

# The Kentucky Press

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

VOLUME FOURTEEN

October, 1943

NUMBER TWELVE

## Means Suggested To Increase Ad Revenues

Henry B. Hall, executive vice president of Klau-Van Pietersom-Dunlap Associates, Milwaukee advertising agency, gave some pertinent and thought-provoking questions to Wisconsin publishers which were intended to suggest ways and means by which community editors-publishers might increase advertising revenues. Study these questions carefully.

Mr. Hall's suggestions follow:

1. Have you wholeheartedly adopted the assumption that, after all is said and done, the merchants and other businessmen in your own city are by all odds your most likely source of business and represent your best prospects for additional business?

2. Have you ever made a detailed, systematic survey of your own local total advertising possibilities including a list of all possible advertisers in your community with logic and reasoning on what you could do for each if they advertised or increased their advertising and how much they would be justified in spending?

3. After making such an appraisal of the total possibilities, have you armed yourself with the required facts and information for the specific business and gone out and made an honest-to-God, high-pressure effort to sell each and every one on the list to do a consistent, persistent, worthwhile advertising job in your paper? If you have, have you made a second, third, and thirty-third effort to do it?

4. Have you ever conceived of your

job as one requiring respective abilities as a salesman and as an editorial writer, in the ratio of 90% to the former and 10% to the latter?

5. Have you ever conceived of the job of your paper as one of selling merchandise for your merchants first, and the dispensing of news, philosophy and political propaganda second?

6. Do you know what goods your merchants are selling and what they are not selling, and why?

7. Did you ever ask the grocers of your city, for instance, as to what brand of bread they are selling, how much they are selling, and did you inquire as to how much more they could sell if the baker joined with them in an aggressive advertising campaign, and have you gone to the baker and told him the story?

8. Or, conversely, did you ever ask the grocers of your city as to what brand of bread they are not selling, and then go to the baker of that bread, rub his nose in the fact of his failure in your town, and show him how you can correct it?

9. Did you ever do the same with beer, coffee, tea, shoes, oil, gas, evaporated milk, dog food, and countless other things?

10. Did you ever go to an advertiser, national or otherwise, and tell him you can get him at least 50% distribution in your city if he will run an advertising campaign in your paper?

11. Are you close enough to your merchants through service you have ren-

dered them or otherwise, so you could do just that, if given the opportunity?

12. Did you ever try to do just that for an advertiser?

13. Are you the authority in your city on merchandising in your city?

14. On however small a scale, did you ever do or try to do a consumer analysis job in your city?

15. Did you ever see this or previous similar books compiled by the Milwaukee Journal—this one entitled "War-Time Consumer Analysis of the Greater Milwaukee Market"?

16. I know you have never prepared a book like this on buying habits in Algoma, Burlington or Ripon. I wouldn't expect you could, but did you ever do anything of the kind for your advertisers or to get advertisers in your paper, local merchant advertisers or national advertisers? Have you ever seen this or similar books issued by metropolitan dailies? (Review it.)

17. Do you make a practice of turning the heat on local merchants, dealers, agents, jobbers and others to, in turn, put pressure on the makers of the products they sell, to advertise in your paper? To make this easier for the merchant or jobber, do you prepare the letters he writes on this for him, even stamping and mailing them for him—first to make sure it is a good letter and presents all the facts, and second and perhaps more important, to make sure that he does it?

18. Do you remember always that the purpose of advertising is to sell things

### Publishers Want Southern Mills

A resolution asking that a committee seek to promote the establishment of more newsprint mills in the south to utilize the forest wealth was passed by the Southern Newspaper Publishers association at the closing session of its annual convention September 29 in Hot Springs, Ark.

The resolution was adopted as publishers attending the 3-day meeting expressed fear that current cuts in newsprint would make the supply insufficient to assure a supply necessary for even primary requirements next year.

The resolution asked that the committee work through the governors and planning boards of the southern states to establish more mills in order to provide employment and an enlarged and dependable supply of essential paper.

