

The Kentucky Press

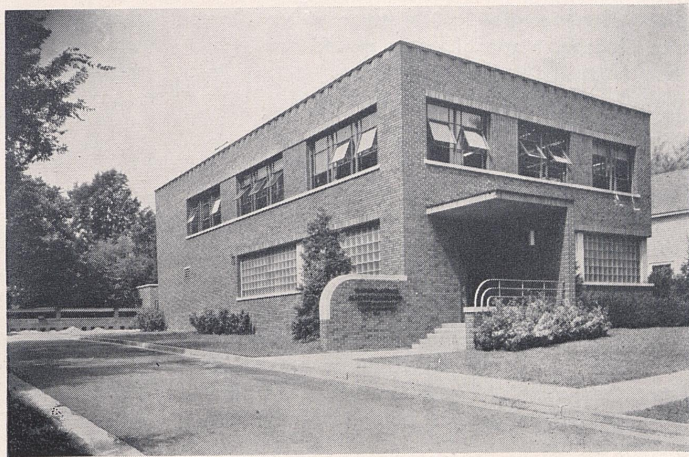
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Publication Office:
Room 64, McVey Hall
University of Kentucky
Lexington



State Highway Materials Research Laboratory, University
Where Better Roads Are In The Making For Kentucky

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.

To Make Classified Ads More Effective

By Howard M. Hartshorn
(The Ohio Newspaper)

(Four rules for writing classified real estate copy, an important special phase of classifieds, are given here by the CAM of the Columbus Ohio State Journal. The material is from a talk by Mr. Hartshorn before the Ohio Association of Real Estate Boards last fall.)

I feel that I am talking to the most fortunate group in the world, he told the real estate men, because you people are selling the basis of all wealth—real property—the good earth. In Ohio, he added, they were selling the most wonderful locality on the face of the earth, with unmatched cultural advantages, places to go, things to see, with great cities, quiet towns, with industrial might and a great farm community.

We in the advertising business feel that we are selling a fine product. Properly employed, it can bring wealth and affluence to the users. But compared to those things which you sell, we are not in the picture. You sell real estate, but equally important you are selling the by-products of real estate—contentment, security, independence, self respect, and better citizenship . . .

Classified ads are addressed to all classes—they interest the person who wants to buy a palatial residence at \$60,000 or a modest cottage at \$6,000; a late model limousine at \$4,000 or a jalopy at \$400; a sales manager's job at \$300 a week or a typist-clerk at \$30. Thus your classified section furnishes a potent answer to the objection, either that your newspaper reaches nothing but the poorer classes, or that your readers all carry gold headed canes. Either reputation, as any advertising manager knows, is undesirable.

To the newspaper industry, classified is a department of advertising, but to our readers—it is an indispensable feature of the newspaper which supplies news of those critical necessities that cannot conveniently be supplied in any other way.

All features of the newspaper are important. Some are important to all readers and some only to selective groups. The weather result is important, but it is our conviction that the news of jobs is more important to more people. The stock market report is important, but it is our conviction that the news of jobs is more important to more people. The stock market report is important, but we believe that news of a place to live is more vital to the average family.

As long as millions of people depend on the want ads for so many things, the classified ad sections of newspapers are going to be the clearing house for what is one of the most basic of all human needs—a home!

It is your duty and mine, as ones interested in real estate advertising, to present to our readers the news of homes, invest-

ment property, farms and all types of real estate in such an accurate, interesting and forthright manner that our readers will come to look upon this advertising news with as much trust as they now do our front page reports of national and international events.

Advertising is after all nothing except 'commercial news' and if it is not news to someone it will not be read.

Consider your real estate advertising in this light. How must it be written to be news to someone? I would make four points:

First, your advertising must above all be accurate and truthful. Any person knowingly responsible for publishing an inaccurate or misleading advertisement should be barred from access to the newspaper columns. Advertisements by the few which are misleading tend to destroy the confidence of readers in all other advertising.

Second, real estate ads must be well written. I do not mean that it takes an Edgar Allen Poe or Robert Louis Stevenson to write an ad. On the contrary, the best ads are not too flowery or wordy. They are plainly written and state clearly and unmistakably what they intend to say so that any one may understand. The copy of a good ad is also paragraphed frequently just as in a news story.

Yet classified advertising is at one and the same time both the easiest and the hardest form of advertising to write. It is so easy that the untutored person can state in plain (perhaps ungrammatical) terms what he wants and fully expects that the message he has transmitted by classified means will be answered to his satisfaction. It is easy to write because it calls for no frills or fancy business and because the audience it reaches is interested in filling its wants, and so will stop to puzzle out the meaning of an ad which they would quickly brush aside in any other medium.

