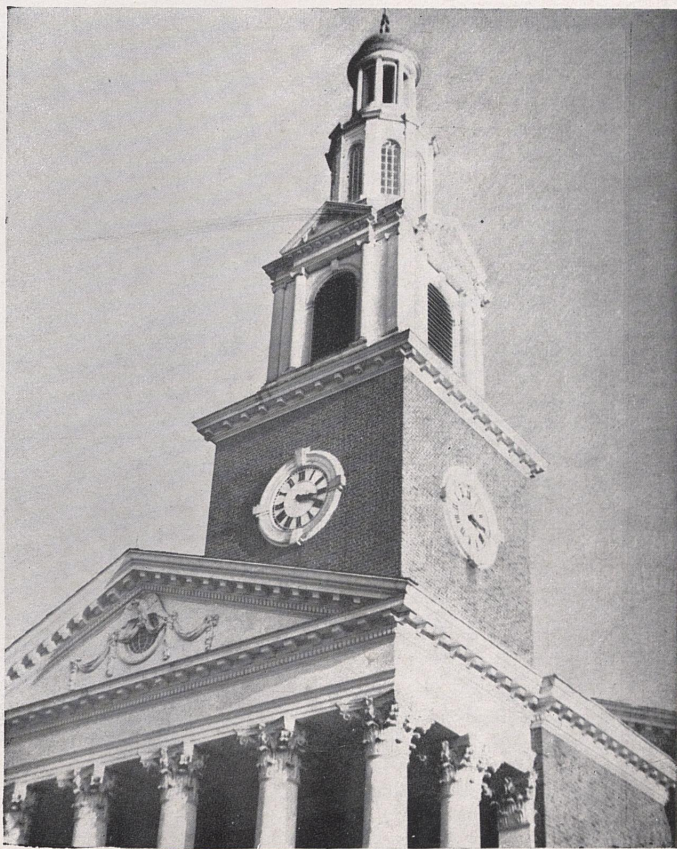


The Kentucky Press

October, 1947

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

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Tower,
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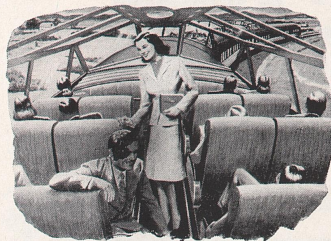


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NUMBER TWELVE

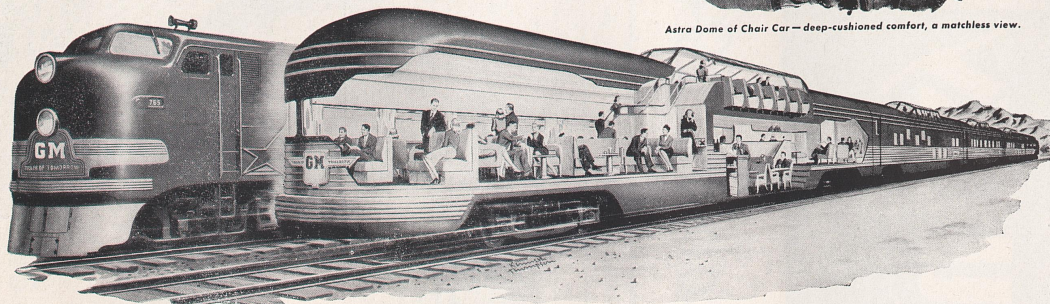
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Publication Office:
Room 64, McVey Hall
University of Kentucky
Lexington

Official Publication Kentucky Press Association

Right on the Track — General Motors' Thrill-Packed Train of Tomorrow



Astra Dome of Chair Car — deep-cushioned comfort, a matchless view.



LAST May, a bright new experiment in travel pleasure began a coast-to-coast tour of leading American cities. It was the Train of Tomorrow, built by General Motors.

Hundreds of thousands of people have since seen this blue and silver harbinger of luxuries to come. In Chicago and Akron, Washington and Atlanta, in numerous communities, they've stopped, looked and marveled at its wondrous new facilities for travel enjoyment.

They've thrilled to such innovations as the

Astra Dome, the train-to-home telephone, greatly improved riding qualities, accommodations and appointments that have never been equaled for restfulness and beauty.

General Motors does not plan to manufacture railroad cars. Its purpose will be well served if the Train of Tomorrow fosters a greater interest in the development and improvement of rail

transportation, on the part of the public and railroads alike.

Best proof that this wonder train is right on the track is the fact that many of its features have already been incorporated in car-building orders from the railroads.

If you are not one of the fortunate thousands who already have seen the Train of Tomorrow, don't miss it when it visits your section of the country. Your local newspapers will tell you the days and dates.

On the Air: HENRY J. TAYLOR, Monday and Friday evenings, over 250 Mutual stations, coast to coast. Hear him!