The association also adopted a resolution expressing its "faith and confidence in the system of free enterprise as against socialized undertaking and collectivism."

### Attend War Conference

Joe La Gore, Paducah Sun-Democrat, Lawrence Hager, Owensboro Messenger-Inquirer, Lyle Baker, Louisville Courier-Journal, representing their newspapers, and President Vance Armentrout, Vice President Joe Richardson, and Secretary Portmann, representing the press association, were invited to attend the Mid-west War Conference at Fort Knox, October 21-22.

—goods usually, names sometimes, particularly of late?

19. Do you remember that advertising sold on a basis other than what it will do in advancing the advertiser's interest, is not advertising that will stick with you. Advertising sold on the basis that the advertiser owes support to the local paper is not a healthy advertising sale.

20. Do you know that the men and women who have opinions about politics, economics, religion, and can even write fairly well about them, outnumber many times over the men and women who can go out and convince a merchant or manufacturer that he will benefit through advertising in your paper?

21. Do you ever wonder whether it is better that a weekly paper publisher be a merchandiser first and an editor afterward, or the reverse?

### Recent Survey Makes Interesting Reading

Minnesota Editorial Association has completed a study of weekly newspaper reading habits. The survey was made on Springfield Advance-Press, conducted by Thomas F. Barnhart, Professor of Journalism, University of Minnesota.

Springfield Advance-Press has 1200 trading area subscribers, and 200, or 16%, were interviewed; 50% of the interviews were conducted among residents of Springfield and the other 50% among farmers of the trading area. In selecting the interviews, it was endeavored to obtain a representative cross-section by dividing each of the interviews evenly between men and women, including housewives, laborers, business and professional men and public officials. Conducting interviews among the farmers was along the same line, divided equally among the farm men and farm women from all sections of the trading area and from all sizes of farms.

#### Fires Still Hold First Place

Questions asked were reading any for page which applied to the first page of the Advance-Press, giving an answer of 100% for men and women.

A first page feature "On the Home Front" received 63% men, 71% women.

In an adjoining column "Our Boys With the Colors" received 92% men, 96% women. The increased readership between the "Home Front" and "Our Boys With the Colors" indicates reading interest in this particular type of news.

"Tin Can Salvage Drive Starting" calls for 49% men, 64% women.

"Wind, Hail and Rain Ruins Crops," three column, semi-banner head, 99% men and 87% women.

According to this reader survey, the lowest reading interest on Page 1 was "4-H Club Notes" with only 17% men and 34% women.

As usual, fires continue to hold among the first place with readers. "Wind, Whips Up Rubbish Fire" 85% men, 85% women.

Page 2 of the Advance-Press, County Correspondence, in which men apparently were not so much concerned, but which held an average of 60% among the women.

#### Features Attract Readers

Page 3 composed wholly of personals and advertising was read by 73% men and 98% women, the editorial on Page 4 got the attention of 67% men and 48% women; an editorial feature "The

Editor's Stub Pencil" got a reader value of 60% men and 50% women. Another editorial page feature "Birdseed" called for the highest percentage of reading on this page of 72% men and 71% women. A feature which appears in many newspapers—"24 Years Ago," got 63% men and 76% women.

Personals slopped over from Page 3 to Page 5, holding the continued reading interest of 71% men and 97% women.

Social Events averaged 79% men and 97% women, all of which goes to show that it is good business for newspapers to pay attention to news of the gentler sex.

Now we have the classified and there was some reading, 100% men and 100% women—that should convince every newspaper publisher the value of the want ad page. Separate readers of the ads ran as high as 98% men and 91% women.

So much for the news values. Now what about advertising? The lumber company had 30% men and 9% women. A packing corporation, 55% men, 48% women. Paint up, 23% men, 15% women. Drug Store ad, 32% men and 49% women.

Old woolen quilts, 20% men and 45% women. Advance winter coats, 16% men and 45% women. Food store, 38% men and 68% women.

