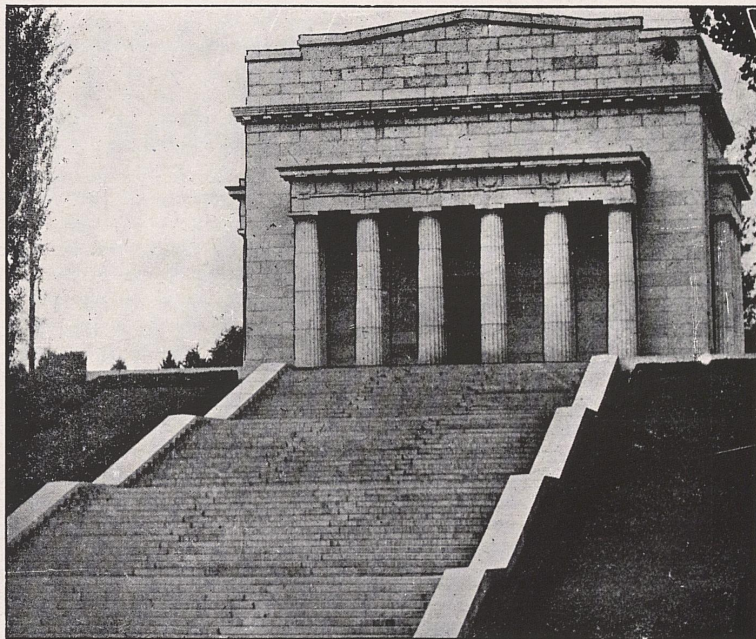


The Kentucky Press

April, 1947

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



Lincoln Memorial, Hodgenville

•
VOLUME EIGHTEEN
NUMBER SIX

•
Publication Office:
Room 64, McVey Hall
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.

Average Local Advertising Rates Too Low

On community newspapers, local ad rates for decades have been notoriously low. More than 25 years ago the NEA recommended that no weekly could afford to charge less than 25 cents an inch for local advertising. If that was true then, we believe that the minimum local ad rate should not be less than 35 cents. At local rates charged by some newspapers today, how can better newspapers of highest standards be produced?

We are convinced that the majority of community newspapers set their local rate structures too low. We're not talking about profiteering, either. How can these produce a worthwhile newspaper—a newspaper that can and should be the most important institution of the community, ranking above all others if newspapers are produced at a virtual loss.

If the newspaper is to be that, then it must produce for its publisher a financial return compatible with its position and service. This cannot be accomplished with rate structures, which any sound accounting will reveal, are not capable of producing a sound and liberal profit margin. We have plenty of publishing headaches now, but nevertheless today is the time to set our rate structure houses in order.

At the request of many of our publishers, we are reprinting the following article that appeared in our June, 1945, issue and caused plenty of comment—and some action. Study this carefully.

Many methods are used by newspaper publishers to arrive at equitable local rates and an equal number of theories are advanced as to what these local rates should be. The Press has concluded there can be no hard and fast formula to use in arriving at rates.

In common with advertising practice, many methods are also advocated to give space discount to the larger users. Again, no hard and fast formula can be devised. The usual discount should be based on a space-time formula, but the question arises as to the advantages and disadvantages precluded in the time element.

Magazines and daily newspapers, where large space lineage is used over longer periods of time—usually a year—are mostly using a discount scale that is difficult to apply to community newspapers. It is obvious that the year-contract is advantageous to these media. The advantages that work well with these media usually are disadvantages to community newspapers.

The principal disadvantage, as has been found by many community newspapers, is

the oft-repeated failure of the advertiser to use his contractual space. Usually these advertisers approach close to the contractual space, possibly only a few inches, and then cannot understand why they must pay the higher rate than stated in their contract. This difficulty has been brought to attention by many publishers in all sections of the nation. If the publishers is hardboiled and holds the advertiser strictly to his contract, much damage is done to the usually good friendship that exists between the small town merchants and the publisher. It brings up many perplexing problems and takes the wisdom of a Solomon to solve.

There are many community publishers who believe the long-time space contract is best; there are others who have found that such contracts are far more detrimental than beneficial. The Press believes that the Monthly Sliding Scale Earned Rate is the answer to the contract problem. Let's look at the space and time contract first.

Community newspaper publishers continue to be confused over their local advertising rates—as to slide or keep 'em flat. In determination to use the sliding scale system, generally speaking, there are at least two errors in arriving at a workable scale—first, starting at the top and sliding down, with a result that the low rate is too low and is earned only by the larger space users whose composition is usually the most difficult; and, second, too many different rates with too little difference between the figures to encourage an advertiser to take more space to obtain the next lower rate.

Just how to break down the space divisions, where the minimum should start, and where the maximum should end, is again a matter of controversy. To help solve this question, the Press enlisted the help of a number of newspaper publishers and gives the following consensus of opinion:

The minimum: As many newspapers require a minimum of five columns inches, or 20 inches an average month, their space-division starts at that figure. To the other extreme, many newspapers start at a weekly 10-inch average, or a monthly average of 40 inches. The general tendency is to break the divisions on a multiple of 10, though there is no absolute justification for that. Charts 1 and 2 are based on this division although the Press believes that the best division, based on even figures, should start on a weekly-average basis of 6 column inches.

The Maximum: Most newspapers agree that the lowest contractual rate should start between 180 and 200 inches per month.

Rate divisions: The consensus was divided, but general opinion indicated a step-down of one cent where the space-difference was small; a step down of two cents where the space-difference was larger. Chart 1 is based on a one-cent differential for varying basic open rates; Chart No. 2 on a two-cent differential. Chart No. 1 makes a space-jump of 20 inches; Chart No. 2, a space-jump of 40 inches per month.