But the very easiness with which classified advertising can be written also provides a pitfall for the unwary. Mistaking ease for simplicity, they dash off something and

hurry it into the paper. Such an 'easy way' out of ad-writing may prove to be an easy way to poor results and a lower income than is possible through better copy.

In no other form of advertising is copy—good copy—so important as in classified advertising. So I say spend time and brain power on every ad you run—make your writing plain but strong and appeal as much as possible to the emotions.

Third, a real estate ad should tell all the facts about the home or as many as can reasonably be given. Here is a major difference between editorial news and advertising news. A front page story gives all the facts available—a smart advertiser holds back one fact, or maybe two—he wants the telephone to ring.

Fourth, last and very important is the number of times an ad should be run before a change is made in the copy. Some advertisers will spend much time and effort writing an ad (which probably then becomes a good ad) but they run the same copy innumerable times (unless the house is sold) without a change of copy of any sort.

Readers are watching the ads every day for news of homes—if such an ad were rewritten after a week's run it might appear as news to the reader who wants that home for his own. Now I would like to repeat the four points I feel essential to good real estate news.

1. Be accurate and truthful.
 2. Write good copy, write plainly, paragraph frequently, spend time and effort trying to improve your ads.
 3. Tell all the facts possible to tell. Try to make it as much like news as you can.
 4. Change copy at reasonable intervals.
- This comprises what at least one classified man thinks is necessary to successful real estate advertising.

The Marion Falcon, Lebanon, has announced the purchase and installment of a new 12 x 18 automatic Kluge job press, a new drill press and router, and a new addressograph mailing machine in their plant. They also have converted an old gasoline linotype burner into a simple burner using bottle gas.

Walter T. Beadles, 69, veteran newsman, died March 8 at Paris, Tennessee. He suffered a heart attack. Beadles, news editor of the Weekly Parisian, was one of the founders of the Mayfield (Ky.) Times and former editor of the Mayfield Messenger.

Advertising Promotion Suggestion Offered

A great part of the newspaper promotion material is "written from the viewpoint of the medium rather than from the viewpoint of the buyer," said Lowell E. Mainland, media and research manager, J. Walter Thompson Co., San Francisco, in speaking recently before the first Pacific Northwest Newspaper Promotion Conference in Portland.

"I think it is highly important in the smaller isolated markets here in the northwest and all over the coast to keep buyers informed on these markets and the changes which are constantly taking place. It is my firm conviction that many papers in these medium and smaller markets have missed the boat in the past year or so by not taking stock of the growth which has occurred and telling advertisers and agencies accurately about these changes," Mr. Mainland said. Some of the information he believes buyers of advertising want about each market include:

Population figures—both in total numbers and families within the city proper and in the trading area.

Nationality groups.

Importance of suburban areas.

Form of transportation used to get to work.

Average working hours of people in the markets.

Where papers are read—in or out of the home.

Predominate type of dwelling and extent of home ownership.

Buying power of the market.

Types of industry.

Types and number of retail outlets.

Retail and wholesale sales.

Income averages.

Bank debits.

Payroll figures.

Information about newspapers Mr. Mainland has found helpful from the standpoint of a buyer of advertising includes:

Circulation—extent of coverage both within and without the city zone.

Circulation trends as related to population increases.

Advertising lineage—total general and total retail broken down by classifications and trends—but keep them simple, accurate and complete.

Rate—and reason for a relatively high milline, if it is relatively high.

Coverage—we have to have sound reasons why local papers should be used in addition to the metropolitan papers with good outside coverage.

Character of the paper—influence it has on readers, its hold on a market, who it reaches best among the people in the market, readership surveys, features that are a part of the paper, editorial strength of the paper, background of the people responsible for putting out the paper, reader or circulation promotions and their successes, type of local news coverage including near-by communities.

"The paper itself is one of our good ways of determining its character. We frequently ask to have the paper sent to us for three or four weeks so that we may watch it, study it and make our own interpretations from the way news items are handled and the type of features included in the paper. This 'character' information is the kind of information which we cannot get from statistics, which we cannot get from present surveys. This is the kind of information we should like to get—and frankly we don't get it very often—from the papers themselves," Mr. Mainland said.

Speaking about the newspaper's promotion material, Mr. Mainland observed it should be brief, simple and in easily handled size, especially if it merits filing for future reference. Pieces that are a part of the well planned continuing campaign are the ones most helpful. Basic data on the market and the newspaper, spot news material, reports on cooperation extended to an advertiser, and sales representative's material are all helpful.