Paint up, 19% men, 10% women. Less Ice Cream, 30% men, 33% women. Beauty Parlor ad, 3% men, 6% women. Movie theater, 52% men, 75% women. Apparently Advance-Press readers are more interested in the movies than in the beauty parlors.

Department store, 22% men, 55% women. Service station, 20% men, 8% women, and another drug store, 12% men, 9% women.

Fecker's Super Market called for 31% men, 54% women.

It was interesting to notice that the funeral director got the attention of 9% men, 6% women.

#### Fall Committees Called

A meeting of the Executive and Legislative committees is called for Saturday, November 13, at the Brown Hotel, Louisville, for the purpose of planning for the mid-winter meeting and other business.

If you have not raised your subscription rates, you are missing your most golden opportunity.

## How Well Does Food Fight For Freedom?

**M**ILITARY experts call this a "quartermaster's war." They refer to the fact that supplies are vital—not only on the fighting fronts but on the producing fronts as well.

Most important of these supplies is food. And the effectiveness with which food can fight for freedom depends largely upon the efficiency with which it is distributed . . . upon the speed with which it flows from production areas to our fighting men, and to the people at home.

Feeding the home front is the food industry's job. As part of this industry, A&P is making a substantial contribution to this quartermaster's war by moving large quantities of food from producers to consumers every day, and, despite wartime conditions during the past fiscal year, doing this job at the lowest gross profit rate ever achieved in the history of large-scale food retailing.

That is why the men and women of A&P take pride in doing the nation's most efficient job of food distribution. They know that such efficiency enables food to fight more powerfully for freedom.

## 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

### Kentucky Press Association Officers

Vance Armentrout.....Courier-Journal, Louisville  
*President*  
 Joe Richardson.....Times, Glasgow  
*Vice-President*  
 Victor R. Portmann.....U. of K., Lexington  
*Secretary-Manager*

### District Executive Committee

Tyler Munford, Union County Advocate, Morganfield, (State-at-large), Chairman; Chauncey Forgey, Independent, Ashland, (State-at-large), Vice-chairman; First, Joe LaGore, Sun-Democrat, Paducah; Second, John B. Gaines, Park City News, Bowling Green; Third, John H. Hoagland, Courier-Journal, Louisville; Fourth, James M. Willis, Messenger, Brandenburg; Fifth, Virgil P. Sanders, News-Democrat, Carrollton; Sixth, Fred B. Wachs, Herald-Leader, Lexington; Seventh, Walker W. Robinson, Herald, Paintsville; Eighth, J. W. Haddon, Advocate, Mt. Sterling; Ninth, Harold A. Browning, Republican, Williamsburg; Immediate Past President, Harry Lee Waterfield, Gazette, Clinton.

### Kentucky Press Women's Club

Miss Mary E. Hutton, Herald, Harrodsburg, President; Miss Mildred Babbage, Breckenridge News, Cloverport, First Vice President; Mrs. J. O. Young, Journal, Dixon, Second Vice President; Mrs. Mary Henderson Powell, Record, Stearns, Third Vice President; Mrs. J. R. Wallace, Advertiser, Walton, Recording Secretary; Miss Urith Lucas, Independent, Maysville, Corresponding Secretary; Mrs. J. L. Bradley, Enterprise,



Volume Fourteen, Number Twelve

## October 29 Anniversary Of Free Press In U. S.

October 29 is an anniversary of far more importance to newspapers than is indicated by the lack of general attention with which year after year this autumn date slips into history.

Likewise John Peter Zenger is a name deserving of something more than casual biographic notice—particularly by newspaper men.

The name and the date are close kin, since a memorable fall election day in 1733, when Editor Zenger printed in The New York Weekly Journal (containing the freshest Advices, Foreign,

and Domestick) the news that "Lewis Morris Esq., late Chief Justice of this Province, was by a great majority of Voices, elected a Representative for the County of Westchester."

