has been operating for almost three years.

## A PROMINENT SPOT ON MAIN STREET



Within the past year A&P has been mentioned as part of the story or dialogue in at least 47 popular books of fact and fiction.

Well, that's perfectly natural, because we provide 6,000,000 American families with good food at low cost.

Wherever plain people live, the A&P is an important part of their daily lives. Years ago it was the familiar red-fronted grocery store. Today the supermarket, carrying over two thousand different items, is as much a part of the American scene as the town hall or Main Street or the village green.

No wonder so many chroniclers of American life put the A&P into their narratives!

We're flattered to turn up in 47 books. But we know—and we think you know, too—that institutions like the A&P are built on generations of hard work and public service.

If we're a fixture in American life, it's because the men and women of A&P have worked constantly for over 86 years to do the nation's most efficient job of food distribution.



## A & P FOOD STORES

# The Kentucky Press

Official Publication of the Kentucky  
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

*The Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth in the Canons of Journalism. It advocates strict ethical standards in its advertising column. It opposes the publication of propaganda under the guise of news. It affirms the obligation of a newspaper to frank, honest and fearless editorial expressions. It respects equality of opinion and the right of every individual to participation in the Constitutional guarantee of Freedom of the Press. It believes in the newspaper as a vital medium for civic, economic, social, and cultural community development and progress.*

Volume Seventeen, Number Twelve

#### Kentucky Press Association Officers

Harold A. Browning, *President*  
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Fred B. Wachs, *First Vice President*  
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Tyler Munford, *Second Vice President*  
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**NATIONAL EDITORIAL  
ASSOCIATION**  
1946  *Active Member*

Effectively opposed by the New Jersey Publishers Association in the last session of the state legislature were four bills which would have limited advertising space and restricted business associations of four different professions.

One bill would have limited chiropractors to a one column by one inch professional box in newspapers. Another would have restricted optometrists' business connections with jewelry, department stores, etc. A third would have forbidden drug stores whose business volume was not at least 50% in drugs and medical supplies, and a fourth would have outlawed advertisements which

carry the prices charged by beauticians.

Pointing out that "the money involved . . . is relatively unimportant . . ." Harvey Huff, ad manager of the "New Brunswick Home News and chairman of NJPA's committee dealing with this subject, emphasized that "the principle is all-important."

#### By William R. Morrish

Recent consumer analyses in Philadelphia, Milwaukee, Indianapolis, and Omaha all highlight a basic fact in our so-called "national market." These studies tell us again and again that even the broader patterns of buying habits vary markedly from community to community. They provide a fundamental "why" for the Bureau of Advertising's often-heard axiom: "All Business is Local."

While yardsticks differ from city to city, comparisons percentage-wise are nonetheless significant. For example, no fewer than 89 per cent of the people interviewed in predominately German-American Milwaukee prefer rye as their daily bread. In Omaha, a center of the wheat belt, only 70 per cent eat rye; and in the nation's third market, Philadelphia, the proportion drops even further, to 62 per cent.

Seventy-one per cent of the Philadelphians surveyed said they kept peanut butter in their pantries. In Omaha, no less than 92 per cent were consumers of this sticky spread.

Packaging tastes varied all along the line. Eighty-two per cent were "tea bag addicts" in the City of Brotherly Love, while in Omaha and Milwaukee, only 49 per cent preferred their tea in this form.

Nowhere did the citizens of these four cities agree in their preference for the goods considered. The influence of national, racial, and religious background was always

apparent. Local pride in regional products seemed also to be a factor.

It is to be hoped that similar studies will soon be conducted in southern cities. Climate must produce even sharper differences in people's buying habits.

Radio and magazines would have us believe that they have a formula by which advertisers can reach all American consumers in every city, town, and hamlet from coast to coast. Undoubtedly there are products which have a fairly common acceptance throughout the country. (Perhaps "Evan Llewellyn Evans" of "Hucksters" fame was right—the way to sell soap may very well be to until they can think of nothing else to buy.) "Irritate" the public with your brand name. But for the great mass of consumer goods there are wide variations in acceptance.

With this fact in mind, it is evident that most advertisers would do well to use, as their basic medium, a medium which can reach specific community markets where sales potential is highest. That medium of course is the newspaper.

Public service campaigns for which MATS are available for local cooperative sponsorship: 1) Community Chests and Councils; 2) highway and traffic safety; 3) farm accidents; 4) nurse recruitment; 5) Regular Army enlistments; 6) forest fire prevention; 7) soil conservation; 8) timber management; 9) United America (to combat inter-racial and interfaith prejudices); 10) America's role in world trade. Address: The Advertising Council, 11 West 42nd Street, New York City 18. Put these ready-made campaigns to work on your local community's and your country's pressing problems.