"There are several ways, apart from the actual material itself, that I think you as promotion men can assist buyers of space. One way concerns rate announcements and other operation changes. As you know, we work from three to six months ahead on plans for many advertisers and budgets are approved well in advance of the time that advertising actually runs. When we get rate changes from 30 to 60 or even 80 days ahead of effective date considerable trouble is caused for both the advertiser, and frequently ourselves. This comment of course has nothing to do with the actual announcement—merely the timing.

"Occasionally after schedules are made up pressure is brought to bear on local factors by papers, in an effort to have themselves included on the list of papers selected to carry the advertising. Generally speaking, this does not result in business for the paper but instead causes confusion and difficulty for the advertiser and the agency.

"Papers in medium and smaller sized markets as well as in metropolitan markets have a very real value if the paper is a sound one. There have been indications that the

local papers in some of the medium and smaller markets have overlooked an opportunity to sell their values as an advertising medium to local dealers of outside firms.

"For the past two years or more newspapers generally have been doing a more constructive job of selling than for many years previous. This trend to sell newspapers positively as a sound medium rather than negatively by knocking down competing media, is increasing all the time, in my opinion. Papers are to be commended on this sound development and I am sure that this new approach, in which many of you have played a major part, has had a great deal to do with putting newspaper today in the finest competitive position, advertising-wise, in history," Mr. Mainland said.

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You can't go wrong with ABC.

C-J And Times Win Two Top Honors

The promotion department of The Courier-Journal and The Louisville Times was a double winner in the 1948 Newspaper Promotion Contest, it was announced yesterday. It was announced recently by Editor & Publisher, sponsor.

First-place awards were won in both the retail and the community-service classifications. It was the third consecutive year the two newspapers have won the retail award.

In commenting on the awards, Editor & Publisher said:

"The Louisville Courier-Journal & Times winning entry in Class 2 (retail) was recommended by the judges was an 'analysis of a specific problem for a specific store, which diverted advertising dollars from mail to newspaper space.'

"Directed at Stewart's department store, the presentation showed how a special rotogravure Christmas gift catalog in the Sunday newspaper would reach 260,000 families at a cost of about 4 cents each, as compared with a mail catalog of the previous year, which went to 60,000 homes at a per-family cost of more than 18 cents. As a result of the presentation, Stewart's bought a 24-page roto section.

"The winning entry in Class 5 (public service), the Louisville Courier-Journal & Times' promotion of Progressive Farming and Improved Living, was praised by the judges for its 'thoroughness and continuity, and its contribution to the community and to the preservation of its basic natural resources—land.'"

Douglas Cornette is promotion manager of the newspapers.

Newspaper Advertising In A Competitive Market



This year the food industry is engaged in keener competition for the consumer's food dollar.

With more and more consumers' dollars going into payments for houses, automobiles and television sets, fewer dollars are available for food and every grocer and processor is intensifying his efforts to merit public patronage.

One of the most effective instruments in this competitive situation the newspaper advertisement.

A & P's own advertising budget, for instance, has reached the highest point in the company's history, with ads regularly scheduled in more than 2,000 newspapers.

We are using these ads not only to tell our customers about our low prices, but about the quality of the product as well; for we feel that consumers have learned that lower prices are no bargain when the quality of the food is inferior.

Through such newspaper advertising we hope to keep our customers informed of the continued efforts of the men and women of A & P to do the nation's most effective 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

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Kentucky Press Association

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

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Is This Worth Space In Your Newspaper

Do statistics bore you? If so, please don't stop me because these figures are as tantalizing as the ones you'll find in a high-grade chorus line.

This is written especially for advertisers and their agencies, and for publishers who want to know some interesting facts about their product.

One hundred and fifty newspapers in Kentucky are non-metropolitan weeklies. They constitute approximately 81 percent of Kentucky's newspapers. We're going to talk about that 81 percent.

Total circulation of these 150 weekly newspapers is 272,863. Applying the Crosley, Inc., formula of three and seven-tenths readers per weekly newspaper, we come up with a total of 1,009,593 readers for our home town newspapers.

The important factor is not how many people read weekly newspapers, but how thoroughly do these people "read" their

home town newspaper? Do they read the ads?