That perhaps was neither libelous nor felonious—certainly not to the victorious Justice Morris. But the sheriff, the courts, and sundry other tentacles on the arm of the colonial law, took extravagant exception to Mr. Zenger's graphic account of the sheriff's failure to announce an hour for balloting, drawing the conclusion that only those who were certain to "vote right" were fully notified. Also to the report that sundry Quakers were denied the franchise because of their scruples against swearing to property ownership. And to Editor Zenger's caustic comments on the unaccountable delay in announcing the results which were so overwhelming against the "machine" candidate. There may have been other details of Mr. Zenger's "fresh Domestick advice" that irked the sheriff and his minions, but these are the more obvious.

So Mr. Zenger was jailed, charged by the governor of New York with "libel, sedition, and similar crimes." Unable to raise \$4,000 bail (how many of us could, even today?), he edited his forthright Journal from jail for nine months.

In August, 1734, the case came to trial, with the illustrious octogenarian, Andrew Hamilton, as volunteer defense counsel. The judge refused to admit evidence of the truth of Zenger's election story, declaring that "government is a sacred thing. The greater the truth, the greater the libel."

Mr. Hamilton appealed to the jury: "No, it is not the mere printing or publishing of a paper that will make libel or sedition. The words must be false, scandalous, or seditious before he can be guilty. This cause is the best cause, the cause of liberty, the liberty of exposing and opposing arbitrary power by speaking and writing truth."

John Peter Zenger was acquitted and continued to publish The New York Weekly Journal until he went to his reward as the real founder of a Free Press. His remains rest just north of the New York city limits near historic St. Paul's church, in the yard of which the attempted clandestine election was balked 210 years ago.

*Full Information Is the People's Indispensable Weapon for Victory*

Bureau of Advertising, American Newspaper Publishers Association, is

doing more to promote, and inform newspaper advertising than any other organization. Frequent bulletins are issued to newspaper publishers, advertisers and agencies—these bulletins take varied and attractive forms—all good. The following is one of those pieces full credit to the ANPA Bureau hereby acknowledge:

Keeping fully informed, getting all the news, is something that we in America have long been used to. But war has magnified its importance, made it far more vital than at any time in the past.

For this is a people's war—and full information is the people's indispensable weapon for Victory.

We have always turned to our newspapers as the most complete source of news. The war has made us more dependent on newspaper than ever before—

—for full reports of the day's events— for detailed news from the battle fronts, from Washington and other world centers, and from our own town.

—for full information on wartime regulations—on rationing and taxes, dimouts and blackouts, draft orders and air raid rules—on how to save, how to make things last longer, what to do to help with the war and hasten the coming of peace.

—for editorial interpretations and expert analysis of the important happenings, to give us a better understanding of what's going on today.

—for the vital news that comes through the advertisements of manufacturing plants and retail stores, news of what industry is doing and planning, news of merchandise and services the stores are offering.

We depend on newspapers to be fully informed. Small wonder, then, that today, when being well posted is so important to all of us, newspapers are being read more eagerly, more thoroughly, and by more people than ever before. That's one reason why newspaper space is so powerful a medium for wartime advertisers.

## Newsprint Cut Approved By WPB

Adopting recommendations of the newspaper advisory committee, the printing and publishing division of the War Production Board announced October 23 that it had prepared an amendment which will reduce publishers

newsprint inventories about 10 per cent in November.

The amendment, still subject to final approval by top W.P.B. officials, would draw about 20,000 tons of newsprint out of newspapers' reserves and diminish new purchase orders to that extent. This will cover about half the estimated 40,000-ton newsprint deficiency for the month; the remaining 20,000 tons, it is hoped, will be gained through voluntary additional reduction in purchases by the larger publishers only.

The action is expected to eliminate the need for a proposed new cut in the rate of consumption, a proposal which met opposition from the newspaper industry advisory committee at its meeting here earlier that week.

### Advertising Is Praised As Major War Weapon

America's advertising was praised recently by the Commerce Department as "a major weapon of the home front" with vital wartime information its ammunition.

