

# The Kentucky Press

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

VOLUME SIXTEEN

October, 1945

NUMBER TWELVE

## Many Highlights In Advertising Surveys

Between now and Christmas you will have some of your lowest advertising months of the year, if your newspaper fits the pattern drawn from the experience of 45 average newspapers.

Now is the time, then, to get after your advertisers, plan with them to bring part of the heavy December advertising load back into November.

Leonard Watt, in his study of the local advertising of 45 newspapers, found 109 business classifications, 35 of which account for 83 per cent of the total volume of advertising in the survey. So for these 35 classifications, Mr. Watt made special charts to indicate in which months various businesses did their most advertising, which months they advertised least.

The 35 categories, which will probably cover the greatest percentage of your advertising volume, include everything from groceries to livestock and poultry dealers, movie theaters, banks, clothing and dry goods stores, insurance and funeral firms, jewelry and real estate dealers.

In the average weekly studied, the month of January produces the lowest volume of display advertising. The advertising department must therefore make special sales plans to bring up the January volume. January, for example, is a high volume month for only 6 businesses, average for 10, and low for 19. Obviously special study must be made of the 19 businesses which normally are low.

Used car firms, for example, are low in January but high for the following four months. It would be to the advantage of the used car dealers, to initiate the adver-

tising campaign a month earlier and spread the advertising appropriation out over a longer period.

Similar adjustments would seem possible in numerous other business classifications, to the mutual advantage of the newspaper and the advertisers.

The average performance of insurance firms advertising in newspapers shows an unusual number of rises and falls—indicating heavy advertising some months, very light other months. The fluctuation doesn't make sense, either for the insurance agency or for the newspaper. There is no reason why an aggressive newspaper publisher couldn't get a steady, year-round contract from insurance agents, who do not depend on seasons to sell their merchandise.

Women's and men's clothing stores, dry goods stores, even furniture stores will naturally put most of their advertising appropriations in the weeks before the gift-giving holidays or during time when thoughts turn to wearing apparel. Thus, just before Easter and Christmas, these stores will use more advertising with an expected slump in between. Educating the advertiser to spread out the appropriation a little more will help the merchant and the newspaper.

However, some businesses fluctuate with no more reasons than the insurance firms mentioned above. Movie theaters show heavier advertising in March, July, and December, with low spells in between. Banks advertise more in January, April and July. Drug stores build up to a December peak; electric appliances stores to a May high.

Service stations advertise most in June,

August, and December; funeral parlors, in July and December.

Once you know the fluctuation of your advertising for each month of the year, it will be easier to map out a selling program that will spread out the heavy advertising of April, September, and December through other months.

To find out how you stand so that you can initiate your program of leveling out your heavy advertising weeks and building the light ones, why not make a list of the businesses advertising in your paper? Make as many different categories, such as groceries, women's clothing, dry goods, general merchandise, as you think you will need. Put all grocery stores in the same category, for instance, to indicate the trend.

Take your newspaper file for last year (or for any year you think average), measure each local ad and list the total number of inches in the proper business category. Count co-operative ads in their own category. Don't overlook your own promotion ads.

From the totals, you can find how much business you did for the whole year, for each month in each of the various business categories. Simple graphs drawn from your figures will show at a glance which are your high advertising months, which are low.

These figures will be the starting point in developing a sound advertising program.

The more advertising sources you have in your paper, the larger the overall average volume per source—this is the startling theory advanced in Leonard Watt's thesis after a study of 109 advertising sources in 45



(Editor's Note: These are two of a series of articles based on material gathered by Leonard B. Watt, Jr., assistant professor in the LSU School of Journalism, and used in his thesis, "The Seasonality of Rural Newspaper Advertising.")

weekly and semi-weekly newspapers of the country.

This theory is surprising since newspapers may naturally be expected to put their greatest sales effort on the merchants who would use the largest amount of space in their communities and to develop the sources which would produce the largest annual space volume. The expected result of that type sales effort would be to reduce the overall average volume for each new source added.

Many of the newspapers studied were found to have a reduced average volume per source, but an exactly opposite effect was produced in a sufficient number to bring about the theory that the more sources cultivated, the larger the average volume per source.

