

# The Kentucky Press

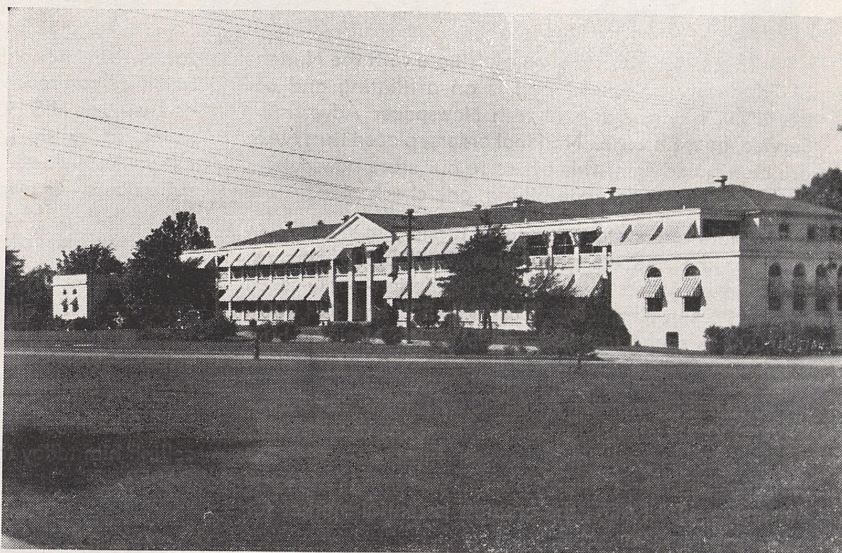
October, 1948

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



VOLUME NINETEEN  
NUMBER TWELVE

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



Administration Building, U.S. Veterans Hospital, Outwood,  
near Dawson Springs.

Official Publication Kentucky Press Association

## The Kentucky Press Association

is an organization representing 160 weekly and semi-weekly community newspapers, 22 small dailies, and 7 major dailies, whose publishers desire to provide for advertisers the greatest possible coverage and render

the placing of advertising in their papers more easy and satisfactory. The Association maintains a Central Office in McVey Hall, University of Kentucky, Lexington, which provides for the all-inclusive plan of

### One Order - One Billing - One Check

without additional cost to agency or advertiser. This office through a complete file of its newspapers attends to proof of publication through tear sheets and cares for the many details of placing advertising. Given a list of newspapers to be covered with mats or plates necessary, the office will place the orders, check the publication, provide tear sheets, and render one bill for the entire account. This eliminates a considerable expense to the agency or advertiser.

You can place space in any number of Kentucky weeklies, semi-weeklies, or dailies with a single order. Send us only a blanket insertion order, together with mats, stereotypes, or copy sufficient to cover. Individual

insertion orders will be issued the same day from the association office. No charge is made to the advertiser or agency for this service.

This office will service advertising accounts covering all or any part of this entire list. The cost of covering the community newspaper field, exclusive of the small and major dailies, is approximately \$64.00 a column inch for a circulation of 385,000 readers, almost all on a cash-in-advance basis. Seventeen weeklies are members of the Audit Bureau of Circulation; twelve dailies are members. More than 40 applications for membership are now on file.

## National Advertising Affiliating Service

This Association is a state affiliate with the National Editorial Association, and is an affiliating and cooperating member of and with Newspaper Advertising Service, Inc., Chicago. National orders, placed thru NAS, are distributed from this office to our state newspapers under the one order, one billing, one check plan.

While our state average is higher, in the nation 52% of the nation's population, 70,200,000 persons, live in towns of less than 10,000 population—only seven larger cities in Kentucky. This "Mr. 52" had \$44,000,000,000 to spend last year, 43% of the Nation's buying power.

"Mr. 52" represents 6,000,000 farm families—2,000,000 electrified farms—60% of all automobiles, trucks and tractors—50% of all furniture—46% of clothing—and the Nation's highest percentage of Home ownership—IN FACT, the greatest potential market for far-seeing manufacturers.

"Mr. 52" in the past has been difficult to reach, living in 15,000 different small towns and on 6,000,000

farms—no national publications, no national radio hook-ups can reach him as Economically, as Thoroughly, as Easily, as HIS HOMETOWN NEWSPAPER with maximum readership—because "Mr. 52" knows the local editor—knows all the merchants—knows all the other subscribers—knows his Senator and Representative—knows that his Hometown newspaper is a Warm, Living, Influential part of his life—and directly influences it.