Summarizing what it termed the official attitude of "the Government as a whole," the department issued a ninety-six-page booklet declaring that advertising scheduled in all media should be maintained as "a constructive contribution to the war effort."

"With the attack on Pearl Harbor," it said, "the Department of Commerce immediately recognized that advertising would be a major weapon on the home front. People had to be informed. Talents used so effectively in creating a desire for goods could with equal effectiveness show how to help win the war.

#### Messages and Government

"At the same time, the Department of Commerce sensed the danger of a gradual decrease or cessation of advertising either by companies that had converted wholly to war production or by those whose civilian output had been curtailed. In either case carefully built brand names, trademarks and goodwill would suffer.

"And so, as liaison officer between business and Government, this department has continually reminded both of the necessity of advertising, not only as a means of maintaining markets but as a mighty force for social good.

"The record shows that business has shared this viewpoint. Companies continued to advertise. And they keyed their messages to aiding the Government in its prosecution of the war."

### Weekly Newspaper Lives 6 Days 101 People Testify to Truth

After students of the School of Journalism, Boston University, had interviewed 101 people this is what the survey showed as to the reading life of the average weekly newspaper:

*How many days do you usually keep the weekly newspaper in your home before disposing of it?*

Average, 6.4 days. The majority answered a week.

*How many other people besides yourself usually read your copy of the newspaper?*

Average, 2.4 other people.

*Do you lend your copy to others outside the household?*

Out of 76 answering, 15 said they loaned their copy.

*How many times do you look at the newspaper before it is thrown away?*

Average, 2.6 times. The majority said three times, some said as high as eight times, and some looked at it but once.

*How many minutes do you usually spend with your paper before it is disposed of?*

Average was 43 minutes.

One of the consistent arguments of a weekly newspaper published when presenting merits of his publication is that unlike other advertising media the weekly is a household fixture; that every member of the family reads something in each issue, after that this newspaper is reread many times pending arrival of the next number—after that perhaps it is used to start the fire—well, that's all right too, for after all a newspaper is entitled to some other treatment and is justified in furthering its usefulness even if for nothing more than being fired.

### Weekly Gives \$5,000 In Space To War Work

The contribution of the press to the war effort cannot be calculated accurately in dollars and cents because news and editorial columns are not open for sale—at any price.

However, to give his townspeople a concrete idea of his paper's contribution to the war, Publisher George H. Johnston of the Chester County Independent at Henderson, Tenn., measured the amount of space he had given to war activities over the period of a year. He found that, at the regular advertising rate, the space would have sold for approximately \$5,000.

And, needless to say, \$5,000 is a lot

### Hodgenville Publisher Dies On October 13

Representative Edward W. Creal, 60 years old, Democratic Congressman from the Kentucky Fourth District, and publisher of the Hodgenville Herald-News, died at his home on October 13 after suffering from a paralytic stroke the preceding day.

Creal was elected Congressman in 1935 to fill a vacancy caused by the death of Cap R. Carden and was re-elected for the next four terms.

He served three terms as LaRue County attorney and was serving his second term as Commonwealth's attorney when elected to Congress. Previously he had served as LaRue County school superintendent.

In 1918 he started a County paper "The LaRue County News," a Democrat paper, and ran it successfully for two years in competition with the older paper, the LaRue County Herald.

In 1921 consolidated with the Herald and called the paper "Herald News," becoming sole owner and editor of the consolidated paper in 1924.

Prior to his death illness confined the Congressman to his home, but only Monday he introduced Thomas S. Phipps, Democratic nominee for commissioner of agriculture, when he spoke at a political rally.

Born in LaRue County, where he maintained his home most of his life, Creal was educated here and at Bowling Green. Later he attended Centre College at Danville, where he received his law degree.

He was president of the Commonwealth Attorney's Association of Kentucky in 1934 and for fifteen years Creal was a member of the State Democratic Committee. He was a member of the Baptist church and a Mason.