Here's what happened to general ads in two typical Utah hometown weekly newspapers according to Readership Studies conducted by the Department of Marketing, School of Business, Brigham Young University, Utah, under the sponsorship of the Utah Press Association:

	Average Readership Among	
	Women	Men
Springville Herald	42.0%	33.6%
American Forks Citizen	38.0%	35.0%
Averages	40.0%	34.3%

Using 40 percent as a guide, we find an ad placed in our 150 Kentucky newspapers would have an approximate readership of 400,000.

The cost of advertising in our hometown weeklies is \$87.55 per column inch. Suppose you want to reach 1,009,593 potential buyers. A post card to each would cost \$10,095.93. For that amount the advertiser could run 131 inches of advertising in each of the 150 newspapers.

Let's say the advertiser wishes to carry on a ten-week advertising campaign in the hometown newspapers. This would give him a series of ten-inch advertisements. Applying the 40 percent readership formula we can determine that his ads will be looked at approximately 4,000,000 times. The cost: only \$10,095.93.

There is no better way to reach the most people the most effectively than to use the home town newspaper. Why not try it?

More Efficient Methods

Publishers may well re-study advertising services to merchants. Howard P. Abrahams, sales promotion manager of the National Retail Dry Goods Association, states that merchants are employing new methods to make their advertising more effective and to make the advertising dollar go farther. Here are some of them:

1. Elimination of advertising on slow-selling items. (Advertise what people want at the right price and the right time!)
2. Promotion of best-sellers. (Accent on the positive.)
3. Determination of strategic results to determine selling value.
5. More informative copy. (Strange, isn't it, that some of the best informative copy today may be found in a mail order catalog!)
6. Re-using art and engraving to cut production expenses. (For many towns this method might be restated: Induce merchants to use the newspaper-offered services of illustrations, etc., instead of high-pressure advertising services peddled by out-of-town salesmen.)

Patronize Press Advertisers,

Warn Your Merchants Over And Again

Two different cases have come to the attention of the Colorado Press Association during the past two weeks in which local merchants have bought advertising services from transients. The services were misrepresented. In one case, the promoter told the purchaser that the ad would be published for 20 cents per week in the local newspaper, whereas, the actual cost was \$3.00.

The promoter promised to arrange publication in the local paper, which they did not do. In this case, the promoter assigned the account to a Denver Collection Agency, which agency has brought suit in the District Court in Denver. In the other case, demands have been made upon the merchant, but in both cases, the purchasers are refusing to pay the bill.

You might try to induce the merchants to use the newspaper offered services of illustrations at no additional cost to the advertiser instead of falling for the high-pressure advertising services peddled by out-of-town salesmen.

A Promotion Idea That Will Click

If you're looking for a sure-fire promotion idea—one which will create a lot of reader interest and good will for your newspaper and a lot of pride for your hometown, Sam L. Williams, publisher of The Leader, Konawa, Oklahoma, has a suggestion for you.

Sponsor a "Boost Your Hometown" contest.

Williams did and found the contest, like the popular soap powder, does just about everything.

It creates reader interest, boosts counter sales, helps add readers and subscribers, promotes good will for the newspaper, points out the advantages of trading at home thus creating good will with the newspaper's advertisers, and helps sell advertising.

There were three phases of the contest. Each week prizes were given for the best letters on an assigned subject. The first week the subject was, "Why I Like to Live in Konawa." Then followed "Why I Like to Trade in Kanawa," and "How I Would Improve Konawa."

Twelve local business firms cooperated with the Leader in sponsoring the contest. Each firm contributed a prize worth approximately \$5 for the weekly winners. In addition, each firm paid \$2 as his share of an ad which explained the contest and which appeared in six issues of The Leader.

Thus the total cost to each cooperating business firm was \$27.00.

The Leader and three of the firms instead of giving a gift each week footed the bill for a grand prize, a home freezer, which went to the winner among the winners. The freezer was purchased at actual cost plus freight from one of the sponsors.

For judges, the Leader went to newspapers in adjoining towns. All the letters on a given subject were submitted to key staff members on a neighbor newspaper each week. The newspaper judges picked the two best letters. The first prize winner received all the prizes except one. It went to the second placer.

Each of the two weekly winners competed for the grand prize.

Judging the Konawa contests were Milt Phillips, publisher of the Seminole Producer; Erol G. Austin, Wewoka Times-Democrat; and Mayme Moore and Jack Spencer, Shawness News-Star.

Winning letters were published inside the borders of the ad in which details of the contest were given and the names of sponsoring firms listed. The ad started out

as a 40-inch one but before it was over had spread to 60 inches.

All letters submitted in the contest were published in a regular edition. Letters could be any length, although a limitation of 250 words or less was suggested.