In attempting to explain the theory, Watt reached two conclusions.

1. Appearance of a new space user has a tendency to encourage old space users to increase their volume.

2. New space users show a tendency to buy space in a volume equal to or exceeding the average volume of the sources already using space.

In his study of small town newspaper advertising, Watt selected 45 weekly and semi-weekly newspapers throughout the country for a year's study. Louisiana furnished 18 of the newspapers; South Dakota, Oklahoma, Ohio, and New Jersey, each were represented by 2 newspapers; while 19 other states had one representative each.

The newspapers are published in communities of all types and populations. While they may not be a valid cross-section of the weekly newspaper communities, they have typical retail merchandise outlets and local advertising staffs making contacts with these businesses.

Watt measured every local ad in every issue of the 45 newspapers for one year. He found 109 types of users of local display advertising space—from chain groceries to livestock—and put each ad in the proper category.

A high correlation exists between total advertising volume of each newspaper and the number of individual users of advertising space. The inevitable conclusion is that the small newspaper cannot hope to attain its maximum potential volume without developing the maximum potential number of advertising sources within the community.

We know that many large dailies get their

huge advertising volumes from a comparatively small number of advertising sources within the community. In the limited retail trade basins in which small newspapers must operate, great volume can be obtained only through cultivation of the entire field of prospects.

Figures would indicate that an increase in the number of advertising sources may increase the average volume per source. Watt does not give a set explanation for this startling trend. He does suggest some possibilities.

The local display advertising department of a newspaper is likely to classify its potential sources as regular or irregular advertisers, and non-advertising establishments.

To attain maximum volume, the small newspaper advertising department will direct its sales effort along three lines:

1. Increase the volume of regular users by selling more space per issue.

2. Increase the volume of intermittent users by encouraging them to use space at regular or more frequent intervals.

3. Bring non-advertising establishments into the fold of regular or intermittent users.

Watt places emphasis upon the effort to encourage greater frequency and the continuous effort to increase the space of the user in each issue of the newspaper.

Special rate discounts, both volume and frequency, through use of contract rate structures will encourage increase in volume of regular users, increase in frequency of intermittent advertisers.

If a newspaper with a contract rate structure then makes a sales drive for new users and actual new sales are made on a high frequency basis, it appears logical that the average volume per source might hold up well or even increase, thus proving Watt's theory.

### Blanchard Buys Illinois Newspaper

Charles A. Blanchard, representative and maintenance engineer for the Mergenthaler Linotype Company in the Kentucky territory for twenty years, resigned and has taken possession of the Hamilton Press, Hamilton, Illinois, an influential community weekly in the western section of the state. He began his editorial duties on November 1.

Charley is well known and liked in all newspaper and printing offices in the state and his ready smile and wit will be missed by his many friends who wish him success in his new capacity.

On moving his family from Louisville, Charley asked The Press to bid his friends farewell for him and to invite them "to drop in" his modern newspaper plant.

### Paul Chisholm New Linotype Representative

The Mergenthaler Linotype Company announces the appointment of Paul S. Chisholm, Louisville, as its new representative in Kentucky.

Paul was born and raised in Owensboro where his father operated a job printing shop. He served his apprenticeship on the Owensboro Inquirer, later worked on the Henderson Journal-Gleaner, and as machinist-operator on the Danville, Ind., Republican.

He enlisted in the Army in 1942 and served as chief of the Letterpress and Composition sections of the Field Printing Plant at Fort Knox until his discharge in October.

He has been studying for his new duties at the Chicago office of the Linotype Company, and will be calling on Kentucky printers the middle of November.

The Press joins in wishing him success in this important work.

### Editor Flem Smith Dies From Accident

Flem D. Smith, 38 years old, editor and publisher of the Georgetown News, died October 1 at a Lexington hospital following the accidental discharge from a shotgun a few hours previously. He was taking the gun from a closet in his home, preparatory to going squirrel hunting, when the fatal accident occurred. The charge penetrated his chest.