MORE AND BETTER THINGS FOR MORE PEOPLE™
GENERAL MOTORS

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • GMC TRUCK & COACH • BODY BY FISHER • FRIGIDAIRE • GM DIESEL • ELECTRO-MOTIVE • DELCO PRODUCTS • HYATT BEARING

Persons newspaper and the n count mon physical pl lation the portance c rent. WH and 177 r an average paper to coverage o many more are post o In oblat four point the corres dents adq 4. Organiz are essent In select consider ce a busy pe knows wh get things editors has respondent school tea clerks, sd farmers. The seco dence prog live-may, l pension a feeling both can b Payment c respondent the corresp A free paper or s themselves used type publishers' per inch its forms of G discount or fisher, free A few pr able to cas cated by 1 cut editor 1 gits as con "I should of appreci gits we se At our get idea of wi ticularly in mas, she se

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Building Circulation Thru Correspondence

Persons experienced in evaluation of newspapers know that the newspaper's field and the newspaper's coverages of that field count more than does the value of the physical plant. In Kentucky, with a population that is 60 percent rural, the importance of rural correspondence is apparent. With more than 2,600 post offices and 177 newspapers in the state, there is an average of 14 post offices for each newspaper to cover, and those familiar with coverage of rural news know that there are many more rural neighborhoods than there are post offices.

In obtaining better rural correspondence, four points are important: 1. Selection of the correspondents; 2. Offering correspondents adequate incentive; 3. Training; and 4. Organization. Of these four the three are essential, the fourth desirable.

In selecting a correspondent, you should consider carefully the busy person, because a busy person is one who gets around, knows what is going on, is accustomed to get things done. A national survey among editors has shown their preferences in correspondents to be in this order—housewives, school teachers, telephone operators, store clerks, school children, ministers and farmers.

The second point in the better correspondence program—providing adequate incentive—may be achieved by payments of compensation or by giving the correspondent a feeling of importance of his work. If both can be combined, so much the better. Payment enables the editor to give the correspondent instructions more freely than if the correspondent is not paid.

A free subscription, postage and copy paper or stationery, as the correspondents themselves refer to it as the most frequently used type of compensation offered. Among publishers who pay on a space basis, 5 cents per inch is the most often used figure. Other forms of compensation are periodic prizes, discount on merchandise sold by the publisher, free want ads and gifts.

A few publishers have found gifts preferable to cash compensation and more appreciated by the correspondent. A Connecticut editor reported on the use of Christmas gifts as compensation:

"I should have filed some of the letters of appreciation for the simple Christmas gifts we sent out. My gal is pretty smart. At our gatherings she gets a pretty good idea of what each correspondent is particularly interested in. When comes Christmas, she selects something down the alley

of each one. A vase to one who is nuts about her flower garden, an historical novel to one who has shown great interest in such things."

An Iowa correspondent showed the value of movie tickets as prizes in this letter she wrote to FOLKS' editor:

"The October theater ticket sent me was for a story about conditions in China, taken from a personal letter from Rev. David Vikner, a missionary. The November ticket was for a story about Keith Swanson's dog, Scottie, falling in a well. December ticket was won because I reported facts about Dunnell's bond issue. January ticket was earned because of a story about Rover, the Linden dog, who awakened the family when hog house was ablaze."

Giving the correspondent a feeling of importance—which is another form of incentive—may be achieved by stressing the service the correspondent renders to his community. This feeling of importance may also be enhanced by displaying the correspondent's work prominently in the newspaper through departmentalization of the community's news and through use of correspondent's by-lines and through use of correspondent's address and telephone number, to which news may be sent.

Headlining the correspondent's better stories helps to indicate to the correspondent the types of news the editor considers most important.

Training, the third important point in a program to achieve better rural correspondence, has several problems to overcome. Most common problems editors have with their correspondents are: 1. Writing up the same people too often; 2. Overlooking real news; 3. Too many visiting items; 4. Being unable to write a news story; 5. Failure to send in copy on time; 6. Bad grammar; 7. Illegible writing; and 8. Incorrect names.

Most popular method of training to solve these problems is the personal interview or personal conference method, which can be done in the correspondent's home, in the newspaper office, or over the telephone—any or all of these in connection with a request for a story or commendation for story well done.

Training by personal letter is the second most popular method used by editors, with the letter being sent in connection with the monthly pay check, with a new batch of copy paper, with the return of the correspondent's edited copy or with a request, criticism or commendation.

Other training devices used are correspondent manuals, bulletins, house organs, copy paper with printer instructions around the borders and blank news forms to be filled out and returned. House organs may be of the type published by the individual newspaper or like FOLKS, published in behalf of correspondents throughout the country.

The correspondent conference also is a useful training device, such a conference being held in the newspaper office, or at a luncheon, picnic or banquet. In such a conference the editor usually prepares or helps prepare an instructional program but makes sure of correspondent participation.

A Virginia newspaper held conferences for groups of correspondents in their homes. A Kansas newspaper held a one-day correspondents' school, having edited each correspondent's copy for a month previous with a red pencil and using this edited copy in making tactful suggestions for improvement on the day of the school.

One Iowa publisher invited local business leaders and advertisers to a correspondents' banquet. This impressed the correspondents with the importance of their work and impressed the business men with the news-coverage facilities of the newspaper. A Kansas publisher invites rural mail carriers and their wives to a picnic with the correspondents.

business men with the news-coverage facilities of the newspaper. A Kansas publisher invites rural mail carriers and their wives to a picnic with the correspondents.