"Mr. 52" Hometown newspaper offers MORE local coverage than all other media combined—he can be reached by One Package and One Check through Newspaper Advertising Service, Inc., 188 West Randolph, Chicago, and through the Kentucky Press Association.

Remember "Mr. 52" and make him a customer by selling him today through his own HOMETOWN NEWSPAPER.

For information, call or Write Victor R. Portmann, Secretary-Manager, McVey Hall, University of Kentucky, Lexington 29, Kentucky.

# Circulation Is Always First Consideration

Circulation is the No. 1 essential of any newspaper daily or weekly, large or small. Circulation is the life stream of your newspaper; just as it is of the human body. Poor circulation will sap the vitality of the newspaper, as it does the individual's.

I'll not attempt to tell you how to circumvent newsprint shortages, or other matters beyond your control that interfere with your potential circulation, but only point out the extreme importance of proper attention and continued promotion to selling your newspaper, whether it be by mailed subscriptions, carrier boys or newsstand sales.

## Circulation Gives Net Income

I've hit on the unique theory that the gross income from circulation and the net income of a weekly newspaper are approximately the same. Perhaps that won't hold up in practice but I've seen it occur on numerous occasions, and the publisher who convinces himself that the money that comes in from circulation is the "net" at the end of the year has a powerful incentive to give quite a bit of his valuable time to selling and holding his subscribers.

The income from display advertising, want ads, legals, job printing, and sales of office supplies by those merchandising publishers who take advantage of that profitable sideline, should pay all the bills. Usually that will include a reasonable salary to the publisher, equivalent to what someone else would pay him for his services.

When these other departments are made to pay the expenses, the circulation revenue is net income—before taxes, that is. I don't think a weekly publisher will be able to saddle his subscribers with the task of paying off the collector of internal revenue.

With the premise that circulation revenue is your net profit, what can you do to increase it?

## Every Department Helps

Every department in your newspaper can be a factor. It's a cafeteria, which must present something to appeal to every customer, and of course there are bound to be some foods that will be passed over by some, while they are exactly what other readers want. The editor's job is to provide each one with a generous helping of the things he likes in his weekly newspaper, while offering enough rhubarb, spinach and hash to keep those who fail to react in the typical way coming back.

Display advertising is one of the most important selling points you have. This is particularly true if your circulation area is to extend out to the rim of your territory, where people are less likely to be interested in the

This article by L. L. Coleman, publisher of the Moberge (S.D.) Tribune, condenses an address given before the Kansas Press Association at a meeting in Wichita and published in the Jayhawker Press.

minor happenings in your town. That news is almost certain to make up a larger share of the copy you print. But good retail advertising appeals to outside people as much, if not more, than to the residents of your town. Only through your paper will they get this shopping news. So while you are ringing the cash register with local display ads, you are also building up the subscription revenue.

## People Like Classifieds

Classified ads carry a world of interest. It is amazing the way people will turn to the "for sale" columns, when they know darned well there will be nothing there they want to buy. If you happen to be lucky enough to have a husband advertise that he won't be responsible for his wife's debts, or some pugilistic chap publicly apologize for licking a neighbor, the classified section will profit immensely.

As the non-subscriber hears his neighbor talk about "what I read in the paper," the desire to read your publication gets another boost.

I don't solicit screwball ads, but I never discourage them. We have one family at Moberge that is a boon to our classified page. They put in the kind that get wide circulation for the exchanges copy them for free. Here's one we published last week, for which the young lady paid 50 cents, but it was worth \$50 in promotion leadership for Tribune classified ads: "Notice—to whom this may concern. I am not engaged, never was, and I'm not getting married. Betty Lou Schlepp."

## Hunt Out Legals

Legals have their place in building and maintaining circulation. Most of us shove the 6-point in the least noticeable part of the paper, but you'd be surprised to learn how many people hunt the legals out, particularly official proceedings. They have value other than something for the linotype operator to set on Friday afternoons and the checks that you ring up after you've filed the affidavits. Your paper is the only place where they appear, and they're part of the public and legal records of your county.