On the recommended space-division of basic week-average of 6 column inches, the jumps incurring for the one-cent differential—are indicated by Chart No. 3; the two-cent jump by Chart No. 4.

The charts are for no other purpose than suggestions of space-time and rate division. As advertisers tend to use less total space in the smaller newspapers which have the smaller basic open rate, their maximum space would be smaller than the larger newspapers as indicated on the charts.

What should the basic local rate be? What should it be in comparison with the national open rate? The consensus of opinion of the majority of the better community newspapers is that the local open rate should start at the figure which results when the usual agency discount of 15% and 2% is deducted from the national open rate. Others are using arbitrary local open rates governed by local conditions. In many instances, the Press has found these local rates to be far too low in comparison with national rates. On the basis of the discount-plan, the following table will indicate rates (national rate first, local rate second): 28c—25c; 30c—25c; 35c—30c; 40c—33c; 42c—35c; 45c—38c; 49c—40c; 50c—40c; 56c—45c. These suggestions, which many will aver are too high, yet are formulated on the recognized cost plus basis of producing an inch of advertising.

Some publishers believe that their local rate should be set for the maximum of 25% of their national open rate. If this is taken into consideration, the following local rates would prevail: 28c—21c; 30c—22½c; 35c—26½c; 40c—30c; 42c—31½c; 45c—34¾c; 49c—36¾c; 50c—37½c; 56c—42c.

According to advices from many publishers, the average space used which will determine the average rate per inch will occur between 120 and 160 inches per month. A glance at the tables will permit an estimate of this average rate.

The following annual space-time scale, as used by the Morehouse Enterprise, Bastrop, Louisiana, is typical of the long-time method. It is here quoted, not as a recom-

mentation, but for the matter of comparison:

Open Local Display Rate: 40c per column inch:

Space Contract Rate

(Must be used within 12 months)

250 inches	38 cents
500 inches	36 cents
750 inches	34 cents
1000 inches	30 cents

Time Contract Rate

4 weeks	38 cents
(Minimum of 4 inches each issue)	
3 months	36 cents
6 months	34 cents
1 year	30 cents

George Greene, Leader-News Waupun, Wisconsin, uses this rate structure:

Local Display Rates

- A. For advertisers using space 45 weeks or more in the year.....35c an inch gross
- B. For advertisers using space from 25 to 45 weeks in the year.....38c an inch gross
- C. Transient local rate.....40c an inch gross

Cash Discount

All local display advertising charges are due and payable first of the month following insertion. When paid between 1st and 15th of the month, a cash discount of 10 per cent will be allowed, providing there are no past due charges.

Volume and Cash Discount—Apply only to A and B rate:

Less than 50 inches a month—10 per cent; 50 to 100 inches, 14 per cent; 100 to 200 inches, 18 per cent; 200 to 300 inches, 20 per cent; 300 to 400 inches, 22 per cent; over 400 inches, 25 per cent.

Another space-time contract in use by a Michigan weekly that uses a slightly different method quotes:

Open Space Rates

1 in. to 9 in. One time60c
10 in. to 29 in. One time55c
30 in. to 79 in. One time45c
80 in. or more One time43c

Bulk Contracts

500 inches per year45c
750 inches per year42c
1,000 inches per year40c
2,000 inches per year35c

Minimum Number of Inches Each Week

1 in. to 9 in. per week50c
10 in. to 14 in. per week45c
15 in. to 39 in. per week40c
40 in. per week35c

Another Michigan publisher reports: "Our national rate is 49 cents. Open local rate is 40 cents. We write contracts for six months or a year at rates lower than the open rate. Thirty cents is the lowest rate any one can earn. Minimum contract is for five inches a week for a year at rate of 35 cents. Other

contract rates have been worked out for various amounts of advertising. Some call for weekly ads. Others call for a certain amount in a year with a minimum requirement during each month so advertiser cannot get behind and have to use too much space in a short time near the end of the contract period. High open rate helps get contracts. We study customers' require-

ments and try to fix up a contract and maintain fairness to all advertisers."

After serious study of the problem and consultation with publishers who have found and pronounced this method the most satisfactory, the Press recommends strongly the Monthly Sliding Scale Earned Rate. Publishers state that it causes less

Please Turn To Page Five

CHART No. 1

Basic Open Rate	28	30	35	40	42	45	49	50	56
21 to 40	27	29	34	39	41	44	48	49	55
41 to 60	26	28	33	38	40	43	47	48	54
61 to 80	25	27	32	37	39	42	46	47	53
81 to 100	24	26	31	36	38	41	45	46	52
101 to 120	23	25	30	35	37	40	44	45	51
121 to 140	22	24	29	34	36	39	43	44	50
141 to 160	21	23	28	33	35	38	42	43	48
161 to 180	22	27	32	34	37	41	42	46
181 to 200	26	31	32	36	40	41	44
Over 200	30	32	35	38	40	42

CHART No. 2

Basic Open Rate	28	30	35	40	42	45	49	50	56
21 to 60	26	28	33	38	40	43	47	48	52
61 to 100	24	26	31	36	38	41	45	46	50
101 to 140	22	24	29	34	36	39	43	44	48
141 to 180	20	22	27	32	34	37	41	42	46
Over 180	25	30	32	35	39	40	44