A Colorado publisher tried the experiment of inviting his correspondents in for a dinner at which he could tell them some of the inside problems of newspaper publishing. The correspondents were so pleased they requested additional meetings, and these in turn resulted in formation of a permanent correspondents' organization.

A Connecticut editor who believes in the value of feeding his correspondents occasionally reported as follows:

"We all get together a couple of times a year. The grub has got to be good. We may drag in some lad who wants to be a Gene Autry or some lass whose mother thinks she can learn to tap dance by correspondence. And there are always some of the correspondents who believe they have talent. It's a godawful—but they like it."

The correspondent organization, fourth point in a program of better correspondence, if the publisher will take the time for

Covering Non-Personal Local News items

Some of the most readable and interesting items in a newspaper are those little non-personal paragraphs picked up by an alert observer and reporter of local affairs. Here are just a few of the things which might be covered any week in such paragraphs:

Changing styles in clothing among school kids, ladies, business men, farmers, workers, preachers, hunters, fishermen, golfers, etc.

Local results of weather conditions—dust mud, green lawns, woods, shrubs, burned out fields, color of leaves, sunburn, etc.

Pets—alley cats, stray dogs, wandering cows or mules, canaries, riding horses, etc.

Transportation—strange parking places, local hitchhiking, bicycling kids, and men and women, jalopies, buggies, jeeps, etc.

And maybe just some of the following words will suggest items to you as you make your daily rounds: cuspidors, watering troughs, drinking fountains, "don't spit on the sidewalk," snuff, suspenders, town pump, square dance, vacant lots, beards and mustaches, blacksmith's shop, rail fence.—Louisiana Press Association

When traffic and drivers are both dense, there are bound to be accidents.

Advertise — and again — your commercial printing service.

It has proved very successful for newspapers which have given it time and effort. The correspondents' association of the Press and Standard, Walterboro, S. C., recently completed its twelfth successful year of operation.

Instructional talks, loyalty building speeches and simple writing rules may be brought out in meetings of correspondent organizations. Correspondents themselves should be allowed to manage their organization and elect its officers, but the publisher can give a guiding hand and can assist in arranging programs, obtaining speakers, and supplying prizes for outstanding correspondents.

The publisher who sponsors a correspondent organization will be surprised at the proprietary interest his correspondents show in the newspaper for which they work. The organization for them symbolizes the importance of their jobs and helps to make them alert to their responsibilities.

(Note: This article is summarized from an address by C. R. F. Smith, editor of FOLKS and author of the practical book on rural correspondence. It outlines workable suggestions for getting the most of rural correspondents.)

Press Code Of Ethics

We believe that journalism is an honorable profession, essential to the welfare of society in War and in Peace.

We believe that the success of Democratic Government depends upon sound public opinion, and that the newspaper should aid in creating and maintaining sound public opinion, by publishing significant news and editorial interpretation of news.

We believe that newspaper writers and editors should be adequately prepared for the great responsibilities placed upon them.

We believe that a newspaper should publish the truth, the whole truth, and nothing but the truth concerning all matters of importance to readers as citizens of the community, state and the nation.

We believe that a newspaper that goes into the home should publish nothing that cannot be read aloud to the whole family circle.

We believe that news of crime, scandal and vice should be presented in such a manner as to deter readers from attempting to imitate the criminal and the vicious.

We believe that all persons and all organizations are entitled to fair play in the columns of the newspaper.

We believe in the right of privacy of individuals in all matters not of public concern.

We believe that no propaganda or publicity matter should be published unless it contains information to which readers are entitled, and that whenever such material is printed, its source should be plainly indicated.

We believe that neither the business interests of a newspaper nor any outside influence should interfere with the publication of the truth in news or editorials.

We believe that the purpose of newspaper advertising is to create a demand for commodities or services, to inform readers, not to mislead or defraud them.

We believe that editorials should present the truth as the writer sees it, uncolored by bias, prejudice or partisanship.

We believe that advertisements should be clean and wholesome as news and editorials and that such advertisements are essential to the development of our high standards of living.

We believe that rates for subscriptions and advertisements should be sufficient to insure the publisher a fair profit.

We believe that only such newspapers as maintain the highest standard of truth, honesty and decency in news, editorials and advertisements deserve the support of the community.

We believe that if business is worth having

it is worth going after, and that a prosperous newspaper can do more for its community than one that is "ill-equipped, ill-housed and ill-supported."

We believe that all statements of circulation should give the actual number of bona fide subscribers.

We believe in our state and its unlimited possibilities and will do all in our power to sell it to our people and the nations.

We believe that world unity, progress and peace depends upon free access to all news sources and uncensored fair dissemination therefore.

(Is this worth reprinting in your column?)

615 ABC newspapers in U. S. and Canada. More than 170 applications pending.

Leaving Behind The Horse-and-buggy Days

Too many printers and publishers are like the legendary Bethel, Maine character who still chugs about in a 1913 flivver, according to Joseph T. Mackey in an article in the New York Press.

When told that he could go much faster in a new car, the old man replied, "I can go as fast as I want to go, now."

"How fast do you go?" he was asked.

Usually, I go along about nine or ten miles an hour, but if I'm in a heck of a hurry I push her up to fifteen!" explained the oldster.