He was a native of Pineville, and was graduated from Georgetown College in 1920. He purchased the News soon after his graduation and moved the paper into the building with the Georgetown Times, both papers using the same mechanical plant. The Times is owned and published by Mrs. Smith and her aunt, Miss Lila Bell.

Smith is survived also by a son, Flem D. Smith, Jr., 11; five other brothers, Sawyer A. Smith, Covington, former U. S. district attorney for the Eastern Kentucky District; Ed Smith, Pineville; George Smith, Lexington; Woodson Smith, Harlan, and Garrett Smith, Hamilton, Ohio, and two sisters, Mrs. C. C. Byrley, Pineville, and Mrs. Vernon Sewell, Louisville.

The Press voices the sympathy of the entire newspaper fraternity in the state to the surviving family.

Announcement was made the last of this month that Elbridge Biggs had purchased the interest of his partner, Alvis G. Hummel, and become sole owner of the Franklin Favorite.



## WANTED:

### A Meatier Chicken

Early this month in Lexington, Kentucky, representative leaders of the nation's 2 billion-dollar poultry industry met at the invitation of A & P.

The purpose of the meeting was to lay down plans for a three-year national contest designed to provide the American public with finer eating chickens than they have ever enjoyed before.

An award of \$5,000 provided by A & P will go to the poultryman who comes closest to meeting the specifications set down by poultry leaders for the ideal meat-type chicken . . . a fast-growing chicken with broader breast and meatier drumsticks . . . a chicken comparable to the broad-breasted turkey that has contributed so much to the prosperity of that branch of the poultry industry.

This project is typical of A & P's constant efforts since 1859 to give American customers finer food and thus build broader markets for the products of America's farms.

It is because of these eighty-six years of experience and experiment in finding new and better ways of feeding America that today the men and women of A & P are doing 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

## Kentucky Press Association Officers

Chauncey Forgey.....Independent, Ashland  
President

Fred B. Wachs.....Herald-Leader, Lexington  
Vice-President

Victor R. Portmann.....U. of K., Lexington  
Secretary-Manager


### Executive Committee, Districts

Harold A. Browning, *Whitley Republican*, Williamsburg (Ninth), Chairman; First, Joe LaGore, *Sun-Democrat*, Paducah; Second, John B. Gaines, *Park City News*, Bowling Green; Third, J. M. Wynn, *Courier-Journal*, Louisville; Fourth, James M. Willis, *Messenger*, Brandenburg; Fifth, Virgil P. Sanders, *News-Democrat*, Carrollton; Sixth, Enos Swain, *Advocate-Messenger*, Danville; Seventh, Walker W. Robinson, *Herald*, Paintsville; Eighth, J. W. Heddon, *Advocate*, Mt. Sterling; Tyler Munford, *Advocate*, Morganfield, State-at-Large; Seymour B. Goodman, *Enterprise*, Elizabethtown, State-at-Large; Immediate Past President, Joe Richardson, *Times*, Glasgow.

### Kentucky Press Women's Club

Miss Mary E. Sutton, *Herald*, Harrodsburg, President; Miss Mildred Babbage, *Breckinridge 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, *Journal-Enterprise*, Providence.

NATIONAL EDITORIAL  
ASSOCIATION  
1945  Active Member

MEMBER  
  
KENTUCKY PRESS  
ASSOCIATION  
ORGANIZED JANUARY, 1869

Volume Sixteen, Number Twelve

By A. ROBBINS, Jr.

Publisher, Hopewell (Va.) News  
Former KPA President

For a great many years we have talked about getting more national advertising for weeklies. Now and then some group would make a start, as the VPA did with Virginia weeklies. But it became apparent that whatever was done must be done on a national scale.

Today it is being done, through the National Editorial Association and its affiliate, Newspaper Advertising Service. For the first time solid progress is being made. High agency men think that the volume of national advertising in weeklies can be tripled, if we follow through. If the total volume of

national advertising goes up after the war, as is expected, the weeklies' share might well be four times what it is now.

But not all weeklies will share in this big increase. First of all we have a job to do. We must get solidly behind the NEA and NAS. After all they are our own organizations, working for us, and if we cannot give them unanimous and wholehearted support, what can we expect of the agencies and national advertisers?