CHART No. 3

Basic Open Rate	28	30	35	40	42	45	49	50	56
Up to 24	28	30	35	40	42	45	49	50	56
25 to 48	27	29	34	39	41	44	48	49	55
49 to 72	26	28	33	38	40	43	47	48	54
73 to 96	25	27	32	37	39	42	46	47	53
97 to 120	24	26	31	36	38	41	45	46	52
121 to 144	23	25	30	35	37	40	44	45	51
145 to 168	22	24	29	34	36	39	43	44	50
169 to 192	21	23	28	33	35	38	42	43	48
192 to 216	22	27	32	34	37	41	42	46
Over 217	26	31	33	36	40	41	44

CHART No. 4

Basic Open Rate	28	30	35	40	42	45	49	50	56
Up to 24	28	30	35	40	42	45	49	50	56
25 to 72	26	28	33	38	40	43	47	48	54
73 to 120	24	26	31	36	38	41	45	46	52
121 to 168	22	24	29	34	36	39	43	44	50
169 to 216	20	22	27	32	34	37	41	42	48
Over 217	25	30	32	35	39	40	46

CHART No. 5

Statement Form

You have used the following amount of advertising this month:

Second week	_____	col. in.
First week	_____	col. in.
Third week	_____	col. in.
Fourth week	_____	col. in.
Fifth week	_____	col. in.
Total space used	_____	col. in.

Earned rate at _____ c per inch _____ total \$.....

(Scale)

FOOD NEWS IS BIG NEWS



A recent check of a large metropolitan newspaper revealed that of a total of 483 stories, excluding sports, printed in a single week, 58 referred to food.

Food made 12 per cent of the headlines, including several prominent spots on page one. More items appeared about food than about any other subjects excepting national and international affairs.

Editors know that food news is big news because it determines the health and well-being of every family in the nation and affects the livelihood of millions of Americans engaged in producing and marketing the things we eat.

A & P has been making food news since 1859 when it was founded on the new principle of straight-line movement of foods from farm and factory to dinner table.

Every time A & P has found a better way of bringing quality food at less cost to more people, it has been news of deep personal interest to millions of American families, for it has given them better shopping conditions and higher living standards.

By doing the nation's most efficient job of food distribution, the men and woman of A & P have, for 87 years, been making good news for producers and consumers alike.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume Eighteen, Number Six

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NATIONAL EDITORIAL
1947 ASSOCIATION
Active Member

The attention of every state editor and publisher is called to the article in another column of the proposed anthology of small-newspaper writing. We hope that every editor will make his selection and contribution for possible inclusion in this interesting volume. There is a wide range of material to be included—humor, description, verse, human interest, satire, "tall tales", editorial, news stories—whatever the writer believes is "his best". Take a little time to go over your files and send your selections in at once to Chicago. Will Kentucky be represented in the anthology?

KPA members occasionally ask about mid-year rate raises. It's the greatest single bane of agencies and advertisers who would use the power of the rural press as found in the unstable rate structure—the abused habit of kicking up rates every time a new order is

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.

pro-offered. It helps immensely for your central office to say "This rate is effective for the entire calendar year".

Fair Should Advertise In The Rural Press

A news story in Sunday papers carried the announcement of the reorganization of the State Fair Board which "should end political administration and eliminate the handicaps that partisan politics previously imposed on the Fair".

The Press ventures to suggest other improvements that could make it a "state fair" in reality: That every effort should be made to interest citizens in every section of the state in the Fair thru county exhibits, individual entries in agricultural exhibits, and, through these, state-wide attendance; that these interests be stimulated through our efficient country press; and that a much larger proportion of the advertising budget be used to advertise the fair in our rural press instead of too-large appropriations for placards, so-called art-work, etc., that in the past was many times in excess of the puny amount spend in the rural press to attract rural visitors and participants.

We also suggest that the incoming Fair Board appoint a visiting committee to investigate the methods—and far reaching results—of the advertising procedures of the Minnesota State Fair.

Another Racketeer Advertising Approach

The Michigan Bulletin states: A weekly newspaper was approached recently by an out-of-town promoter who purchased a full-page at regular advertising rates. Posing as a Red Cross worker, he then contracted a score of industrial firms in the town, selling them thru cooperative space which in total was six times the regular page revenue. This racket, is not new, but it still must be

watched. Where advertising space is resold to local users, the newspaper should reserve the right of full control as to rate paid. Publish in your newspaper for your reader's information; it may save you, and the much grief later.

Courier-Journal-Times Receives Two Awards

Congratulations to the Louisville Courier-Journal and Times for the merited award for promotion presented at the National Newspaper Promotion Association competition in Chicago on April 7. The award specified special service for the best community-service work and material designed to sell local advertising to a special classification account. Seven national awards were made and it is significant that our Kentucky newspapers received two of the seven.

The Editor and Publisher annual award were presented by Editor Robert U. Brown to J. M. Wynn, promotion manager.

Deciding factors with the judges in awarding the community-service "Oscar" was a series of farm-incentive programs sponsored by the newspapers. These include the Home and Farm Improvement Campaign, Soil Conservation Essay Contest, and 4-H Club Championships. Two other programs are being inaugurated in 1947—a Save-the-Soil Contest and a contest encompassing the work of the Future Farmers of America.

The second "Oscar" was awarded to a campaign for the Kentworth Corporation worked out and presented by Arthur I. retail advertising manager of the newspaper.

A home town almanac that appears each week on the front page of a weekly is one of that paper's most popular features. Printed exactly like an almanac it gives sunrise and sunset for the week, a calendar of town events, a remember-when paragraph, two, a reminder, and a bit of advice. See figurettes from mat services could be used to enliven the space.