Williams thinks the principal value of such a contest is in the reader interest it creates.

"Your reader interest is absolutely out of this world," he says. "For example, our counter sales went up more than 30 papers each week, and we added more than 140 new subscribers during the contest."

In looking back on the contest, Williams thinks the \$2 per sponsoring firm charged for the co-operative ad was a little low. However, he's sure the paper got invaluable good will out of the project and he's very pleased.

Former Central City Publisher Dies

Ruddell Elliott Reno, 54 years old, merchant and publisher of The Messenger and Times-Argus, Central City, died in the Muhlenberg Community Hospital March 5, of a heart ailment.

He was born in Central City on Feb. 26, 1895, the son of the late Ed. E. and Sally Ruddell Reno.

His father operated the Central City Republican and the Greenville Sentinel. At the age of 11 the younger Mr. Reno started to work in his father's shop and grew up as a printer. In addition to working for his father, he at one time was a printer for the Louisville Courier-Journal.

In 1922 he bought the Argus here which he later sold. In 1932 he bought The Messenger and in 1937 regained possession of The Argus under its present name, The Times-Argus. For more than 40 years he was in the printing and publishing business, most of that time being spent in Muhlenberg County.

Serving overseas with a railway operating battalion in World War I, he returned to Central City and helped organize the American Legion Post here and was active in its affairs for many years.

After selling The Messenger and The Times-Argus in September of 1946 to the present owners, he retired for a year, after which he opened the Home Supply Store.

He is survived by his wife, Mrs. Geneva Anderson Reno; sister, Mrs. Mary Newman of Evansville; several nieces and nephews.

NAS-KPA—a good bet to tie with.

U. S. Commerce Reports On Counties Released

Latest government data, by county and industry, for the use of marketing groups planning advertising and sales campaigns has just been released by the Department of Commerce. The first report a year ago which contained 70 business classifications has been expanded to 157 categories covering about 2,500,000 establishments with 34,000,000 employees and reporting on additional counties.

The Department's report explains that the data consists of statistics on the number of business establishments covered by the Federal old-age and survivors insurance program in the first quarter of 1947, the number of their employees, and the amount of taxable wages paid. These statistics, by county and industry, provide data comparing and ranking local areas in terms of their economic importance, and thus are useful for analyzing market potentials, measuring the effectiveness of sales and advertising programs, and other business planning.

Business firms having no paid employees are not included. Although such establishments are numerous in the retail and service trades, the omission does not substantially lessen the value of the reports since the firms included account for a major proportion of total workers in these classifications. Areas of employment not covered in the reports include farm labor, railroad workers, domestic help, self-employed, and Federal, State and Local government employees.

N.E.A. has forwarded state by state reports to the state newspaper associations. Individual publishers seeking data in their respective counties can obtain information at a later date from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., or from the Department of Commerce field offices at prices ranging from 5 cents to 40 cents, according to size for single reports; or at \$7 for the complete set of 51 reports.

No dull moments or at least that is what Burlington (Wash.) Journal publisher, John Pemberton, is beginning to believe—to support this belief this is what John wrote: I could write an awful heartrending experience of the apprentice here who tried to take a proof of a hot cut, fresh cast, on the press and burned two great hunks out of both rollers on press day. Rollers, \$27.50 each." John sounds as though he could take on a little sympathy.

Air Conditioning For Printing Plants

A member in the small city class, who is planning expansion and improvement of his plant, inquired as to the desirability of air conditioning the mechanical along with the business and editorial departments. His inquiry was submitted to Robert W. Dickerson, consulting engineer. As his comments are of interest to a number of members they are being reprinted below:

Air conditioning, with cooling, is desirable for the business and editorial departments of the building. Such provisions are being made in practically all new and modernized buildings of which we have knowledge, regardless of climatic conditions.

For the mechanical departments, particularly in those parts where considerable heat is generated, we are not convinced that air cooling is practicable. It is being done in some instances, however, and we cite the new plant of the Advocate at Victoria, Tex., as one example. It has been our experience and observation that, given a sufficient number of air changes per hour, with a controlled source of fresh air, a very comfortable working condition can be maintained without cooling.

A "controlled source" of fresh air can mean one or more of several things. If possible, the fresh air supply should be taken from the shaded side of the building. There is a perceptible difference in the temperature of air drawn from an area directly exposed to the sun, and particularly air taken from over a sun-exposed roof surface. Even air that is sensibly warm has some cooling effect when in motion. It is for that reason that the use of fans and blowers is desirable. Even though they add no air, nor change the air temperature, they keep the air in motion and if properly placed, prevent areas of dead or stagnant air.