Creal is survived by his wife, Mrs. Alice Crady Creal, and two sons, Dalph Creal, postmaster here, and James W. Creal, Army captain stationed at Fort Benning, Ga., a brother, Murray Creal, Buffalo, Ky., and a sister, Mrs. H. C. Hoffeld, Louisville.

of money to any weekly publisher.

Has any Kentucky newspaper made a survey of its year's activities in the promotion of war effort in his community? If so, let the Press have your figures—we are sure many state newspapers have contributed equally as much space, if not more.

**Court Orders A.P. To Alter Bylaw**

The right of the Associated Press membership to pass upon the admission of applicants was upheld by a special three-judge federal court in the southern district of New York October 6. The A.P. was, however, ordered to change its bylaws to prevent a member in the same field from barring another paper in such an election.

Judge Thomas W. Swan, in a 1,500-word dissenting opinion, held that A.P.'s bylaws as to admission of members have had no tendency to create a monopoly. He gave as evidence the growth of United Press, International News Service and other news gathering agencies.

Other points in the majority decision of Judges Learned Hand and Augustus N. Hand, were as follows: the purchase of Wide World Photos from the New York Times by the A.P. did not violate the antitrust laws as charged by the government; the exclusive news exchange contract with the Canadian Press will not be in violation of the law if the bylaws are changed as directed; and that the exclusivity of local news of spontaneous origin which members now furnish to the A.P. as an obligation of membership will be within the law when the bylaws are changed.

The court granted a stay of 120 days to give the A.P. time to alter its bylaws and also stayed its whole judgment for 60 days pending an appeal to the supreme court, if one is taken in that period.

The suit against the press service was filed in federal district court on August 28, 1942. Named as defendants were the A.P., the 18-member board of directors, the publishers of the newspapers with which the directors are identified, and the approximately 1,400 other members in the U. S. as a group. In the suit the government sought to force the A.P. to abandon its membership structure and make its services available to all applicants.

The A.P. filed its answer to the charges October 27, 1942. In the answer it denied all the accusations and asserted that a government victory curb free competition among newspapers and would abridge the freedom of the press.

The three-judge court took the case under advisement on July 8, 1943, after the court had heard oral arguments supporting briefs filed in May in which the government asked a summary judgment against the news association.

**Louisville Papers Win Accident Case Appeal**

Holding that the man who delivered newspapers was an independent contractor, the Court of Appeals set aside an \$800 judgment granted Mrs. Barney Akers against The Courier-Journal and Louisville Times Company for injuries she claimed to have suffered in stumbling over papers on October 19.

The opinion said Howard Randle, manager and operator of the Yellow Cab

Company in Paducah, testified he left the bundles in a doorway on an oral agreement with the papers' local representative, and the court added "the only reasonable inference forces us to conclude that Randle was an independent contractor." Therefore, it added, the publishing company was not liable.

Make every week in the year your week to tell your readers the value of your newspaper.

**SURVEY OF CALIFORNIA NEWSPAPERS**

Presented below are tables showing distribution of revenues and costs of California newspapers as compiled by John V. Lund of the department of journalism of the University of California. These figures should stand up pretty well in any state for the average weekly newspaper coming within the general gross revenue classification. It might be interesting to compare your own business with these tables:

| GROUP                         | I          | II          | III         | IV          |
|-------------------------------|------------|-------------|-------------|-------------|
| Gross Receipts of Paper.....  | \$7,500.00 | \$15,000.00 | \$27,500.00 | \$40,000.00 |
| Profit Percentage .....       | 28.9%      | 21.4%       | 17.8%       | 15.5%       |
| Profit in Dollars .....       | 2,167.50   | 3,210.00    | 4,910.00    | 6,200.00    |
| Less Salary of Publisher..... | 1,800.00   | 2,400.00    | 3,000.00    | 3,600.00    |
| Net Profit Remaining.....     | \$ 367.50  | \$ 810.00   | \$ 1,910.00 | \$ 2,600.00 |
| True Net Profit Per Cent....  | 4.9%       | 5.4%        | 6.9%        | 6.5%        |