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West Kentucky Group Meets At Mayfield

The West Kentucky Press Association, comprised of newspapers of the First Congressional district, met Saturday, April 12, at the Hall Hotel in Mayfield as guests of the Mayfield Messenger, according to Secretary Judy Magee.

In the business session action was suggested to oppose the proposed Federal law to increase postage on newspapers and periodicals. The national advertising situation as it affects the weekly publisher was explained by Vic Portmann KPA secretary. Newsprint, editorial policy, circulation, and advertising were discussed both formally at the meeting and in the social hour following it.

Radio time for the WKPA meeting was arranged over WKTU, Mayfield, at 4:30, for a thirty minute broadcast and the editors spoke on current problems affecting Western Kentucky and the nation. Participating in the round table discussion were Henry Ward, state senator and city editor of the Paducah Sun-Democrat; Adrain Doran, educator and editor of the Fulton Daily Leader; Tyler Munford, president of KPA and editor of the Union County Advocate, Morganfield; L. H. Turner, president of WKPA and editor of the Clinton Gazette; W. P. McConnell, editor of the Caldwell Co. Times, Princeton; and Judy Magee, secretary WKPA and editor of the LaCenter Advance.

Terry Smith, Mayfield business man and noted speaker, made the after dinner speech at the banquet. He gave both an indictment and commendation of the nation's press, sprinkled with jokes and humor. The theme of his talk was that newspapers should more actively engage in local affairs rather than international affairs and use their strength and prestige in molding public opinion in their own communities and in the nation. He urged newspapers to take a courageous stand against bigotry, corrupt politics, and racial hatred, and to use their influence in raising the prestige of the state of Kentucky.

Attendance at the meeting and dinner was about sixty. The president, Lawrence Turner, is urging other newspapers in western Kentucky, both first and second districts, to join the organization and make the WKPA an active, progressive group.

Mid-summer meeting June 5-7, Cumberland Falls.

Wrapping singles—becomes quick and easy with the Taylor Quickpaster, says an exchange. "The machine costs next to nothing, pays for itself in a few days. If interested, write Taylor Quickpaster Co., 670 West Clay, Muskegon, Mich.,

Kentucky Contributions To 1947 Anthology

The National Editorial Association is gathering material for an anthology of the good writing which appears in the "columns" and on the editorial pages of the nation's smaller newspapers.

John M. Henry, staff member of the Des Moines (Iowa) Register and Tribune, has agreed to edit the book, and he is already at work on a large file of newspapers forwarded him by the NEA. The book will be similar to a very successful anthology of 1946 Iowa columns, titled "Columns, Too," published by Henry at the end of last year.

Material should be sent to the NEA Central Office at 188 West Randolph St., Chicago 1, Ill. Here is a description of the selections wanted:

1. They should be what the writer thinks is his best.
2. They should be from a weekly, semi-weekly, or small daily newspaper.
3. There is no limitation as to topic or treatment. Selections can be humor, description, verse, intense human interest, "tall tales", satire—anything the writer thinks is his best writing.
4. It is hoped the average length will be between 100 and 200 words, but a few selections up to 1,000 words can be used.
5. They can be of any date since 1941.
6. Name of writer, of newspaper, name of column (if from one), date of publication, and name of publisher of paper should be furnished with each selection.
7. Send 100 words about writer and reasons he wrote material contributed. These will be needed for editor's notes on material used.
8. A clipping of the selection as it appeared in the paper will suffice—or it can be copied.
9. Any writer may send any number of selections.
10. Between 500 and 700 selections will be used in the anthology, which will be published when Henry has that many satisfactory selections.
11. Contributions are wanted from every state.

The project has the enthusiastic endorsement of NEA President Fred W. Hill, publisher of the Hamburg (Iowa) Reporter.

"I believe this is something which can be published each year, and will do much to bring the attention of the reading public to the fine writings of the country press," President Hill said.

Continued From Page Two

confusion, is easily understood, and has been given the most enthusiastic reception

and endorsement by their merchants. When the monthly invoice is presented to the merchant, he sees every bit of information and no confusion or argument ensues; he easily can ascertain his rate earned because the figures are there before him.

In operation, this recommended Scale is simple and takes very little bookkeeping time. Each month-period on the merchants' individual record in the advertising ledger is divided into total advertising inches used each week. The printed statement, presented to the merchant, carries the same information as indicated in Chart 5. The space-time-rate scale, as established by the newspaper is printed at the bottom of every statement.

Publishers, who use this monthly sliding scale, claim that the most important feature is conducive to the merchant to use more space the next month in order to earn the lower rate as the undisputable figures are presented in each statement for study and comparison. The merchant finds, for instance, if he had used 8 more inches during the past month, that he would have earned the rate two cents lower than that with which he was charged.

The Press urges that each community publisher study his rate structure and give it serious consideration. He then should apply a sliding scale rate that would produce the best results and cause less confusion in his relations with his merchants. Without question, publishers agree that the larger space users should be given a lower rate, especially as these users are consistent and regular advertisers. The "spasmodic," or occasional advertiser, should be required to pay the higher rate for obvious reasons.

The monthly scale also tends to stabilize the amount of advertising in each issue. This permits the publisher to plan his dummy layout at the beginning of each week without the uncertain knowledge that some big space advertiser will come in at the last moment and disrupt the whole layout. The intelligent merchant, influenced by this method, usually will space his advertising over the month so that the publisher can depend on a balanced amount each issue.

The Press hopes that this discussion will influence publishers to make an effort to get their local rate structure on a fool-proof basis. They will find such procedure to be an important step in the direction of favorable public relations with their merchants. The Press editor stands ready to aid in formulating rate scales for each individual newspaper.