Another feature which we have found desirable is the construction of monitors or cupolae over the mechanical spaces. Heated air rising to the upper levels can readily be siphoned off by the use of exhaust fans. The saw-tooth monitors over the composing room of an Indiana newspaper have worked out admirably. They face the north and provide a generous amount of constant natural daylight (the corrugated glass is in fixed panels). In the end of each monitor is a small exhaust fan. It is usually necessary to operate them only a few minutes at a time to make a noticeable difference in the weather.

The economics of air cooling is, of course, directly related to the cooling medium. Where water of a reasonably low tem-

perature can be obtained from a well or wells on the site, it affords relatively low cost air cooling. Where refrigeration must be provided, the cost of offsetting the heat generated by manufacturing processes can be quite considerable.

In the past some objection has been raised to air conditioning for composing rooms on the ground that excessive moisture has interfered with the operation of line casting machines. This objection, it would appear, stems from inadequate or improper moisture control in the air supply. All told, it is our observation that economics more than any other factor limits the extent of air conditioning in a newspaper or printing plant. A word should perhaps be said about air movement within the mechanical departments. If a slight degree of vacuum (negative pressure) is maintained in the areas where the greatest amount of heat, smoke, etc., are generated the tendency will be for air to flow toward them from the cleaner areas. Thus, if the air is exhausted from the stereotype department more rapidly than it is supplied, there will be a movement of air from the company room and other contiguous areas toward the stereotype department. This will obviously prevent the travel of heat, smoke, etc., from it toward the cleaner areas. Areas where smoke, fumes, odors, etc., originate, should be the centers from which air is exhausted.

Such areas include stereotype department, engraving department (particularly the etching room), toilets, etc. If the press room is separated from the stereotype area, and the press is of high speed, rotary design, it, too, should have its own exhaust, and as directly as possible to prevent the accumulation of inflammable deposits of ink spray and paper lint.—American Press.

More Influential

Simeon Strunsky, one of the leading editorial writers of the New York Times, maintains that a single copy of a weekly newspaper, slowly absorbed, may succeed in driving home a point more effectively than metropolitan dailies. He says, "with us, the small town and country newspaper, which is often a weekly journal, is more influential than the daily press. A weekly newspaper which is read and absorbed in the seclusion and comparative leisure of a small town or a farm, is likely to exercise a greater pull on its readers than the daily newspaper crammed with a bewildering array of reading matter, and consumed amid the distractions of urban life.

Bath News-Outlook Sold By Mrs. Lacy

The Bath County News-Outlook, published by Mrs. Haden J. Lacy, was sold the first week in March to Paul I. Lewis and Don Scott who took possession March 7. The new owners are experienced newspaper men: Mr. Lewis has been operating the Printcraft, Owingsville job-printing shop, and Mr. Scott has been in charge of the mechanical department of the News-Outlook for the past seven years.

The News-Outlook, now in Volume Seventy, was purchased by R. W. Kincaid and the late Haden J. Lacy from O. B. Thompson in 1923. Mr. Lacy became sole owner in 1926 and changed the name from the Owingsville Outlook to the Bath County News-Outlook.

The Press welcomes the new editor-publishers to the Kentucky Fourth estate.

Former Resident Dies

John Ditto Babbage, 61, president of Bost. Inc., a toothpaste manufacturing company, and a native of Cloverport, Kentucky, died at Doctor's Hospital, Washington, March 10 after an operation.

He was a son of the late John D. Babbage, founder of The Breckinridge News at Cloverport, and Allen Mary Ditto Babbage. A resident of Washington the last 20 years he was active in many community enterprises.

He is survived by his wife, Mrs. Aileen Morrow Babbage; a son, John Davis, who is a member of the California Legislature; and a sister, Miss Mildred D. Babbage, editor of The Breckinridge News, Cloverport.

C-J and Times Start Microcard Project

Beginning Feb. 15, the Louisville Courier-Journal became the first newspaper to be reproduced regularly on microcards. It also became "first" for the Louisville Free Library, sponsor of the project.

Ten pages of the C.-J. can be recorded on a single 3-by-5-inch-card, so that three cards will hold an average-size paper. The papers are sent to the Micro Library in La-Crosse, Wis. and shipped back reduced as microcards once a week. The microcards can be read only with a special machine. The Main Library in Louisville and each of the ten branches will be equipped with a machine and the cards. The University of Louisville and the Courier-Journal also will have them.