Postal Laws and Regulations have been amended effective at once requiring data on second-class mails from all postmasters. The amendment reads: "At the close of each quarter of the calendar year postmasters who have been authorized to accept second-class mailings shall send promptly to the Third Assistant Postmaster General, Division of Newspaper and Periodical Mail, a statement on Form 3551 showing the Mailings of second-class publications made by each publisher and news agent during the quarter. The amount of postage collected at the second-class pound rates, the weight of the mailings subject to postage, the weight of the free county mailings and the amount of second-class application fees collected shall be shown on Form 3551 in accordance with the instructions thereon."

Other sections of the amendment relate to accounting methods for the above.

It is my purpose and belief—as representative of a long and considerable user of newspaper space, including small dailies and weeklies—to try to pass along to you some picture of how we try to appraise your publications and a few suggestions which—if they seem practicable to you—would be helpful to us.

(Editor's Note: This article, with local references deleted, was taken from an address to the New Jersey Press Association by Robert M. Gray, advertising and sales manager, Standard Oil Co. of New Jersey.

First, let me qualify myself a little by reminding you that the Standard Oil Company of Pennsylvania is a believer in the weekly and small daily paper and practices his belief. These papers have figured importantly in our advertising plans since the formation of the company. In the 18 states of Esso Marketers' territory we use some 800 newspapers, of which about 300 are weeklies. Let me tell you a little about how we do this for the Standard Oil Company of Pennsylvania. Please bear in mind that the situations and considerations I am about to outline deal with additions to our list.

First, let us take an ideal situation. You, a publisher, write to our local office to solicit our advertising; or you write to me in the advertising department at 26 Broadway; or you call on our agency. In any of these cases your solicitation is passed along to the advertising agency for an analysis of your paper in terms of our needs. On the agency staff, as part of its service to us in the world of modern advertising, are specialists in this field.

With your solicitation in hand, they will first take a look at our sales and distribution situation. This is a continuing picture of our company's sales and distribution pattern—rechecked at least once each year—and covering each town and each division of our company's operation. If our distribution in your locality is adequate to give advertising a chance to do a job, your bid for our business goes on to the next step.

Perhaps I should explain that this point is decided not just on the number of outlets we have in your locality but by the potential business we can do there. It is, for example, possible we could in one town have 5 to 10 isolated outlets with one pump each. In another town, on the other hand, we might have one centrally located station with 2 to 4 pumps holding the promise of more business than the town where we had 5 to 10 separate pumps at separate points.

With the relationship of your circulation to our distribution established, the next step is a check on your milline rate.

It will probably interest you to know that we will generally allow a higher milline rate for a publisher who is a member of the ABC than for one who is not. And I should like, if I may, to endorse the statements as to the worthwhileness of ABC membership.

To proceed, then, with a review of our steps in appraisal of papers new to our list—if your milline rate falls within the range we have established with our advertising agency as sound, they next take a look to our present coverage of your specific county. Assuming that it is low, and that you are not an ABC member, the agency will write you for a month's post office statements and will ask you to send in the issues corresponding to these statements.

If you are a member of the ABC, of course this step is largely unnecessary, as the agency will have reliable circulation records on hand.

In the case of non-ABC members—with post office statements and copies of your paper both in hand, the weight of your issues compared to the postage you have paid enables us to calculate the by-mail circulation of your paper. If this does not balance with your stated circulation, you will be asked for details of additional circulation which does not go through the post office. Naturally, this additional circulation needs adequate substantiating evidence and an affidavit as to its authenticity.

If, on the other hand, your milline rate is over our limits—or if it is within or near our limits but we already have good coverage in your area through papers now on our list—it becomes our unhappy duty and your unhappy fate to leave addition of your paper in abeyance.

So much for mathematical factors in the evaluation of your papers for our use. There are naturally other factors. For instance, we feel that if you carry a lot of "countries"—by which of course you know we mean local names and items—it inclines us and our agency to believe that your paper will be thoroughly read. I may even say that if we are thoroughly—and I mean very thoroughly—convinced of this intensive readership factor it may to some considerable degree overcome even the factor of territory coverage from other papers.

So much for the general standards of appraisal of papers asking place on our lists. I think perhaps you see why we feel that if your paper is on our list it may take that fact as credit to itself. We try very hard to be sure that our choices are wisely and usefully made. It is probably not too much

to say that the fact you are on our list can be of help to you in soliciting other national advertising.

Let me also say at this point, please, that our advertising department and our agency are always glad to listen to or to read solicitations from your papers. If in our best judgment we have had to pass up the services of your paper's pages, and you believe that you have valid new information for our consideration, you will find us always glad to review the situation with you.

Now, if I may, I should like to put before you briefly a few suggestions which, if useable by you would, I believe, be useful to us and perhaps helpful to you in securing more advertising.