Have you sent in your entries for the 1947 newspaper contests?

NEA Resolution On Newsprint Passed

WHEREAS, recent hearings before the Newsprint Subcommittee of the Senate Small Business Committee have abundantly proved that considerably more newsprint is being produced now than in previous years, but that it is being inequitably distributed;

AND WHEREAS, testimony showed 23 per cent more newsprint was produced on the North American continent in 1946 than in 1945 and that a further increase may be expected in 1947; and other testimony showed the widespread distress among smaller publications of all types; and that testimony also revealed that many jobbers supplying such publishers had been cut off entirely or reduced substantially in their newsprint allotments by the manufacturers, who then made larger and presumably more favorable contracts with other users;

AND WHEREAS, The National Editorial Association deplors this short-sightedness on the part of a segment of the Newsprint Industry, and realizes that current distribution policies of some manufacturers are building resentment in the minds of many publishers throughout the United States;

AND WHEREAS, on the other hand, it is recognized that a few Newsprint manufacturers have proportionately distributed increased production to all their customers, large and small, and have warned their jobbers not to divert newsprint from their usual publisher-customers;

NOW THEREFORE, BE IT RESOLVED, by the National Editorial Association, in 62nd Annual Convention assembled at Fort Worth, Texas, April 12, 1947, and representing 1,000 smaller daily newspapers and 9,000 weekly newspapers, that the following recommendations and commendations be transmitted to the parties, firms, corporations, and units of the Government concerned, as indication of the official attitude of the National Editorial Association in regard to distribution of Newsprint, both current and future:

1. The Association formally petitions all manufacturers of newsprint to adopt the far-sighted policy of fair apportionment of increased production among large and small consumers.
2. It petitions the Senate and House Newsprint Committees to do everything in their power to bring about this change in policy at the source of supply.
3. The National Editorial Association believes it to be in the national interest to have a diversity of small publications in the country. It points out the need for action, lest newspaper giants corner the major share of newsprint, the basic raw material of the

industry. It recognizes that small publications, held to the same or a lesser amount of newsprint than in 1945, and faced with rising operating costs, may be forced to the wall unless more newsprint is made available. The association cites for the attention of the Newsprint Industry and the Government the fact that such publications are in far greater distress than are publications temporarily short of newsprint for a one or two-week period.

4. If the Newsprint manufacturers cannot be persuaded to conduct their distribution more equitably, the National Editorial Association recommends that the Congress of the United States encourage development of this nation's own newsprint resources, to the extent that Canadian mills will become marginal marketers, rather than controlling producers, seemingly content to profit enormously at present and, in most instances, to deny their moral responsibility for equitable

distribution of their product.

5. The National Editorial Association calls this situation and this resolution to the attention of its fellow press associations, the American Newspaper Publisher's Assn., the Southern Newspaper Publishers Assn., the Inland Daily Press Assn., the Canadian Weekly Newspapers Association, and similar regional and state associations, and urges the members thereof to work also for a proportionate distribution of the increased production of newsprint over the entire industry.

For Sale—as a whole—all equipment used in hand-set shop printing weekly newspapers and job work until printer entered army in 1942. 59 cases of type, some short, some worn. Press and jobber really old, but usable. Saw casting box, etc., Write L. M. Hopper, Tompkinsville, Ky.

You can't go wrong with ABC.



Power Plants OF PRODUCTION

USERS unanimously agree that all Blue Streak Linotypes are power plants of production. They pronounce them "the best ever," which is high praise.

The ease with which text and display sizes are keyboarded reduces hand composition to an absolute minimum.

The instant availability of a large assortment of faces and the simplicity of shifting and changing magazines, plus their great flexibility, make the Blue Streak line truly great producers.

Their popularity among operators is due to the easy operation and the many practical and dependable features with which they have become familiar.

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Annual Forestry Award For 1947 Announced

Kentucky and Southern Indiana farmers who conduct intelligent forestry programs in 1947 may win \$400 in cash prizes.

The Tom Wallace Forestry Award for 1947 was announced March 14 by W. E. Jackson, Jr., extension forester of the University of Kentucky College of Agriculture, and Barry Bingham, president of The Courier-Journal, The Louisville Times, and radio station WHAS. This is the sixth year for this program, which is named in honor of the editor of The Times.

An award of \$200 is to go to the farmer who conducts the best over-all forestry program. A prize of \$100 is set up for the farmer who turns in the best performance in protection, management and utilization of established wood area. The farmer who carries out the best tree-planting program will win \$100.

Every farmer in Kentucky and 21 counties of Southern Indiana is eligible to compete. There is no cost of any kind. Judging will take place in November. Winners and their families will be given all-expense trips to Louisville in December for the Farm Awards luncheon of the newspapers and radio station.

Ratliff H. Lane Dies At Louisville

Ratliff H. Lane, 60 years old, former publisher of the Mt. Sterling Sentinel-Democrat and former mayor, died suddenly of a heart attack at Louisville, April 21. He was stricken in his office and was pronounced dead upon arrival at a hospital.

During World War II Mr. Lane was with the state Selective Service and more recently had been connected with the public relations division of the Veterans Administration. He served as mayor of Mt. Sterling in 1937 and 1938 and prior to that time was a city councilman for 10 years.

Mr. Lane was born near Independence, Mo., a son of the late James W. and Lydia Clayton Lane. He is survived by his wife, Mrs. Anna Prewitt Lane; two brothers, Will Lane, Sharpsburg, and C. B. Lane, Mt. Sterling; two sisters, Mrs. Charles Lewis, Hamilton, Ohio, and Mrs. James Blount, Sharpsburg. He was a deacon in the Mt. Sterling Christian church and a member of the American Legion.