The agencies and national advertisers want facts about the weekly field. To supply these, NEA and NAS have set up a Research and Promotion Bureau. This is going to cost money, but it must be done and if every weekly will support it, it will not cost anyone very much. You will soon be hearing more about this bureau and will again be asked to join with your fellow weekly publishers in supporting it.

### Great Step Forward

This Research and Promotion Bureau is a great step forward in the weekly field. For many years the daily newspapers, through the American Newspaper Publishers Association, have supported a similar institution, the Bureau of Advertising. They enlarged this last year and raised a half million dollars to make studies of daily newspaper fields. All other media are spending large sums of money on research and promotion.

But to start with, we think about \$25,000 a year will go a long way to gather and present facts about the weekly field. This would be only \$25 a year if a thousand weeklies joined in. Out of eight to nine thousand weekly newspapers in the nation, there ought to be four thousand willing to support this bureau, but to start with if a thousand will voluntarily come forward to support it, the committee will be satisfied.

Of course this bureau is not going to do the job alone. There are a lot of other things we must do. But one big complaint of the agency executives is that they do not have the facts and figures to present to national advertisers to sell the weekly field. Our mil-line rate is much higher than that of dailies, on the whole, and we must prove to advertisers that our papers are worth more; that they are better read by more people per copy; that smaller space in a weekly will produce as good results proportionately; that they are actually the best and in many cases, the only way, to reach the smaller towns, cities and rural areas.

Through NAS we have removed one stumbling block. The agencies have always complained of the high expense and tremendous detail in handling campaigns with a large number of weeklies. Now they can get a campaign on the "one-order, one-bill, one-check" plan through NAS. But some papers

even complain about that, when it happens that to get an account NAS has to take over some papers already receiving the business direct. This business of commissions on new accounts only is a real drawback, for many times it is hard to draw the line and often an agency will not work up a new account unless NAS agrees to take over an old account.

I wish all of you could sit in sometime at a meeting of the NAS directors and find out first hand some of the headaches. For instance, a certain big agency was using about 200 weekly newspapers for a certain national advertising account. That was the only account they had which was using any weeklies. But through the work that NEA and NAS have done they became interested in weeklies. They proposed to increase the number of weeklies used by this one account to over 400, if NAS would take over the entire list, and they stated they had another national account they could swing into the weekly field, if this worked out successfully.

The board of directors hesitated to take it on, for Don Eck knew that the first thing that would happen would be a large group of those 200 papers now getting the account would write in to the agency and demand that it continue to come direct. They would raise such a stink that the agency would become disgusted and stay out of the weekly field as far as it was able. Exactly that same thing has happened. Every letter of complaint to an agency is a black eye for the entire weekly field, and hurts the chances of every weekly paper in the country of receiving more national advertising. If at any time anything comes up you don't like, write to your state association or Don Eck at NAS, and bawl them out. They will try to straighten it out to your satisfaction. But don't write the agency.

Another point of complaint has been that through the NAS-state setup payment is slower. That is perfectly true. When you get business direct from the agency you get paid promptly so they can take the 2% cash discount. The agencies pay it out of their own money, for they have not yet collected from the advertiser. Neither NAS or KPA has sufficient reserve money to do this. They must wait until they collect from the advertiser. I hope the time will come when NAS will be so big and handle so much advertising for you that it can build up reserves and make prompt payment as the agencies do. But remember that both NAS and KPA are you. You own them and you run them. They are fighting your battles and in the long run it will pay you to do anything necessary to support them, even to waiting sixty days for your money, if necessary.

You know that NAS takes only an 8.3%



commission. When accounts come through KPA, 3.3% of that goes to the state association. The bulk of NAS business is handled through state press associations which have the "one-order, one-bill, one-check" plan in operation. In states which do not, the added cost to NAS eats up the 3.3% anyhow. You can readily guess that neither NAS nor KPA will get rich on such commissions. They just about cover the actual cost of handling the business, leaving very little for promotion of new business and nothing at all to build up a reserve. It may be that in time a greater volume will allow NAS to accumulate a little reserve.