For one thing we have noticed a tendency in smaller papers, particularly the weeklies, to bunch national advertising rather than to distribute it through the paper. We believe it would add considerably to the value of your papers for all national advertisers if their advertising could be dis-



Merry  
**CHRISTMAS  
GREETINGS 1946**

★ ★ ★ ★ ★  
**TIME TO ORDER WNU'S  
MONEY-MAKING HOLIDAY  
GREETING SERVICE**

★ ★ ★  
38 Christmas art greeting cuts, and copy, and  
38 New Year art greeting cuts, and copy—all in type-high plate or mats. Complete holiday kit of 76 greeting ads, in type-high plate, \$15. In mats, \$15.

Place Your Order Now and  
Get Started Early.  
**WNU Features**  
**WESTERN NEWSPAPER UNION**

tributed through your pages generally.

For another thing, I should like to suggest that you make calls—wherever possible—on the local dealers of national accounts that are prospective advertisers in your area. See that they are familiar with your paper—what it's like and where it goes. Dealers very frequently are consulted as to which paper might best be used in a case of nip-and-tuck selection.

Thirdly—the matter of tie-in advertisements from local dealers in connection with national advertisements which you run. We believe you do a very real service both for the national advertiser and for the dealer when you encourage this practice.

Fourth, it would be a very helpful thing to us in producing and scheduling our advertising if all of you could standardize on a 2 inch column width. Most dailies, of course, do. It would help a lot if weeklies could.

Fifth, when you receive an advertising order from the advertising agency, please read it through carefully and make sure that you and those of your employees concerned understand all of it and understand it clearly. This is a key corrective for those too frequent misunderstandings which cost all concerned time, money, and mutual good will.

Sixth, it would help from our side of the fence, if you all could have effective systems to follow-up and check on arrival of advertising material at your plant. In other words, do not wait until the day before you need the plate or mat of advertisement to make sure that it is on hand and in good condition.

Seventh and eighth—two items which may at first seem picayune—but which, believe me, can be of very great and real importance to you. One is that you please be prompt in furnishing checking copies and in billing us for our advertising. The other is that you please answer correspondence promptly. When you do not it may sometimes delay your getting a place on our schedule for a period of several months.

And finally—and perhaps needlessly—may I suggest that you do everything in your power to make sure that your paper is well printed.

### Editor's Son Receives Annapolis Appointment

John E. Thompson Jr., 18-year-old son of Editor and Mrs. John E. Thompson, Bracken Chronicle, Augusta, received an appointment of the Annapolis Naval Academy and will enter with the class of June, 1947. At present, he, with his younger brother, are attending Transylvania College, Lexington.

### Louisville Paper Co. Celebrates Anniversary

The Louisville Paper Company is celebrating its fiftieth year of service to newspapers and printing offices, having been incorporated on March 2, 1896. The concern was first located on West Main street with five employees.

Business grew rapidly in the next five years and the company moved to a larger building with switching facilities. A disastrous fire in April, 1912, destroyed the building and contents.

One month later, a new building with 140,000 square feet of storage space with a private switch of 15-car capacity was purchased at 13th and Maple streets, its present home. Today, the personnel comprises 100 employees, two of whom have been with the firm 50 years, and 12 over 25 years.

A branch office is maintained at Memphis for service to the Arkansas, Mississippi, and Tennessee area. Stock is also carried in Evansville, Indiana, and Knoxville, Tenn. The Louisville plant specializes in folding cartons and pencil tablets; in addition its converts adding machine rolls, blasting paper, and other small roll specialties.

Officers are Thomas F. Smith, president, John Marshall, vice-president, C. A. Jenson, treasurer, T. Floyd Smith Jr., secretary, and O. B. McMeekin, assistant secretary.

The Press joins KPA in wishing its associate member a very happy 50th birthday—and will help it celebrate its "century of progress."

**The McClure Agency**  
Phone 4431      Eminence, Ky.  
**Kentucky Newspaper Sales**  
**Appraisals                      Consultants**

### Mrs. Ada Wear, Former La Center Publisher, Dies

Mrs. Ada Wear, editor and owner of the Weekly Advance, La Center, for a number of years died October 8 following an illness of several months.

Noted as a newspaper editor in West Kentucky, Mrs. Wear operated the Advance founded by her husband, James V. Wear, for 25 years after his death. Born at Benton, Ky., she was woman's editor of the Benton Tribune Democrat before coming to La Center after her marriage.

At one time she was listed in Who's Who in America and was well known in press circles.

### Henderson Scholarship Award Is Established

The J. Howard Henderson Memorial Committee announced September 11 that contributions totaling \$2,316.19 from 176 of the late newspaperman's friends have enabled it to purchase an insurance policy for Henderson's son, John, 7, which will assure the youngster \$74.07 a month for 10 months a year for the four years of his future college career.