The Press extends the sympathy of the entire association membership to the surviving relatives.

NAS-KPA—a good bet to tie with.

KPA Summer Meet At Cumberland Falls

Official announcement was made thru the Bulletin of the mid-summer meeting at Cumberland Falls on June 5-6-7. John Crawford, publisher of the Corbin Tribune, was appointed program chairman by President Tyler Munford, and promises interesting meetings on Friday and Saturday mornings. Members were requested to make their reservations promptly and directly with Manager Wray, Cumberland Falls. The Press will publish the program in the May issue.

Mat Service Cost Much Too High

The publisher of a Michigan weekly recently reported to his central office that a salesman for a cartoon advertising service, had submitted proofs of a series of cartoon illustration ads to a local merchant, quoting him a price far in excess of the actual cost of newspaper space for the series of illustrations. This publisher made the observation that while it was the right of an advertiser to purchase his own illustrations and copy for advertisements, yet the average merchant would spend only so much money in the year for newspaper advertising and payment of a substantial amount for illustration service would tend to reduce the amount the merchant would spend in a year for newspaper space. This publisher believed that such a merchant would tend to reduce the amount to be spent for newspaper advertising, because of the cost of the cartoon illustration service.

J. M. Willis Attends Texas NEA Convention

James M. Willis, publisher Brandenburg Messenger, and KPA vice-president, was our official representative to the NEA convention in Texas. Taking a needed vacation, Jim also went on the post-convention tour in Southern Texas and Mexico. He will make his report to the mid-summer convention at Cumberland Falls.

A. L. Dunn, middle-aged, advertising man with years of experience on large and small dailies, is open for a position on Kentucky dailies. His address: 4319 Coliseum, New Orleans.

The Gallatin Democrat, Shawneetown, Ill., offers for sale a 30x44 Babcock press with Omaha folder both in good condition. Also a 8x12 C & P jobber; some small machinery. Write now if interested.

Shall We Pay \$200 Plus For Newsprint?

The Iowa field manager recently received a telegram from a sales company in Los Angeles offering to sell newsprint FOB New York at \$235 per ton—and those figures are no mistake. One Kentucky publisher, in a "hole" to print his weekly run, purchased newsprint in Atlanta at \$200 a ton. These figures, more eloquently than anything we can say, present the newsprint situation today.

Linotype Factory Is Working Overtime

The big Linotype factory in Brooklyn is working day and night to speed up shipments of Linotype, parts and matrices, according to the leading article in the latest issue of The Linotype News.

In that article, entitled "When Will My Order Be Shipped?" appear the following statements:

"On the job today, with day and night shifts, are more factory employees than at any time during the peak operation of wartime. But more can be added when enough materials can be found to keep them busy.

"Today's production is en routé to customers as fast as it can be completed.

"Since September, 1946, more Linotypes, parts and matrices have been shipped than in any like period for fifteen years."

Jacob Harlan Reigner, 89 years old, retired lawyer and former publisher of the Midway Bluegrass Clipper, died March 26 at Lexington. He published the defunct Clipper from 1923 to 1936. After his graduation from law college he practiced at Canton, Ohio, where he was also editor of the Canton Daily News. Later, he went to Oklahoma City where he was elected a state representative. He opened law offices in Antlers, Okla., and was editor of the Antlers News Record.

New Paper Planned For Nicholas County

According to a news story, publication of a new weekly newspaper, the Nicholas County Star, is scheduled to start at Carlisle the first week of June by Paul Brannan, publisher of the Paris Kentuckian-Citizen. The paper will be published by Brannan and his son, Larry, now managing editor of the Carlisle Mercury. The proposed paper will be published on Thursday and will appear initially as a seven-column format, but tentative plans call for its enlargement later to eight columns.

Make your Cumberland Falls reservations early.

KPA 1947 dues are due.

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Recent Survey Shows Weekly Paper Revenue

Advertising is still the life blood of weekly newspapers. In a survey of 35 Pennsylvania, New York and Ohio newspapers, conducted by the Pennsylvania Newspaper Publishers' association results showed that 50.03% of total revenue came from advertising.

Job shop operation contributed 32.46% and the gross revenue from the job shop paid the wages for the mechanical department in the 35 eastern weeklies.

The newspapers ranged in circulation from 619 to 5,516 and received 15.5% of total revenue from circulation. An additional 2.01% came from miscellaneous sources.

On the expenditure side, 54.7% of the total was paid out in salaries and wages for mechanical department workers, editorial, advertising and business office employees, and administrative officials.

The largest amount of wages was for mechanical workers who received 31% of the total wage expenditures.

Second on the list of expenditures was job shop paper, rollers and office supplies, which accounted for 11.6% of the operating cost.

Other costs were: freight, postage and mailing, 2%; rent and repairs, 4.7%; taxes 3%, and contributions and miscellaneous, 3.8%

These figures point out the difference in the income source of the daily and weekly newspaper. The daily must stress advertising and cultivate the local market. The large dailies can depend on more revenue from circulation, with advertising averaging from 25% to 50% of the total.

De-Inked Newsprint From Waste Paper

Formation of a million dollar corporation to manufacture newsprint from de-inked waste newspaper has been announced by Frank B. Oldham, President of the American Industrial Company. Oldham said the new firm, Newsprint Corporation of America,

would be licensed by American Industrial to use the sterling pulp process, a de-inking method he developed before the recent war. Oldham described the process as both chemical and mechanical, requiring about thirty minutes. It is automatic from the time the waste paper is thrown into the hopper until it comes out finished pulp ready to pass on to the paper machine," he said. Newsprint from de-inked waste paper has been advocated by the Chicago Tribune as one solution of the current newsprint shortage.