To Conserve The Life Of Brass Matrices

DO NOT

Do not dump matrices loosely in a container for cleaning. If carbon tetrachloride is used for cleaning, arrange the matrices on a galley, and carefully brush the lugs with a brush dipped in the liquid.

Do not clean matrices with any liquid solvent containing chromic acid. This acid is a brass solvent. Even a weak solution will pit the character, destroy the sidewalls and cause metal to adhere to the sides resulting in defective type surfaces on the slug and hairlines between the characters.

Do not use oil on the back mold wiper or to excess in other places where it can come in contact with matrices. Oil on the sides of matrices makes a path for molten metal to be forced between them. This metal gradually builds up on the side and the walls eventually become crushed and produce hairlines.

Do not operate the keyboard or handle matrices with dirt or grease on your hands. Keep your hands and the machine clean. Greasy dirt is the worst enemy of matrices.

Do not neglect to clean spacebands once every eight-hour shift. If polished with loose graphite see that loose particles are removed before returning spacebands to the box.

Do not use graphite on matrices or in magazines. Moisture on the hands or a humid atmosphere causes graphite to form an oily deposit which eventually becomes a hard cake on the matrices and in the channels. This condition results in the necessity of frequent cleaning and naturally leads to damage through unnecessary handling. The lugs of the matrices may be polished with dry graphite after cleaning.

Do not force a tight line into the vise jaws. This practice causes the aligning lugs to be sheared and irreparably damaged, and is hard on the spacebands.

Do not send in loose or short lines unless you are sure the pot pump stop safety is operating perfectly. A front squirt may ruin several dollars' worth of matrices and spacebands. A little care at this point pays good dividends in time and money.

Do not remove matrices that may have become wedged tightly in a jumbled line in a careless or forceful manner. Go about it easily and carefully, remembering that an average 12-em line contains about \$6.00 worth of matrices and spacebands.

Do not fail to replace that worn star wheel promptly, and thus guard against sending in tight lines.

Do not overlook the importance of keeping the pawls in first elevator jaws in good condition. They prevent matrices falling out of the jaws in recasting, which invariably results in serious damage.

DO

Clean spacebands every eight hours of service.

Renew the assembling elevator matrix buffer when it becomes worn. This is a small piece of fiber on the inside of the right-hand end of the assembling elevator. If worn it permits the incoming matrices to strike the steel back rail plate and damage the aligning lugs of the matrices.

Renew assembling elevator detaining plates, front and back plate, when worn. These are small steel plates on the right-hand end of the assembling elevator at the bottom and support the matrices in an upright position during assembling.

Renew assembling elevator gate pawls, front and back, if worn. They prevent the last matrix in the line from falling down and damaging sidewalls and lugs.

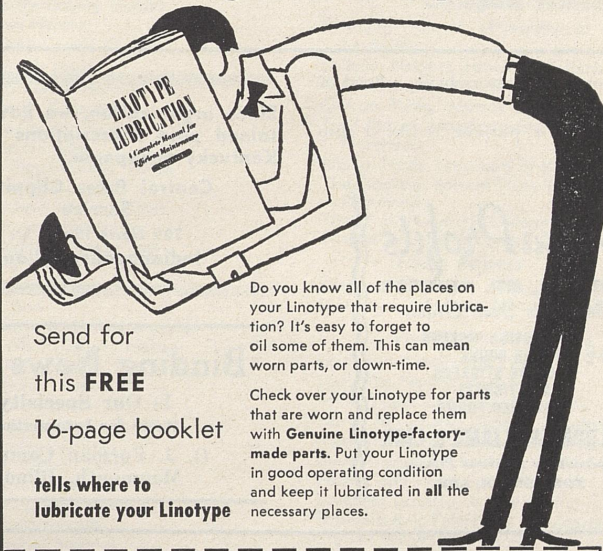
Adjust the assembler chute finger to the proper angle to cause the incoming matrix to strike outside the sidewall area of the preceding matrix in the line. This will prevent damage to sidewalls and the resultant hairlines.

Clean the matrices on the lugs only with a rubber eraser or a specially designed rotary metal brush.

Remove promptly from fonts all matrices that show hairlines from crushed sidewalls or those that are bent or have badly bruised lugs. Such matrices will progressively damage the entire font if allowed to remain in use and come in contact with good matrices during circulation. Many such matrices can be repaired and restored to useful service.

See that the inside edge of the assembler

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cover (the small one covering the assembler block) does not project inwardly beyond the line of the inside edge of the large cover. Any projection will cause the matrix lugs to strike and raise a burr.