I hope you will give your full support to NAS and KPA in their present efforts. Only through strong, united action can we get the share of national advertising that weeklies deserve.

**Frye Assumes Editorship Of Georgetown Times**

Archie S. Frye, Jr. for the past three years managing editor of the Somerset Journal, has taken over the duties as business manager of the Georgetown Times and the Georgetown News, and editor of the Times, succeeding the late Flem Smith.

Frye's home is in Georgetown and, prior to his duties in Somerset, he served as a reporter on the Times. He has moved his family to that city. We wish him every success.

**Sell Circulation On Weekly Benefit**

Why does a family spend about four cents a week to get a subscription to a weekly newspaper? Answers to this question constitute a sales story that needs telling over and over if we are to get and hold the circulation we need. Here are some thoughts.

Four cents a week means just a little more than half a cent a day. It's a small amount. The average child wastes more than that every day.

A special sale advertising a thirty-cent item for 23 cents, will save seven cents, paying the cost of the newspaper, and giving a profit of three cents.

You pay more than three cents a day to rent a book. The home newspaper costs half a cent a day; and did you ever see anybody reading a book who didn't lay it aside promptly when the newspaper came?

Every member of the family, from nine years of age up—children, parents, grandparents, find something of great interest in the home newspaper. That can't be said truthfully about any book or any other periodical.

It costs more per week for any of the following than it does for your home newspaper: four cigarettes, five ounces of beer, one package of gum, a bar of candy, one cigar, a cup of coffee.

When you've finished reading your newspaper, every other member of the household can still use it. You can't say that about gum, candy or tobacco.—Wisconsin Press.

**Prs Svs Spc N Ths Stry**

Publisher Frank Barlow in his "Duck Tracks" column of the Dresden Enterprise reprinted a newsprint conservation piece that we must pass on:

The Dallas News recently published a masterpiece on "Print Conservin" that weekly papers having so much trouble with WPB quotas on newsprint will do well to emulate. It reads:

A stry n Th Nws begn. 'Hv u sn th nw phn bk? Th rptr was kddng th Dlls Trphn Cmpny abt th abbrvtns n th nw phy drctry. Bt rily thr is a gd thot n it. Mch hs bn wrttn abt rfmcd splng as a svr of spc. Pssbly ths sld b a gd pln. But it wld be a btr pln if it wer crrd frthr. If a systm of abbrvtns wr adptd as mch as 50 pct of spc cld be savd.

N acnt tms, met wrtng ws n code, nd wth mny omssons of wrds. Wrtng labrsly n lngnd, they gkly adptd a systm of code to sav bth tim and spc. Ths was the nr prtc n Hbrw and 2 lss extnt n Egn nd evn n Ltin. Th prtng art wth spdn tpstng brgt the splln-out of wrds bck nto vog. Bt a code sch as is usd her wld sav mch sps and prmit th us of a mch lrgr typ. Fr xampl, by th us of ths systm, the ntr nws sectn of Th Nws cld b set in 8-pt nstd of 7-pt typ without los of spc. Ths wld b a bon 2 pepl wth bd ays, spelly th old pepl.

Bt u ma sa. "It wld be mpsbl 2 gt pepl 2 lern th nw systm. Towvr, it wldnt b so bd as u mght think. U cn read ths, cn't u? Or cn u.—Dlls Nws.

**Do You Have A Good, Workable "Morgue"?**

We read the other day of what struck us as a simple but good plan for an information file, or morgue—something that is an invaluable aid in accurate news writing. This file started out as a cardboard box with cardboard separations for the 26 letters of the alphabet—or it could be housed in a desk drawer if no regular file is available. Save No. 10 envelopes coming into the office and cut them open on one side. Then type on the very edge the family name such as "Adams," "Anderson" and place it under the proper letter of the alphabet. These

envelopes may be made up as the clipping progresses. The paper should be clipped completely for local news, each clipping stamped with the date of the issue, and then filed away in the envelope.