890 Millions Spent For 1946 Dailies

The newspaper-reading public spent \$845,868,000 for daily newspapers in U.S. in 1946 according to the most reliable figures. Of this, \$627,890,000 was spent for week-dailies and \$217,978,000 for Sunday editions. These purchases, mostly in pennies, nickels and dimes add up an average of \$2,037.00 every week day and \$4,192,000 on Sunday. Additional millions, yet unestimated, were spent on community newspapers. The 1946 figures represent an increase of 10.7% over 1945 and 16.6% over 1944.

Mrs. Mary Owsley Cooper, 86 years old widow of J. Owen Cooper, former editor of the defunct Bluegrass Clipper, Midway, died March 18 at her Louisville home. She was native of Woodford County.

Three Advertising R's Feature The Readers

Reader interest, reader attention, and results are the three R's of advertising. Stress these points in writing promotional ads for your newspaper, and in talking to advertising prospects.

No other advertising medium has the reader interest of the home-town newspaper. No other advertising medium commands reader attention of the home-town newspaper. No other advertising medium brings more results than the home-town newspaper.

Publicize these home-town newspaper advantages often and well, and drive home the point that this is Your Newspaper.

When the local citizenry refers to the newspaper as Our newspaper, you can get your bottom dollar that they like that newspaper; that they read it thoroughly from front to back; believe in it 100 per cent and heed its advice and suggestions.

Chances are it is a popular, profitable venture because the publisher paid heed to the three R's and build a newspaper with the Reader care first.

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Today we boast of 100% membership, one application pending for election.

Weeklies

Adairville, Enterprise
Albany, The New Era
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Augusta, The Bracken Chronicle
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Bardstown, The Kentucky Standard
Bardwell, Carlisle County News
Beattyville, Enterprise
Beaver Dam, Ohio County Messenger
Bedford, Trimble Democrat
Benton, The Marshall Courier
Benton, Tribune-Democrat
Berea, The Citizen
Brandenburg, Meade County Messenger
Brooksville, Bracken County News
Brownsville, Edmonson County News
Burkesville, Cumberland County News
Burlington, Boone County Recorder
Cadiz, The Cadiz Record
Calhoun, MeLean County News
Campbellsville, The News-Journal
Campbellsville, Taylor County Star
Campton, Wolfe County News
Carlisle, Carlisle Mercury
Carrlonton, The News-Democrat
Cave City, Cave City Progress
Central City, The Messenger
Central City, Times-Argus
Clay, Tribune
Clay City, Clay City Times
Clinton, The Hickman County Gazette
Cloverport, The Breckinridge News
Cloverport, Breckinridge Messenger
Columbia, Adair County News
Corbin, Tri-County News
Cumberland, Tri-City News
Cynthiana, The Cynthiana Democrat
Cynthiana, The Log Cabin
Danville, Boyle Independent
Dawson Springs, Progress
Earlington, News
Eddyville, Lyon County Herald
Edmonton, Edmonson Herald-News
Elizabethtown, Hardin County Enterprise
Elizabethtown, News
Elkton, Todd County Standard
Falmouth, The Falmouth Outlook
Flemingsburg, The Fleming Gazette
Flemingsburg, Flemingsburg Times-Democrat
Franklin, The Franklin Favorite
Fulton, Fulton County News
Georgetown, Georgetown News
Georgetown, Georgetown Times
Glasgow, Glasgow Republican
Glasgow, Glasgow Times
Grayson, Journal-Enquirer
Greensburg, Record Herald
Greenup, News
Greenville, Leader
Hardinsburg, Breckinridge Banner
Harrodsburg, Harrodsburg Herald
Hartford, Ohio County News
Hawesville, Hancock Clarion
Hazard, Plaindealer
Hazard, Union Messenger and News
Hickman, Hickman Courier
Hindman, Hindman News
Hodgenville, Herald News
Horse Cave, Hart County Herald
Hyden Thousandsticks

Irvine, Estill Herald
Irvine, Irvine Times
Irvington, Herald
Jackson, Jackson Times
Jamestown, Russell County News
Jeffersonton, Jeffersonian
La Center, Weekly Advance
La Grange, Oldham Era
La Grange, La Grange Times
Lancaster, Central Record
Lawrenceburg, Anderson News
Lebanon, Lebanon Enterprise
Lebanon, Marion Falcon
Leitchfield, Gezette
Leitchfield, Grayson County News
Liberty, News
London, Sentinel-Echo
Louisa, Big Sandy News
McKee, Jackson County Sun
Manchester, Manchester Enterprise
Marion, Crittenden Press
Middlesboro, Three States
Monticello, Wayne County Outlook
Morehead, Rowan County News
Morganfield, Union County Advocate
Morgantown, Butler County News
Morgantown, Republican
Mt. Olivet, Tribune-Democrat
Mt. Sterling, Advocate
Mt. Sterling, Sentinel-Democrat
Mt. Vernon, Signal
Munfordville, Hart County News
Murray, Ledger & Times
Murray, Murray Democrat
Neon, News
New Castle, Henry County Local
Nicholasville, Jessamine Journal
Nicholasville, Nicholasville News
Olive Hill, Carter County Herald
Owenton, News-Herald
Owingsville, Bath County Outlook
Paducah, Paducah Press
Paintsville, Paintsville Herald
Paris, Kentuckian Herald
Pikeville, Pike County News
Pineville, Pineville Sun
Prestonsburg, Floyd County Times
Princeton, Princeton Leader
Princeton, Caldwell County Times
Providence, Journal-Enterprise
Richmond, Madison County Post
Russell, Russell Times
Russellville, News-Democrat
St. Matthews, Sun
Salyersville, Salyersville Independent
Sandy Hook, Elliott County News
Scottsville, Allen County News
Scottsville, Citizen Times
Sebree, Sebree Banner
Shelbyville, Shelby News
Shelbyville, Shelby Sentinel
Shepherdsville, Pioneer News
Shively, Kentucky Gazette
Smithland, Livingston Leader
Somerset, Commonwealth
Somerset, Somerset Journal
Springfield, Springfield Sun
Stanford, Interior Journal
Stearns, McCreary County Record
Sturgis, Sturgis News
Taylorsville, Spencer Magnet