Mackey's story went on to say that there are some printers and publishers who actually boast of the age of their presses and linotypes. They look with affection on their antiques. Then they sigh and express their inability to understand why young, hustling, modern competitors are taking their business away from them.

One reason why so many young firms achieve success, Mackey went on to say, is because they start operating without the handicap of worn-out equipment. It is a natural expression of those who are growing.

It may be set down as a truism that those who hold on to old equipment like a dog to a root, are old people. They are old in their thinking, no matter what years they total on their birthdays. They even have white whiskers on their minds.

They are content to chug along at fifteen miles an hour. That speed is fast enough for them. But, while they are contenting themselves with slow speed, some competitor in a modern car has whirled past them and started to deliver the order they want to get. Mackey concluded.

SERVING 12,000,000,000 CUPS OF COFFEE



Back in 1688 William Penn paid \$4.68 for a pound of crude coffee. Today A & P offers a pound of its fine coffee—a blend that the Quakers never dreamt of—for less than a tenth of that figure.

It's no accident that A & P's three famous blends combined bring economical coffee satisfaction to one out of every seven families in the world's greatest coffee-drinking nation, consumers of approximately 2,700,000,000 pounds annually. Uniformly high quality down through the years has earned this distinction.

By way of insuring its quality leadership, A & P is the only retailer to maintain its own buying offices in the heart of the principal coffee-producing areas of Brazil and Colombia, source of 85 per cent of the world's supply. Its experts are on constant duty in the fields, inspecting crops and advising the planters.

At its huge roasting plants, the company maintains a staff of men who have made a life's work of testing coffee flavor. The best proof of their expertness and knowledge of public taste is in the fact that last year alone, more than 12,000,000,000 cups of A & P's coffee were served in the homes of America.

In short, from coffee plantation to coffee pot, A & P's trained organization is designed to give American consumers the finest coffee in the world at the lowest practical price.

It is through such thoroughness that the men and women of A & P for nearly 88 years have done the nation's most efficient job of food distribution.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume Eighteen, Number Twelve

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Union County Advocate, Morganfield
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NATIONAL EDITORIAL
 1947 ASSOCIATION
 Active Member

Back Shop Labor Supply Is Still Inadequate

The war has been over more than two years, but it's still very difficult to estimate the situation regarding supply of labor. Many of our newspapers in Kentucky are still short of back shop help. There has been some relief through the on-the-job and apprentice training of GI's, but it has not met the demand. Some publishers are finding it a bit easier to find local young men (non-veteran) interested in learning the printing trade, which is merely a resumption of the old, old system, under which the country newspaper has been the chief training school for new printers.

Just what became of all the operators and printers available before the war is still something of a mystery. Many of them apparently haven't yet responded to the supposedly irresistible call of printer's ink. Probably the

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.

actual demand for printers is somewhat higher in 1947 than it was in 1940. Reports from the East and Middle West indicate that the employment problem is easing in those sections. Maybe we will get some relief in the South soon.

In the front office, also the demand far exceeds the supply. Most journalism schools in the country, including University of Kentucky, have record enrollments, but these new prospective employees are mostly sophomores and juniors and won't become available in large numbers until 1949 and 1950. Any by that time, the demand may not be enough to equal the supply.

Cost Of Soliciting Local Advertising

What percentage of the revenue from local display advertising can we afford to spend on selling costs? We don't recall ever having seen any study on this question, although this office is now conducting a national survey among small newspapers on this problem. On the basis of incomplete returns, the survey now reveals that selling costs range from 12 to 30 per cent. Chief items in the selling costs are salaries of the advertising solicitors, cost of cut and copy services and cost of promotions.

The average percentage will not be conclusive of course, because the final test is the percentage of net profit after all costs are computed. But the average percentage ought to serve as a guide of real significance, particularly for the future years when there will be very little local advertising without aggressive sales effort. There's a good chance that the publisher who now receives an average local display ad revenue of \$200 an issue at the sales cost of \$25 will have to spend \$50 to \$75 in sales effort for the same volume. In that case, unless mechanical production costs are materially lower, the net profit will be shot.

When you take this slant at the picture, you can see why state bulletins have been

ypeling so much and so long about getting the local ad rate structure up to the point that a fair profit will be possible when we are forced to increase our expenditures for sales and promotions. It's comparatively easy to raise local rates now. It will be plenty rough to have to do it when the general price level starts falling. We repeat our conviction that even the smallest newspaper's local display rates should start with a minimum inch rate of 35 cents, and that larger newspapers should set rates correspondingly higher.—Louisiana Bulletin.

Is This Aux Cayes?

More than a century ago the best tobacco and the best rum came from Aux Cayes (pronounced O K), and the best of anything was designated as Aux Cayes, or O K. This meaning of the phrase is still retained. In the Jackson campaign every lie that could be invented was invented to blacken the General's character, and an endorsement that he had made, "this is O.K." (meaning the best) was taken by Seba Smith, and declared by him to be but an abbreviation of the General's customary indorsement of papers as "all kerrect." The Democrats took up this statement and fastened the mystic letters on their banners. The meaning "all correct" stuck to the letters, and since then they have been used in the two meanings of 'the best and 'all right.' —The St. Louis Craftsman.