There's no need to say anything about the news your paper prints as an incentive to subscribe. That's entirely to the individual publisher. He must evaluate the copy in re-

lation to his territory. I'm personally sold on the idea that it is impossible for a weekly editor to compete with dailies or radio on state or national news, but should confine himself strictly to his territory, except in those rare instances when big news breaks just as he is going to press. By us, national or international events are handled only from the viewpoint of how they affect our own readers.

Generous use of local news pictures, attractive headlines and bright display, all enter into the sales of your paper. That is particularly true if you have newsstand sales of consequence.

## Don't Neglect Newsstands

I think most weekly editors are inclined to overlook the possibilities of profitable newsstand sales. They include not only your own over-the-counter sales, but all the newsstands in your town, and in other towns over your territory.

It is true that local newsstands will cut down your office sales, but they will sell papers to many people who would never bother to come to your shop, but buy a paper while they're in the drug store on another errand.

We sell 475 papers a week at newsstands in Moberge and in seven towns over our territory. About 150 of these are in the outside towns, and only two of the seven towns are in our county. But we are located in the extreme corner of our county, and because of our geographical location cater to an "area" rather than a county.

Whether or not to allow "returns" from your dealer is a debatable question. We do, in the belief that it increases sales by always having papers on their counters, right up to the time the paper comes out for the next week. A surprising number of papers from the preceding Thursday are sold on Monday and Tuesday. Returns, however, are negligible.

The best price for your single copy sales is another thing each publisher must decide for himself. We get 6 cents, to avoid practically identical price for yearly subscriptions and buying by the week, since our subscription price is \$2.50 in our territory. The merchant pays us 3½ cents, and he gets 2½ cents for selling the paper. Thus we net \$1.82 a year from each of our dealer papers, without the work of maintaining a mailing list, stamping, wrapping and other work required by individual subscriptions.

## Doubles Newsstands Sales

We discovered by accident a method that doubles your newsstand sales without hurt-

ing mailed subscriptions, if you happen to print your paper fairly early in the evening but after the postoffice force has knocked off for the day. Just deliver them to the newsstands about supper time. When we moved up press time in order to make trains leaving Mobridge around the supper hour (or dinner, if that's what you eat at night) we started to take the papers to our dealers around 5:30, but didn't deliver the city list to the postoffice until 6 o'clock or after. Consequently, people could buy their **Tribunes** at the newsstand for the expenditure of a mere 6 cents and have their news tonight instead of waiting to get it from the postoffice box or city mail carrier the next day. Within a week or two, newsstand sales doubled.

In a town of 2,000 to 4,000, I predict it will increase your circulation income by \$350 to \$500 a year by getting your paper out in sufficient quantities to supply your newsstands just before the supper hour if the postoffice won't work your mailed copies until the next morning. Would it be worth stepping up deadlines to do that, if you are now printing later in the evening?

#### Increased Circulation Is Net

Revenue from increased circulation is blamed near all net. Your expenses vary only slightly, whether you are printing 1,000 or 2,000 papers. The same staff, with practically the same payroll, will produce that extra thousand papers. Even the way newsprint prices have been zooming toward the stratosphere, print for the additional thousand papers, figuring eight pages for easy mathematics, would cost only about \$15.00. If they go on your own county, the postage is free, while in the first and second postal zones postage is only 30 cents a hundred copies in or 20 cents a hundred copies in your own town if you have city delivery service.

Figure your presswork at \$5 an hour, add mailing costs, and 1,000 additional papers will only cost you about \$1,500 per year at the very top, computing all wages at today's high scale. If your subscription rate is \$2 you'll net \$500; if it's the more common \$2.50 local rate, you'll make an extra \$1,00 every year. That is worth going after. **No longer is circulation income peanuts on a good weekly newspaper.** As I said earlier, it very likely represents your net profit in a substantial investment in one of the biggest industries in your town.

Here are a few methods of increasing circulation which I've tried out, and found they worked. Some others didn't, but these were successful. Good results are based on the premise that you are publishing a paper that people will want to read, if given an opportunity and a vigorous invitation to subscribe. **Sends Check For \$1**

Most successful campaign we made was by the simplest expedient of sending a check

for one dollar, good only as a part payment on a year's subscription to our paper, to a list of 600 non-subscribers scattered over our whole territory. Compiling that list was the most difficult part of the job, but we worked it out by checking AAA lists, telephone and farm directories, and other sources against our mailing list.