**EXPENDITURES OF WEEKLY NEWSPAPERS**

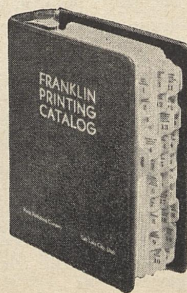
(Percentage of Each Classification—Percentage of Gross Business)

|  |      |      |      |      |      |
|--|------|------|------|------|------|
| Total Wages (including shop and office wages but excluding publishers salary)..... | 33.9 | 36.1 | 38.6 | 41.2 | 36.8 |
| Depreciation .....   | 5.2  | 5.9  | 3.8  | 3.3  | 5.0  |
| Other Costs (includes all other fixed and incidental costs of publishers).....     | 32.0 | 36.6 | 39.8 | 40.0 | 37.2 |
| Profit (including salary of publisher).....  | 28.9 | 21.4 | 17.8 | 15.5 | 21.0 |
| Totals .....   | 100  | 100  | 100  | 100  | 100  |

(Group I—Annual business under \$10,000; Group II, \$10,000.00 to \$19,999; Group III, \$20,000 to \$34,999; Group IV, more than \$35,000 gross per annum.)

The two tables above are a fairly good yardstick for the average weekly newspaper. It is interesting to note that salaries (exclusive of that of the publisher) average more than 36 per cent of the cost of publication. Fixed charges of operation and overhead average better than 37 per cent. Depreciation averages 5 per cent (which is low and should be 10 per cent), with the remaining 21 per cent as profit.

Out of this comes the publisher's salary, interest and payments on bank notes, payments on machinery, etc. With salaries for help constantly rising and with the cost of materials and taxes also mounting, the only place to cut operation cost is in personal salary of the publisher unless subscription and advertising rates are raised.



**The Help You Need In a Trying Time**

The Franklin Printing Catalog is ready and waiting to rush into the front line of your business and fill the gaps left by the men who marched away. The Catalog gives all the answers on correct, scientific, fast VALUING of printing. Write today for the trial order plan that lets you prove the value of the Franklin Printing Catalog in actual use.

**Porte Publishing Company**

Salt Lake City 5, Utah

### Linotype Surveys Post-War Prospects

A nationwide survey of current conditions and future prospects in newspaper publishing and other graphic arts fields has been undertaken by Mergenthaler Linotype company in the formation of post-war plans. They have retained Dun & Bradstreet as research agency to hold personal interviews with several thousand publishing, printing and kindred organizations throughout the United States.

No questionnaires-by-mail will be used, but the interviewers will follow carefully prepared questions so that the results may be fully tabulated and compared. A completely confidential status is to be maintained and no identities are to be revealed.

Among the weekly newspapers, several hundred representative publishers, some in each state, will be consulted for their views on current operating conditions and the trends toward post-war operations. The factors involving advertising and circulation, commercial printing, trends in processes, trade education and organization—all such influences on the welfare of the weekly newspaper are to be included.

In announcing this undertaking, Joseph T. Mackey, Linotype president, says, "The proprietors of these businesses will be asked for their judgment on general business conditions, their estimate of post-war possibilities, and particularly for their appraisal of the needs and problems of the weekly newspaper field."

Other graphic arts fields to be similarly studied include the daily newspapers, commercial printers, advertising typographers and trade compositors.

### Publishers Fight Rising Circulation

The perennial problem of building up circulation has been reversed by the war; it's now a problem to keep the circulation from going too high because of shortages in paper, labor and materials, according to the Tennessee Press.

Throughout Tennessee publishers have reported sharp rises in circulation within the past two years and many are seriously concerned over whether they can handle any more subscribers than they now serve. Various methods are being employed to prevent further increases.

The Memphis Commercial Appeal,

the Memphis Press Scimitar, and the Springfield Herald-News have taken the most drastic steps to curtail subscribers. They have frozen circulation for the duration, and new subscriptions will be started only when old subscribers cancel or allow their subscription to lapse. This policy does not apply, however, to men and women in service.