Cash Discount Reduced

Paper supply houses have recently sent out notices that the traditional 2% cash discount heretofore allowed has been reduced to 1% on account of the present economic situation. They have also adopted the policy of extending credit for not more than 60 days, and pressing collections after the elapsed extended time of 90 days. Our Kentucky supply houses have ascribed to this new policy.

Keeping An Up-to-date Information File

In the small town—the "who" always ranks first among the five W's that a reporter must use in fashioning an interesting news story. For that reason, an up-to-date information file is a boon. It helps in accuracy in writing up or referring to past events, and keeps names spelled uniformly (and correctly) when they appear in print, states Marion J. Daniels in the Reedley (Calif.) Exponent.

We are all called upon to do extra work in these days of manpower shortages and the hurry and bustle of postwar activities keeps us in a constant gallop. The complete morgue saves us time, for instead of having to telephone for information to round out a local news story, we can refer to the clippings we have lovingly filed away.

Memories of the old reporter can be refreshed, by this handy system, and information is instantly available to the new writer who is just breaking in on the job.

Another use of this file is to trace when a certain article appeared. Someone may come in to the office saying: "We never did get a paper with the item about Jeannie's wedding. We want it for our scrapbook," or "We want to get two or three more papers about Uncle Jim's death."

"When was it?"

"I don't just remember—about the second week in March, I think."

A look at the files reveals that the article was in the March 15 issue. The date is stamped on the clipping taken from the edition and filed under Uncle Jim's family name.

The file can be called a "Name" file, and anywhere from fifteen minutes to an hour's valuable time can be saved because the file makes it unnecessary to hunt back through numerous copies of the newspapers until the item is stumbled upon. This is especially true if the item turns out to be a three or four-line "local" or "personal."

The file is very simple to start. It is arranged on the straight alphabetical system. The material needed includes No. 10 envelopes and cardboard separations between each letter of the alphabet.

Begin with newspapers two or three weeks back. Clip them completely. The local news is most important, but there may be canned articles that contain certain information that will save research later on, especially if it is about some local business concern, or about country or state politics where there are many local names.

After the articles are cut out, stamp them with the rubber date stamp, with the date of issue—year, month and day.

When this is done, prepare your envelopes. In these days of paper scarcity, save the No. 10's that come into the office. Cut the sealed ones instead of tearing them. Those that are unsealed—paste down the flap and put a dozen or so of them in the paper cutter and cut off one side.

At the start, 26 of these envelopes should be initialed with each letter of the alphabet. Then make an envelope for each of the clippings that have been sorted and stamped. Put items about the "Ainslee family" into an envelope on which the name "Ainslee" has been typed.

Other names of local interest should have their own envelopes also. Then put all items appearing under these names in their proper envelopes, regardless of whether or not all the Ainslees may be related to each other.

Each week, you will make additions to the list, and it will be about a year before the community is so well covered that you will be able to file without having to prepare new envelopes.

When the envelopes multiply on the "Andrew Ainslees" so that it is a job to find the rest of the Ainslees, make "Andrew" a separate envelope and file it directly in back of the general Ainslee envelope.

Also, as you go along and have a few minutes to spare, put genealogy slips into each envelope. Here is a sample that we prepared this year:

AINSLEE, Robert (born 1858—married Madge Horne, 1885).

1. Robert L. Jr., (married Grace Brown, 1915).

1. Evelyn, (married Donald Graves, 1941).

2. Madge, (born March 14, 1945).

2. Robert III, (married Imogene Black, 1943).

3. Madge, (born 1927).

4. Gerald, (born 1929).

2. Thomas Horne (married Margaret Oliver, 1917).

1. Madge Evelyn.

2. Thomas Horn Jr., (born 1920, married Mary Jane Johnson).

1. Betty Lou (born 1942).

2. James Oliver, (born 1923).

3. Wilma Jean, (married Thos. McArthur 1918).

1. Robert McArthur, (married Joyce Jordan 1945).

This genealogy slip is not complete, as you can see, but it will be filled in as time goes on. If you also write up a genealogy on all the families marrying into the Ainslee clan—and you will, you can get much necessary data from the Ainslee file.

This may look like a lot of detailed information, but it is not always put on the slip at the same time. As the weddings and

births occur, they may be added, and in every family there is always a member who can give the lowdown on all the rest.

If any member of a local "news" family was an early-day settler, and anyone has given any information about his pioneer activities, put the notes in typewritten form in the proper envelope. If he runs for a political office, dies or does anything to get into the news, these notes will help to make the story more vivid and colorful.

For the average weekly newspaper, it takes half a day a week to keep the file up properly, after it is in good running order.

In addition to names of families, there should be envelopes for each church, club, lodge, local business house, school, city or county government (in which proceedings of the trustees can be filed), etc. It is well to have several envelopes for each classification. For example: School activities should be filed under such divisions as—"Faculty"—"Athletics"—"Buildings and Grounds"—"Drama"—"Class of 1945"—etc.

You may want to collect information on certain topics, so you will want an envelope in the file for such material as the following—Aviation, County Officials, State and National Officials.

Or—you may want to file information about future events. For these prepare a "date-book". The morgue is only for past events—never future.