If a lot of clippings about one family accumulate make a file envelope for the "Adams, Robert" family. It will probably be a year before the community is so well covered that you do not have to add more envelopes each time you clip. As you go along and have a few minutes, put genealogy slips into each envelope with the information of the names of those in the Adams family, who they married, the names of their children, etc. This should save valuable time in checking at some future date. There should also be envelopes for each club, church and fraternal organization, all leading business houses, city or town government, schools, etc.

For a weekly newspaper, it takes only half a day a week to keep the file up properly. This looks like a lot of time right now, but if you can wangle the time to start it or to bring your own file up-to-date it will pay off in time saved in the future. Besides the newspaper staff, the file can be of value to the public. A new principal or superintendent of schools might consult it to recall events of the preceding months or a minister, asked to conduct a funeral when they know little of the family, could consult the file on the family (or particular person).

**Want Ad Promotion Will Increase Revenue**

Want Ads are, have been, and will be a mighty source of direct and indirect newspaper revenue.

Because a column or more of Want Ads bring in revenue on their own account; because they are high in reader interest and therefore help keep up circulation; because they are a prestige builder in the eyes of display advertisers; and because some Want Adders may grow into display users.

The best way to sell Want Ads is to sell them, and the next best way is to encourage people to buy them.

Two much neglected channels of encouragement are these:

1. Very few newspapers make it easy for their readers and friends to buy Want Ads. I don't believe more than 20% of the MEA members carry in a noticeable and easily readable manner at the top of the Want Ad section a clear statement of rates and policies; and I don't believe 5% give the telephone number or location of the newspaper office. Strangers are even more likely to want to use Want Ads than your well-estab-



lished friends who know how to reach you, and even they forget.

2. Not even 1% of the MEA members publish result items. There are lots of human interest stories connected with Want Ads, and they can be used both for reader interest and to stimulate Want Ad sales.

So why not tell how to phone or where to bring Want Ads, and exactly what they'll cost: Rate per word, minimum, cash or credit policy, service charge on blind or keyed ads, deadline, and so on.

In this connection, it would be commendably wise to refuse so-called reader notices, and to discourage display mixed up with the Want Ads—keep 'em simple! Also to fix a specific charge, by word, line, or item, for Cards of Thanks and In Memoriam verses or items. Also—revolutionary thought—to discourage "standing" Want Ads; because they get tiresome, the worn face spoils the appearance of the section, and readers are turned away; three weeks, certainly not over four, ought to be the limit for any ad, which should then be reworded and re-set.

Finally, what's the difference between Want Ads and Classified, and what should you call 'em? Your guess may be far better than mine, but I think these little reader-and-revenue pullers are Want Ads until more than a page of them makes careful classification necessary, then they become Classified Ads, and I think the average weekly newspaper should promote them as Want Ads—everybody wants something, but we sometimes get fed up on being classified. —Minnesota Editorial Association.

### Sub. Sales Story Needs Repetition

How to get subscribers to renew their subscriptions promptly is always a problem. Bob Cull of the Frederick (Okla.) Leader uses a system that makes it so easy for them that there is only a small percentage of laggards. Here is what he does:

"I combined a convenient all-purpose check, made payable to the Leader with space for the name of the bank in the lower left hand corner, with the regular circulation notice. We use this form on both the two weeks and one week notices. The check can be detached along perforated lines.

"As an added feature, the name and address of the subscriber to whom the notice has gone, appears in the upper left corner of the blank check. When it arrives back in the office in a postage paid envelope, it is easy to write the renewal into subscription records and be sure it hits the correct index card.

"I may be over-enthusiastic about the system, but if you could see the thousands of

these checks flow back into the office every year like we do here at the Leader, you would be sold on it too.

"By having the convenient check attached, and enclosing an addressed postage-paid envelope, about 75 percent of our renewals return to the desk here in three to four days. The system has reduced our "second notice" mailings to almost zero, because we make it so darned convenient for the subscriber to renew on his first notice.

"We vary the forms, of course, as to rate to cover our in-county, state and out of state rates. We also use different wording on two weeks notices and expiration notices. But every subscription notice of any kind that we send out has the convenient little perforated check attached, and it is interesting to watch them flow back into the office.