See that the pot pump stop is working freely and adjusted to prevent casting short lines. A loosely justified line permits metal to run between matrices and crush sidewalls, resulting in hairlines.

See that the teeth on the second elevator bar and distributor box are free of burrs which may damage the combination teeth.

Pick up and return to the magazine promptly matrices that fall to the floor. Once stepped on or mixed with metal shavings they are sure to be damaged irreparably.

Make it a practice to take font proofs occasionally of all characters cast in groups alphabetically. This will enable you to spot and remove damaged matrices before they contaminate the perfect ones.

An Indianola, Iowa, newspaper has explained a brand-new ruling by the postal department on an "Indianola Trade Days" promotion; namely, that the material is non-mailable. In this plan, residents of the county each receive a free book, with numbers, and by calling at the different stores listed therein may win various prizes. The department had no objection to the idea of giving a free book, but claimed that visiting the various stores constituted the expenditure of "sufficient time and effort" to make the event a lottery. We know that some of you have been contemplating the Indianola plan; better hold off until we get a copy of the ruling.—Iowa Press Association.

The Herald & News at Klamath Falls, Oregon, has adopted the plan of having a photographic reproduction of the front page, 5 x 8, at the top which has the sentence, "This was the news of the world on the day you were born." This is sent to each child born in Klamath Falls. At the bottom it says, "For Your Baby Book." This certainly is building good will for the future.

MACHINIST

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 Cynthiana, The Log Cabin
 Danville, Boyle Independent
 Dawson Springs, Progress
 Earlington, News
 Eddyville, Lyon County Herald
 Edmonton, Edmonton 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
 Georgetown, Georgetown News
 Georgetown, Georgetown Times
 Glasgow, Glasgow Republican
 Glasgow, Glasgow Times
 Grayson, Journal-Enquirer
 Greensburg, Record Herald
 Greenup, News
 Greenville, Leader
 Harrodsburg, 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

Jeffersontown, Jeffersonian
 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
 Madisonville, Hopkins Co. Times
 Manchester, Manchester Enterprise
 Marion, Crittenden Press
 Middlesboro, Three States
 Monticello, Wayne County Outlook
 Morehead, Rowan County News
 Morgantown, Union County Advocate
 Morgantown, Republican
 Mt. Olivet, Tribune-Democrat
 Mt. Sterling, Advocate
 Mt. Sterling, Sentinel-Democrat
 Mt. Vernon, Signal
 Munfordville, Hart County News
 Murray, Murray Democrat
 Neon, News
 New Castle, Henry County Local
 Nicholasville, Jessamine Journal
 Nicholasville, Nicholasville News
 Olive Hill, Carter County Herald
 Owenton, News-Herald
 Owensville, Bath County Outlook
 Paducah, Paducah Press
 Paintsville, Paintsville Herald
 Paris, Kentuckian Citizen
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 Scottsville, Citizen Times
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 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, Advance-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
 Murray, Ledger & Times
 Owensboro, Messenger-Inquirer
 Paducah, Sun-Democrat
 Paris, Enterprise
 Richmond, Register
 Winchester, Sun

Collegiate Section

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
 The Progress, Eastern State Teachers College, Richmond
 The Stub, Nazareth College, Louisville
 Orange And Black, Union College, Barbourville

Farm Papers

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

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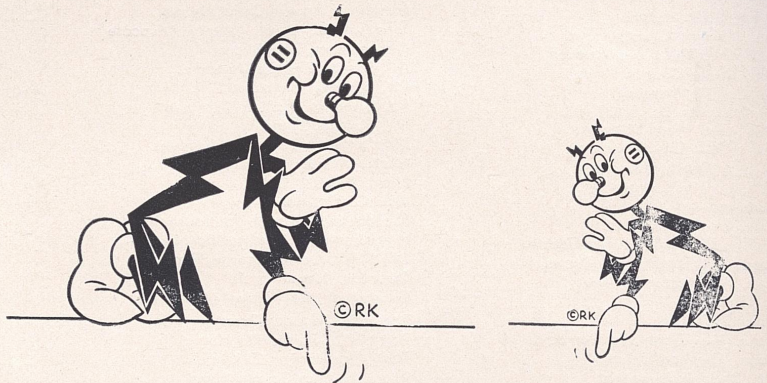
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	1948	1938
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Total population served	500,000	330,330
Number of residential customers	106,500	51,095
Number of commercial customers	53,815	17,492
Kilowatt hour sales	892,660,000	317,671,000
Capacity of hydro-electric plants	30,540	30,540
Capacity of steam-electric plants	120,500	48,450

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