The file that I have built up, has come to be of use of more persons outside the office than in it. Sometimes clergymen know too little about a family that has asked them to conduct funeral services. If this is the case, they refer to our morgue for necessary information, if available.

Likewise, when the city superintendent of schools passed away 18 months ago, the principal who succeeded him borrowed our envelope on "Reedley City Schools" to recall important events of the last few months.

Every new Chamber of Commerce secretary, once she (or he) sees the file and understands its value, borrows the Chamber of Commerce envelope to see what that organization has been doing in the past.

The system we use is similar to that of The San Francisco Chronicle, only on a much smaller scale. It is hard to evaluate the information file in dollars and cents, but if properly handled, it can become one of the greatest assets to any newspaper. It is a time-saver in yielding general information—and for accuracy of names, it cannot be equalled.

By Carl C. Webb, Manager
Oregon Newspaper Pub. Assn.

Most successful business men, whether

newspaper publishers, food merchants or drug store proprietors, keep some kind of an "idea file." Like almost anything else, you get out of it just what you put into it.

If you should be one of the few publishers who do not keep some form of an idea file, my suggestion is that you run right home and take some lessons from your wife's recipe file. She may have a scrap book, a card file, or even a number of envelopes into which she places her choice formulas for making cakes, salads, desserts, etc.

One of the most important prerequisites for any filing system is to keep it simple. To start with, the publisher's idea file might be broken down into these general headings:

1. Advertising; 2. Business; 3. Circulation; 4. Editorials; 5. Feature stories; 6. Job printing; 7. Make-up; 8. News pictures; 9. Promotion; 10. Trade area data; and 11. Want ads.

As the collection grows, you may wish further to divide some of the main headings. For example, it might be advisable to make subdivisions for advertising by breaking your file down by: Advertising-Selling; Advertising-Lay-out; Advertising Copy Ideas; Advertising-Special pages and editions, etc.

The writer has seen some idea files consisting of labeled envelopes into which clippings are placed; individual folders in letter-size cabinets; scrap books and expanding files.

Perhaps the most handy and flexible file for newspaper and magazine clippings is a draft-size expanding file, with pockets representing all of the letters of the alphabet. It is handy to keep in your desk, near to where you do your reading, so that you can clip items and file them right at the time to avoid losing them.

One arrangement favoring the clipping of items for the idea file, as against keeping complete copies of publications containing ideas is that you then have them indexed according to your classification. While some of the larger trade publications are indexed in the periodical guides, this usually requires a trip to the library to select the references you want.

After you get your idea file started, you will probably find it well worth your while to run through it occasionally, to refresh your memory on what items you have accumulated.

Once an idea is found, it is a simple matter to revise and elaborate upon it to fit your current needs.

While newsprint is still scarce and there is little need for new ideas to sell more advertising or to liven the news column with feature stories and pictures, it is a good plan to start your idea file now so you will have

some thoughts accumulated when you need them.

If you haven't the time to do the job yourself, possibly someone in the office would have the mental capacity and the time to do it for you.

Taylor County Star Merged With Journal

Due to inability to obtain sufficient help in the back office, Jody P. Gozder publisher of both papers, has merged the Taylor County Star with the News-Journal. The subscription list of the Star has been added to that of the Journal with duplicates given credit extension. This leaves one paper in Taylor County, but the new merger gives Editor Gozder almost complete coverage of that county. The News-Journal is an ABC paper.

Western Newspapers Are Consolidated

Mr. and Mrs. A. J. Magee, La Center Advance, have announced the purchase of the Wickliffe Ballard Yeoman and its consolidation under the title of Advance-Yeoman to be published at La Center. This consolidation permits them to install a larger and more efficient printing plant and will give service to their augmented list of readers, 2,600 strong and growing, in Ballard county.

Hughes News Editor Of Shively Gazette

The resignation of J. Sterling Towles, editor of the Kentucky Gazette, Shively, was announced in the October 16 issue. He will engage in other business in Shively. Paul J. Hughes Jr., son of Paul J. Hughes of the Courier Journal Staff, will succeed Mr. Towles as editor of the Gazette.

"...labor,
for in toil indeed the
sweets of life reside"

(Written 3000 years ago by
an Arabian merchant)

TODAY, if greater results are
sought—with less toil and effort,
you will find satisfaction and
profit in using Blue Streak Lino-
types—that's sure!



LINO TYPE • BROOKLYN 5, NEW YORK

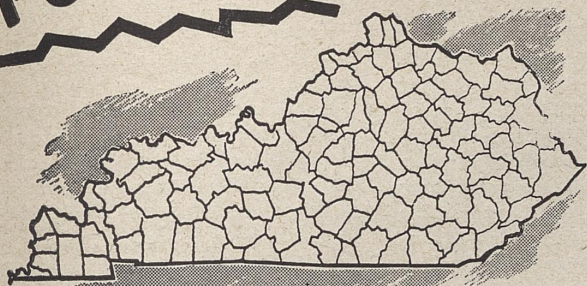
Linotype Caston Old Face and Caston No. 3 Series

NEA-NAS Offices Move

Headquarters and central offices of the National Editorial Association and its business affiliate, Newspaper Advertising Service, Inc., moved this month to 222 North Michigan Avenue. Don Eck, General Manager has announced.