"This isn't so much a 'dollar puller' as it is a 'dollar saver.' But the old adage, 'A dollar saved is a dollar made,' might still go."

With labor saving and time saving devices being publicized as a "must" to the readers of YOUR paper, how about adopting this method? Both newspaper and subscriber benefit by it.

### Special Editions Deserve Consideration

Quite a few newspapers already are thinking in terms of special sections and special editions on Armistice Day, Thanksgiving and Christmas, in connection with the return of servicemen and women to home communities.

Why not get to work right now on a special edition that will record the story of the contribution of your community and your county toward helping to win the war? Make it a complete story of the contributions on the home front, as well as the sacrifices by the young men in the armed forces. It could be told in texts and pictures. Prospects would be almost every firm in the circulation territory, each one of which would want to pay tribute to its own employees. It has been suggested that newspapers should take their time on this sort of an historical edition and make it something that the community would want to preserve.

Selective Service Boards can furnish an official list of the people who entered the armed forces from your county. You can get a list of all who made the supreme sacrifice—The Honor Roll—and, of course, it would not be difficult to get a biographical sketch of each one and the story about how they gave their lives.

Another story could be written around the meritorious service awards given to local heroes. Here is an opportunity for newspapers to use the many cuts of servicemen

and women which they made during the war. Lists of committees of civilian war groups can be obtained and each board and group has a story of its own.

Obviously, you can make this edition just about as big as you wish. If there is too much work for your regular staff, you may be able to enlist the interest of veterans' organizations.

### Is Your Newspaper WORTH \$2 A Year?

During the war period a number of Kentucky newspapers increased subscription rates. Only a few weeklies are now below the standard two dollar a year; some have gone to \$2.50 locally or charge that price for out-of-the-state circulation. Very little reaction to raising of newspaper subscription rates has been manifest either in Kentucky or elsewhere. The public accepted the raises in good spirit knowing that the investment was well worth the price and that the publisher was entitled to receive more for a newspaper in time of rising costs of operation. The far-sighted newspaper publisher grasped the psychological time to increase subscription rates, and since his costs are still rising and may continue to rise, there is no reason for reversion to former subscription rates. The public is satisfied that it is getting good value for the price it pays for the home town newspaper. The day of the dollar-a-year and one dollar-and-a-half-a-year newspaper is past. The newspaper still charging lower than standard rates can yet salvage something by joining modern trends in newspaper subscription rates if publishers share the belief of their readers that the home town newspaper is worth more than the price charged.

Friends of former Governor Keen Johnson, publisher of the Richmond Register, will be glad to know that he is recovering from a digestive disturbance. He had a physical check-up in a Louisville hospital and is resting at his home in Richmond.

### Harry Bloom, Columnist, Dies In Louisville

Harry Bloom, 54 years old, associate editor of the Louisville Times and author of the interesting column "Off The Record," died October 30 at the Norton Memorial Infirmary, Louisville, following a week's illness. He had been connected with Louisville newspapers since 1911 as reporter, sports editor, editor, and columnist, and his many friends in the Kentucky Press Association regret his untimely death.



Printing Machinery Lags In Production

Reconversion in the printing trades machinery industry will be slower than in most industrial activities and it will be seven months before new printing presses and other machines can be produced, in quantity, the War Production Board's Printing and Publishing Division has announced.

In explaining the delay in completion of printing trades machinery, WPB said that machinery of this type is very complicated and cannot be made and assembled quickly. Ordinarily it requires from six to eight months to complete a printing machine and ship it when plants are in normal operation. But under present conditions, involving clearing plants of war inventories, fixtures and tools and securing castings and other materials, it will take longer to get into regular operation, WPB said. Many manufacturers report serious difficulties in getting castings, which represent 75 per cent by weight of the finished machines.

Indications are that by June, 1946, estimated monthly production will be about \$6,400,000, WPB revealed.

Under normal conditions, printing trades machinery is completed and shipped at a rate of over \$4,000,000 worth a month (the 1939 figure), but production and shipments totaled only \$2,000,000 last month. The value of the total output of printing equipment builders during the past eighteen months has ranged from \$42,000,000 to \$48,000,000 per quarter, or at the rate of \$180,000,000 per annum. Few of the products delivered, however, were printing machinery; over 84 per cent were gun mounts, recoil mechanisms, shells, rockets, radar equipment, range finding apparatus and machine tools.