Tompkinsville, Tompkinsville News
Vanceburg, Lewis County Herald
Versailles, Woodford Sun
Walton, Walton Advertiser
Warsaw, Gallatin County News
West Liberty, Licking Valley Courier
Whitesburg, Mountain Eagle
Wickliffe, Ballard Yeoman
Williamsburg, Whitley Republican
Williamstown, Grant County News

Dailies

Covington, Kentucky Post
Covington, Enquirer
Covington, Times Star
Lexington, Herald-Leader
Louisville, Courier Journal & Times
Ashland, Independent
Bowling Green, Park City News
Bowling Green, Times Journal
Corbin, Tribune
Danville, Advocate-Messenger
Frankfort, State Journal
Fulton, Leader
Harlan, Enterprise
Hazard, Herald
Hazard, Times
Henderson, Journal-Gleaner
Hopkinsville, Kentucky New Era
Madisonville, Messenger
Mayfield, Messenger
Maysville, Independent
Maysville, Public Ledger
Middlesboro, News
Owensboro, Messenger-Inquirer
Paducah, Sun-Democrat
Paris, Enterprise
Richmond, Register
Winchester, Sun

College Papers

Kentucky Kernel, University of Kentucky, Lexington
College Heights Herald, Western Teachers College, Bowling Green
College News, Murray State College, Murray.
Trail Blazer, Morehead State Teachers College, Morehead
Alumni News, University of Kentucky, Lexington

Farm Papers

Kentucky Farmers Home Journal, Louisville
Farm Bureau News, St. Matthews

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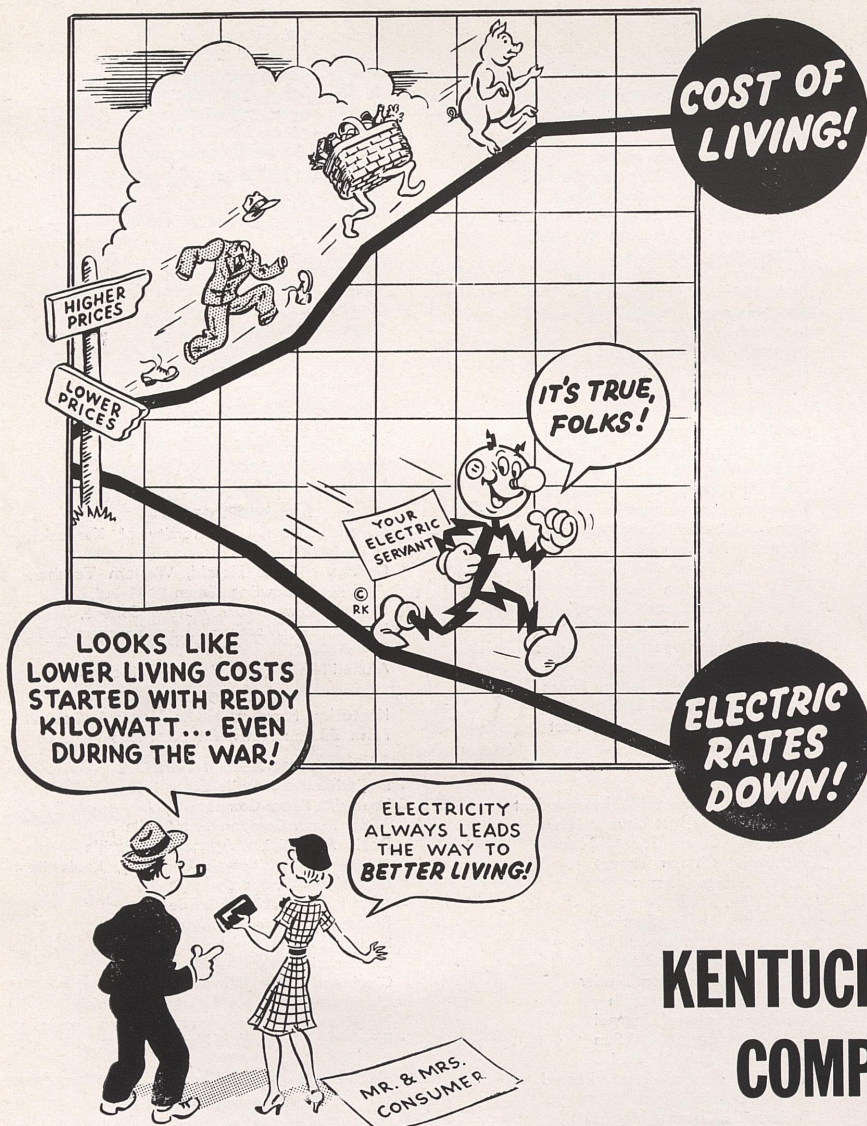
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