From the Michigan Avenue address, NAS will be able to better serve newspaper publishers and advertising agencies in its function as national advertising representative for weekly newspapers. Expansion of sales and service functions is planned. NEA will continue serving its 5,000 newspaper members.

PUZZLE:



Find a "DRY" County!

☆ Kentucky has 120 counties. In some of them, Alcoholic Beverages are sold legally. In the others—the "Dry" counties—Alcoholic Beverages are sold *illegally*.

One thing is certain: Alcoholic Beverages are bought and sold in ALL counties.

The so-called "Dry" counties have learned Prohibition does not prohibit in a county any more than it did in the nation.

Local Prohibition is a direct invitation to the bootleggers and their kind.

Licensed Sale — the present system in many Kentucky counties — is the only system worth having.

(Ask the citizens living in "dry" counties!)

KENTUCKY BREWERS, DISTILLERS & DISTRIBUTORS

One of Kentucky's Valuable and Historical Industries

Personnel Can Help Public Relations

There is an old wag that persons who ask silly questions can expect to get silly answers. This may be true almost everywhere except from newspapers which along with public libraries are asked more foolish questions than are inflicted upon any source of information. A silly answer from a newspaper even to a silly question is almost ruinous to the public relations of the paper.

Which brings up the question of whether newspaper public relations should be confined to the department set up for that, if the organization is sufficiently elaborate to have such a department, or to some individual who has been assigned to the responsibility for fronting the newspaper's personality. What about the other employees who meet the public, answer telephone calls and represent the newspaper in its many activities? Are they immune from fostering good public relations which every enterprising newspaper publisher now recognizes is essential to obtaining public respect and esteem?

Case histories disclose that it is amazing what a sour-pussed reporter, a crabby book-keeper, a high pressure advertising man, a snooty telephone operator or a cocky circulation man can do to the opinion of the public for the newspaper they represent. Even newspaper mechanical workers have been known to cause bad taste for the newspaper's personality. After all, these people are employees of the newspaper, they are the newspaper and without them there would be no newspaper.

It must be assumed then, that every employee of the newspaper is charged with promoting the best interests of the institution, whether or not it has a definite public relations program. Granted that in this era of labor shortage employers often must take what they can get, effort should be made to develop among employees an understanding of what the public expects from a newspaper, which is more than it expects or gets from any other institution. It is not necessary that every employee of a newspaper be constantly bubbling over with wit and wear a smile that appears to have been manufactured for working hours only. But, every employee should be trained to be courteous and understanding in dealing with people. The power of the press can be resented because of bad public relations, or it can be respected through the good public relations practiced by those who are the press—the men and women who produce newspapers.—Indiana Publisher.

Patronize Press Advertisers.

Since organization, we have maintained paid subscriptions to every Kentucky newspaper.

Central Press Clipping Service

309 North Illinois St. Indianapolis, Indiana

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Is Our Specialty
Write for Information
O. J. Forman Company
Monmouth, Illinois

Extra Profits

FOR YOU, MR. PRINTER
Send Us Your Orders

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COUPON BOOKS
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SCALE TICKETS
NUMBERED FORMS**

WELDON, WILLIAMS & LICK
Specialists in Numbered Printing
FORT SMITH, ARK.

You can't go wrong with ABC.

SIEGRIST ENGRAVING CO.

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Business Stationery

926 Oak St. Kansas City 13, Mo.

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



IF YOU VALUE YOUR TIME —VALUE YOUR PRINTING THE FAST, SURE WAY

THE FRANKLIN PRINTING CATALOG is as easy to use as a dictionary. With index speed, you turn to the schedule that gives you the value for any job of printing. Send today for a FREE TRIAL.

PORTE PUBLISHING CO.

P. O. Box 143

Salt Lake City 5, Utah

Two Per Cent Or None; Is Burning Question

A policy of "Get Tough, Get Rough" paid off last month for Ben Reddick of the Newport-Beach-Balboa Press, California.

Reddick has long been peeved by a policy of most advertising agencies of taking the 2% for cash discount several months after the advertisement was run in his paper. So when this particular agency sent in their check several months after the advertisement appeared, Reddick asked for the 2% to be added to the amount sent him.

The agency sent him a nasty answer but no check.

Reddick then took the letter he received and photographed it along with two letters from other agencies he had written asking for the additional 2%. They had responded very apologetically—and with the remittance.

He sent the agency this photo and told them that they need not send any more advertising to him for insertion in his paper. The answer to this came in the form of a 2% rebate on the advertising space used and an insertion order for an ad twice the size of the original one in question.

NEA-NAS Fall Conference

The annual fall conference of National Editorial Association and Newspaper Advertising Service will be held in Chicago on November 21-23 at the Edgewater Beach Hotel. Kentucky publishers are invited to attend the conferences, but should get their hotel reservations in at once to Manager Don Eck. Newspaper Managers Association will hold their annual meeting the prior three days, November 18-20 at the same hotel.

The sympathies of the Association are extended to Mrs. Samuel R. Guard, publisher of the Kentucky Farm Journal, Louisville, of the death of her father, Willis M. McGowan, Greenville, Alabama, who was killed in an automobile accident.