This was in the early days of the war, before print became so tight, and money so loose. But that check, with a good subscription selling letter modeled after some of Floyd Hockenhull's creations, brought in 200 new subscribers. More than 75 per cent of them renewed at the full price a year later. Now, five years later, 60 per cent or more are still regular subscribers, and they all pay like clockwork. They know they'll be cut off if they don't, for we've been on a cash-in-advance basis since that time.

Since they sent back that check and saved a dollar each, those original 200 and their survivors have paid me over \$2,000 in subscription cash. And they haven't cost me a third of that, charging every possible expense against their accounts.

#### Weeds Out Deadheads

Another way to increase subscription income is to weed the deadheads off your list and get them to pay their way. We did that in the first year of the war, and the 50 free copies we had been sending to leading advertisers, preachers, county officers and others who seem to attach themselves to the free list now bring in \$125 a year that we used to pitch out the window. There's no increase in costs there, for you printed and mailed the paper to them before.

The change-over was immediate and painless. We did it with a mimeographed letter—preferable to a typewritten one, to make it appear that the quantity was sufficient to demand pruning, and also to make it strictly an impersonal matter. They were addressed to "Dear Reader," for of course you couldn't call them subscribers. Not to make it too abrupt, we gave each a date of 4-1-42F (with the F denoting that they formerly were free) and then ran them through the usual series of collections and letters, like any other subscribers. Those on the list because they were regular advertisers paid the bill in the most painless way—simply by adding it right in the middle of their first-of-the-month bills the first of July . . . Deleting deadheads has brought in an extra \$600 in the past five years.

I have no idea what a stunt like mailing our check good only on a new subscription would do in these days of free and easy money. But I am positive it would bring in an amazing number of starts, at least in my territory. And from what I hear, the farmers of Kansas also are counting their money in

bales. The same farmers who brought in two or three chickens, a few dozen eggs or a couple of quarts of cream to apply on their subscriptions ten years ago, now pell a \$2 bill of a cow-choking roll of currency.

About ten years ago, I heard either Bill Sanders or Frank Freeman, then with the Western Newspaper Union in Wichita, relate the experience of a publisher who, back in those days when it wasn't the ordinary thing it is now, raised his subscription rate to \$2 in the face of a competitor who kept his rate down to a dollar. **Right off the bat, people began to believe his story that his paper was worth more than the other fellows, and new subscribers were added in droves.** I think Wright A. Patterson of the **Publishers Auxiliary** was given as the source of the story. Frankly I don't believe it, and told Bill Sanders so.

But I've seen it happen. Three years ago this spring, we raised our price to \$2.50 in our territory and \$3.00 elsewhere. We gave subscriber's a month's warning, and I'll personally agree with the majority of the current **Auxiliary** poll on the best time lag between announcement of a rate increase and effective day—one month. It put on 50 new subscribers for us during that month.

Contrary to most practices on a rate increase, we let them pay as far in advance, as they wished. Few had done that, and not a great many took advantage of our old rate for more than a year, but those chaps who paid \$10 for five years eliminated all work on their names on the mailing list until 1949, and we had the use of the money.

#### Raise Bring Subscriptions

The week the raise became effective, new subscriptions started pouring in. The increase was slapped on May 20, and by July 20 we had gained 250 new subscribers at the advanced rate, and every one right in our trade territory. We never has had so phenomenal a boost in circulation. Every one of them paid the full \$2.50. It was unbelievable. One town of less than 600, but with good rural routes jumped over 100 subscribers in a couple of weeks. Would you expect anything like that to happen?

I wouldn't either, but there is a logical explanation.

Three newspapers published in towns in our immediate trade territory; suspended publication one after another as our rate increase became effective, The Mobridge Tribune was the only paper giving news of their towns. One editor went to war work, another was drafted, and the third gave up the ghost when his printer-operator quit.

#### Goes After Non-Subscribers

When they folded, week by week, we

*Please Turn To Page Seven*

# THE PUBLIC IS OUR BOSS



The American public likes to select what it wants to eat—just as it likes to choose its favorite newspaper.

That's why we of A & P believe the American public is our boss. Our job is to give millions of Americans what they want to eat while it is still fresh as the day's news.