Henderson, Frankfort columnist for The Courier-Journal, died last December 19. The committee, a group of local friends, said he was "fully aware of his pending death," and "his greatest regret was to leave the boy with his education insecure."

If John should die before college age, the proceeds of the policy will go in a lump sum to the School of Journalism of the University of Kentucky to invest the principal and use the interest for an annual J. Howard Henderson memorial cash award for the junior student who "shows the best promise in reporting and interpreting public affairs."

### Words Of Advice

Inform your readers of the importance of always carrying some means of identification stresses Dr. William A. O'Brien, Minnesota Hospital association, who pointed out that if a person is found in public and brought into a hospital, the hospital needs all the information it can possibly get.

"Every wife ought to be certain that her husband is carrying an identification mark on him," declared Dr. O'Brien. "If he should be found in a coma and brought to the hospital, and the hospital be unable to reach her for information as to what might have happened to him, it might be a considerable time before they could get the man started on his way to recovery."

### Ben Farmer Joins Cynthiana Democrat

Ben Farmer, veteran, has accepted the editorship of the Cynthiana Democrat, resigning from the Richmond Register where he held the position of city editor. Ben, a U. of K. journalism graduate in 1938, joined the Register staff in 1938, leaving for the armed services in 1940 for a five-year tour of duty, returning then to the Register. He has been succeeded by Glenn W. Million, a local resident, as city editor on the Register. Million is also a U. of K. graduate and a Marine veteran in the Pacific theater for 27 months.

OPA Authorizes Higher Prices On Sheet Print

OPA has authorized greater differentials for sheeting and packing newsprint in a move designed to encourage manufacturers to produce sheeted newsprints for customers desiring it in that form. Effective October 7, the differentials which can be added to pre-ailing ceilings for newsprints in rolls, are stated in dollar-and-cent terms, and are generally \$5 a ton above that of October, 1941, heretofore in effect.

For standard sheets of newsprint and the customary pack, the new differential that will be most commonly used is \$13 a ton. The range is up to \$28 a ton, depending on the style of packing. For cutting into smaller sizes than the standard sheets, further differentials are provided ranging from \$10 to \$20 per ton. OPA said that this action is less than one per cent of total production in sheet form and is the same as that already provided for book and writing papers and groundwood specialty papers.

Our newspapers should thus understand that if they are using odd sizes, rather than the standard sizes, that they will be paying more in proportion. It is something to investigate—and then order only the standard size-cut newsprint.

Mrs. Edward W. Shinnick Sr. died at her home in Wilmette, Illinois, early this month. She was a native of Shelbyville, where her husband was a newspaper publisher for many years. She moved to Illinois twenty years ago. Among her surviving relatives is William C. Shinnick, a member of the editorial staff of the Chicago Tribune.

A 1945 average net profit of 12.11% was revealed by the results of a weekly newspaper cost study conducted among 35 weekly newspapers in Pennsylvania, New York and Ohio. Total revenue broken down into percentages showed returns were advertising, 50.03; job shop, 32.46; circulation, 15.50; miscellaneous, 2.01. Of total expenditures broken down into percentages, 31.05% was for mechanical departments; 12.3 for editorial, advertising, business and clerical help; 15.5 for administrative-executive costs; 11.7 for job-shop paper, rollers and office supplies; 4.7 for rent and repairs; 4.1 for newsprint; 3.8 for depreciation; 2.5 for power and light, heat, gas and water; 2.4 for inks, mats, engravings, photos, etc; 2.0 for freight, postage, mailing, delivery and messenger service; 1.9 for interest and insurance; 1.4 for telephone and travel; 1.7 for payroll taxes; 1.2 for business taxes (not including in-

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come tax); 3.8 for contributions and miscellaneous.

An average of 22.4% profit was shown by the newspapers which made no provision for administrative-executive expense.

The National Editorial Association again suffered a great loss in the death of the sec-

ond Indiana publisher and member of the board when J. Frank McDermond, many years NEA treasurer, died on October 8. He was the publisher of the Attica Ledger-Tribune. Walter Crim, Salem Leader-Republican, long a leader in NEA activities, preceded him in death in August.

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c

Words of One Syllable

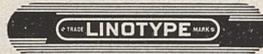
—there are a lot in the dictionary

The plain facts are that Blue Streaks are so good in the eyes of those who use them that there is no need for words with joints.

We have been told that there are no men who print who can not use Blue Streaks and make coin but those who do not need to set type.

There is a Blue Streak for all needs—from one face to eight or more and from one mold to six.

All of which has been told in words with no joints. But when we sign our name, we must use more than one—



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a b c

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