The total overall value of each four months' shipments equalled the value of a whole year's shipment of pre-war production of printing machinery alone.

For the first seven months of 1945, printing machinery manufacturers were 82.5 per cent converted to war work, against an average of 32.6 per cent for 60 industries producing metal products before the war, WPB said.

Linwood I. Noyes, Ironwood Daily Globe and president of the A.N.P.A., via Editor & Publisher: "As a basic consideration for a post-war goal, a program which should start now, newspapers and newspaper men should assume the offensive rather than the defensive in dealing with those critics who deride the job the press has done and twist and misrepresent public thought regarding the press. The newspapers have done such

THE FRANKLIN PRINTING CATALOG



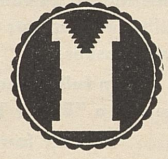
- 1—Furnishes a plain guide to all the details of valuing printing.
2—Is reliable always. For 28 years it has served thousands of successful printers.
3—Helps avoid the pitfalls of error common to the pencil-and-scratch-pad method of figuring. The Catalog remembers when you forget.
4—Is simple yet complete and understandable.
5—Is constantly in the process of revision—keeping always abreast of costs and changing processes.

Test the Catalog in your own office. Send for the free trial offer. PORTE PUBLISHING COMPANY Salt Lake City 5, Utah

an excellent job that it is logical that attacks upon them should come from that particular group whose personal and, in most cases, selfish ambitions have been thwarted. Why shouldn't these critics yell to high heaven? The better the job for all, the more certain elements squirm and cast aspersions."

ABC insures circulation futures.

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

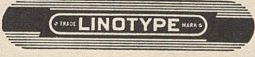


THROUGH THE GATES of UNDERSTANDING

pass the millions of small, yet powerful guardians of future generations—Linotype matrices. Not limited to any single tongue, nor yet a hundred, today, Linotype speaks in more than eight hundred tongues.

So, the great task of transforming the thought's of well-informed and thoroughly balanced men into the printed word falls more and more upon the Linotype. The Linotype is truly universal, as a machine and as a medium.

To do the job effectively, perhaps you should be thinking about BLUE STREAK LINOTYPES.



29 RYERSON STREET · BROOKLYN 5, N. Y.

Linotype Electra Bold with Bodoni Bold



# BUILDING

## A Better Home Town

A mounting awareness of the need for sound industrial growth is evident throughout Kentucky.

It is reflected in editorial comment, in announced objectives of civic groups, educational leaders and many local forum groups.

Our farmers, who comprise the backbone of the state's economy, realize industry means better markets for their produce, increased job opportunities for their children, more tax funds for better schools and other functions of local, county and state governments.

The question, then, is not do we want more industry but what are we going to do to get it.

The K. U. Organization recognizes a dual responsibility to the communities it serves. First, we must supply dependable, low-cost electric service, meeting all current needs and anticipating future demands. Second, we are fully aware of our responsibility as a citizen of the community to help it grow and prosper.

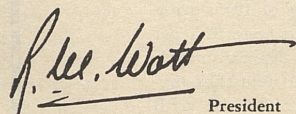
In fulfillment of that obligation, we have evolved a plan of action which we call a "Better Towns Program."

It is set forth in detail in a brochure titled, "Setting The Stage For A Better Home Town," which is being distributed to business, civic and farm leaders in the area we serve in Kentucky.

The plan is suggestive, not admonitory. We believe it will work well if the whole community gets behind it. Our role, as we see it, is not to lead or direct such an effort but to cooperate wholeheartedly in it.

Your support is vital to its success, as an editor and as a leading citizen.

If you have not received a copy of the brochure, we will be pleased to send you one upon request to our Lexington office. We hope you will find it helpful and stimulating in planning the postwar progress of your community.



R. Lee Watt

President

## KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street, Lexington 3, Ky.

Supplying Low-Cost Electricity To Home, Office, Factory