How One Editor Built Classifieds

Publisher H. D. Smalley, Jr., of the weekly Perham (Minn.) Enterprise-Bulletin raised his classified ad-volume from 40 to 63 inches in one week's time! This is how he did it.

In a neat 3 x 8 1/2-inch display ad, Smalley ran the following copy:
\$10.00 AN HOUR.

Like to have a job like that? The best part of it is, you have that opportunity, right now. How? Just read this:

Right this minute, in this community, there is at least \$25,000 worth of merchandise, machinery and materials which should belong to somebody else—items that you no longer have use for—but things that others need, and need badly.

How many items can you think of that are gathering dust or rust about your place, things you can turn into cash? Almost everything is in demand now—that suit that is too small, motors, machinery of every type, furniture, tools, dishes, practically every household or farm item that you don't need. \$10.00 an hour? You bet! Some of you will do even better than that!

It's simple: Make a list of all the items you wish to sell, add your name, address and phone number, and send or bring your list to the Enterprise-Bulletin office.

The first fifteen words cost you just 25c. Add one cent for each additional word over fifteen (for instance, twenty-five words would cost you 35c).

Fifteen words may be run once for 25c, three times for 50c. Most folks send 50c, as we will return 25c to you if you sell your things the first week, and tell us to stop your ad.

Take a look now! You can't make money any faster!

The ad carried the newspaper's signature and was supported by a news story in the same issue.

Here is the news column item:

MORE USERS REPORT GOOD AD RESULTS

Mrs. Mary Hart, Mrs. M. R. Price, and a number of others were high in their praise of Enterprise-Bulletin want ads this week. Both ladies sold the items they advertised, ranging from sherbert glasses to an electric range, at the prices they thought they should receive.

Want-ads are read by practically everyone. You can sell about anything from a farm to a dress that you no longer want, on a 25c want-ad (15 words for 25c. Three insertions for 50c). Phone 59 today.

NAS-KPA—a good bet to tie with.

Prog
W
Adairville, E
Albany, The
Auburn, The
Augusta, Th
Brooksville,
Bardstown, T
Bardwell, Ca
Beattyville, E
Beaver Dam,
Bedford, Trin
Benton, The
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Brandenburg,
Brooksville, B
Brownsville, E
Burkesville, C
Burlington, B
Cadiz, The C
Calhoun, Me
Campbellsvil
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Campton, We
Carlisle, Carl
Carrollton, T
Cave City, Ca
Central City,
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Edmonton, Ed
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Elkton, Todd
Falmouth, The
Flemingsburg,
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Franklin, The
Fulton, Fulton
Georgetown, C
Georgetown, G
Glasgow, Glas
Glasgow, Glas
Grayson, Journ
Greensburg, R
Greenup, New
Greenville, Lec
Hardinsburg, E
Harrodsburg, H
Hartford, Ohio
Hawesville, Ha
Hazard, Plain
Hazard, Union
Hickman, Hick
Hindman, Hinc
Hodgenville, H
Horse Cave, H
Hyden Thousan

Progressive Members Of The Kentucky Press Association

Today we boast of 100% membership; 100% strong and united.

Weeklies

Adairville, Enterprise
Albany, The New Era
Auburn, The Auburn Times
Augusta, The Bracken Chronicle
Barbourville, Mountain Advocate
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
Carrollton, 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
Louisia, 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, 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
Murray, Ledger & Times
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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Indianapolis, Central Press Clipping Service
Frankfort, Kentucky Pharmacist
Paducah, Kentucky Jaycee
Atlanta, Ga., The War Cry, Salvation Army

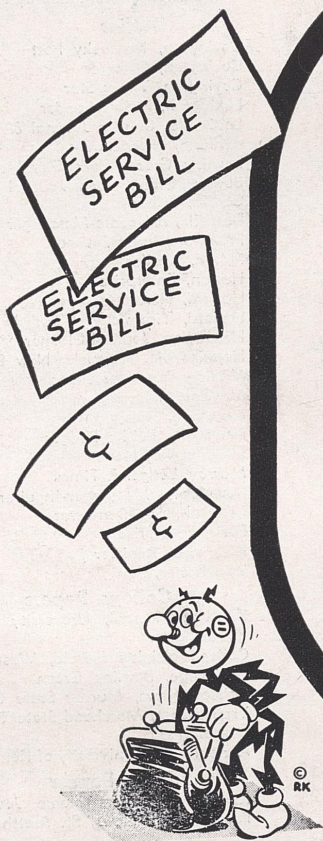
Sustaining Members

U. S. Brewers Foundation, Louisville

Have You Looked at Your Payroll Lately?

I'll bet I'm the lowest paid hired hand you've got! That bill you get for my service covers everything I do . . . and you'll agree I do a lot. Whether I'm heating metal, running a Model 5 or a Blue Streak, a big Monitor, or a little job press; sawing, routing, or folding; whether I'm providing you with good light, or keeping you cool in summer, I'm on the job every day . . . at no extra cost for overtime.Where could you get a more willing worker at such a low cost?

Reddy Kilowatt
Your Electric Servant



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