Among other measures adopted are increased rates, an iron-clad "paid-in-advance" policy, curtailment of subscriptions outside the state, and increased rates outside the county only.

Rates have been increased from 50 cents to one dollar on the year by a large number of weekly papers, and from five to 10 cents on the week by most dailies. In some cases the rate increase has applied only to out-of-county subscribers (except servicemen) in an effort to curtail the non-resident subscription list.

The new paid-in-advance policy of some publishers who had been carrying long lists of delinquent subscribers has been followed without any noticeable loss among subscribers who were forced to pay up. These publishers declare they will continue the policy after the war.

### Newspapers' Right to Criticize

"After a court has rendered final judgment any one may criticize such final judgment as he please, subject only to criminal prosecution and civil suit if the criticism be slanderous or libelous," so ruled a judge in Alabama, when dismissing a contempt conviction of Ralph B. Chandler, Mobile Press and Register. The publisher had been fined and sentenced to jail by a lower criminal court which objected to an editorial which termed the court's action in fixing a peace bond for a man charged with making threats during a racial disturbance. When dismissing the case the judge stated that criticism must relate to a case or matter still pending and undecided and did not apply after final judgment had been rendered.

### A Good Editor . . .

A Minneapolis Newspaper once defined a GOOD EDITOR as follows: "A good editor is one who has never made a mistake, who never has offended anyone, who is always right, who can ride two horses at the same time he is straddling a fence with both ears to the

ground; who always says the right thing at the right time; who always picks the right horse as well as the right politician to win, who never has to apologize, who has no enemies, who has worlds of prestige with all classes, creeds and races."

The time is fast approaching when the national advertiser will turn to the community newspaper for complete coverage.



# HOW do you do?

Is your mechanical equipment receiving proper attention to keep it fit?

Are you watching the tell-tale signs of wear or possible breakdown?

Have you looked over your matrices to prevent unnecessary damage?

We hope that your answer is "Yes, indeed!"



## Buy Bonds!

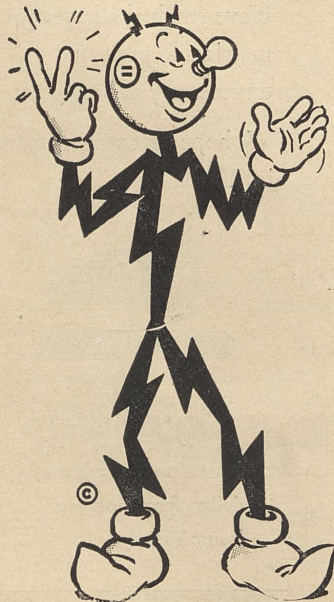
Your country needs your dollars for weapons to insure Victory.



Linotype Granjon

# NO WONDER HE GASPED !

By the time we're through with them, the Nazis will need a lot of time to catch up on their gasping.



The German prisoner looked at the New York skyline — and gasped: "But that's impossible! The Luftwaffe destroyed New York! Our papers even had pictures of the wreckage."

He still wasn't convinced for a while. He thought the men who told him he was coming into New York were lying, just to hoodwink the prisoners.

That's what a controlled press can do for a great people. But Lincoln still was right. You can't fool all the people all the time. Even though they are slow, even surly about admitting it, the Germans in this country know at last that they have been fed for years on lies and half-truths. They know their country has become a house of cards, with deceit for its foundation. And they know that house soon will fall.

In America, despite countless attacks, the press has remained free. Censorship has been necessary for reasons of military security, but even censorship has been on a voluntary basis. And the people are told the truth in adversity and prosperity alike. That is just one of the things which makes the American Way of life worth fighting for.

A free press operating under business management is a safeguard of our American Free Enterprise System so essential for our way of life.

## KENTUCKY UTILITIES COMPANY

Incorporated

**A Tax Paying Utility Under Federal and State Regulation**