More than 6,000,000 housewives come to the A & P daily to select the food for the nation's dinner tables.

Mrs. Smith likes Campbell's baked beans. Mrs. Jones likes B & M. Mrs. Brown likes Ann Page. Mrs. Johnson likes Chase and Sanborn Coffee. Mrs. Reynolds likes Eight O'clock Coffee—and so on . . .

So, the Smiths and the Browns and the Jones and the Reynolds, and all our other customers, decide what the thousands of food items will be offered in A & P stores.

We believe American consumers will find greater variety of nationally and locally known labels on A & P shelves than in any other store in town. That's because the public has told us what it likes and wants to buy.

What's true of packaged goods is true of meats and fish, baked goods, dairy products and fresh fruits and vegetables. We buy the best in the widest variety. We keep it fresh and handle it efficiently so the price will be low.

Experience gained through 89 years in the food business has trained the men and women of A & P to bring the American public the kind of food it wants to eat—while that food is still as fresh as the day's news.



## 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 Nineteen, Number Twelve

### Kentucky Press Association Officers

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*Herald-Leader, Lexington*
- James M. Willis, *Vice President*  
*Messenger, Brandenburg*
- Victor R. Portmann, *Secretary-Manager*  
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The following letter from Asst. Atty. Gen. M. B. Hollifield reiterates the opinion, expressed many times before, that financial statements, required publication expressed in Kentucky Statute 61.290, should disclose the amount and source of public funds received, and all disbursements.

However, the opinion states, that tax payments should be lumped together, instead of naming each tax payer.

The controversial matter, upon which the opinion was requested, deals with disbursements. The opinion, following others of the past, states that disbursements MUST BE itemized, except for payments to county officers and employees who are paid by monthly checks on an annual basis. If their salary is expressed on an annual basis, then only one item, including monthly payments, can be expressed as the total paid during that year. Day laborers, and other labor-payments, not on an annual basis, must be itemized, as well as other types of services or purchases. The letter follows:

Fulton County News,  
Gentlemen:

We have your letter of September 18, 1948, with respect to a construction of Section 61-290, Kentucky Revised Statutes. Therein you ask:

"(a) Should the report be published with each item of expenditure and receipt itemized?

(b) What is the last day of publication to comply with the law?

(c) Does Fulton County come within the jurisdiction of the law?

Your questions deal with the problem of publishing in newspapers of fiscal settlements of counties. In considering Question (a) we call your attention to one of the fundamental rules for construing statutes. That is, to give to the words of any provision of the statute the same meaning that is given to these words as they are used and understood by the people throughout the State at the time the Act was adopted by the General Assembly. With this rule in mind, we will examine the essential part of Section 61.290 Kentucky Revised Statutes, which provides:

"The statement shall show the amount of public funds collected and received, from what source received, the amount disbursed, the date of each disbursement, for what purpose expended, and to whom paid; provided, however, that only the total of the amounts paid as salary during the fiscal year to each official or employee of the governmental unit shall be shown in the statement."

You will notice that the report should state the public funds collected and received and from what source received. It is sufficient that this report or statement shows the total amount of taxes collected by the sheriff and paid into the county treasury from the 1946 levy for the year 1947, if that is the fiscal year that is under consideration. Under any funds so collected by other officers and paid into the county treasury, the total amount only should be stated as to taxes paid into the treasury by the sheriff.

Now as to disbursements, all disbursements are paid by county warrants. This statement

*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.*

should disclose the date of each warrant; also the name of the person to whom the warrant was issued, the purpose for which it was issued, except warrants paid to county officers or employees. The total of all warrants issued as compensation for any county officer, or employee for the entire fiscal year is the only statement that is necessary to be made with reference to such compensation in each report or statement, and it is not necessary to state the particular purpose for which the total warrants were issued except for official or county service.

Our answer to Question (b) is that the report or statement should be published within sixty days from the end of the fiscal year. The statutory requirements as to publication is mandatory if the county has any surplus expenses for the fiscal year, but the date of the obligation is merely directory. If for any reason the report is not published within sixty days after the end of the fiscal year, it can be published at a later date, provided there are any funds in excess of the funds necessary to liquidate necessary governmental expenses for that fiscal year.

Our answer to Question (c) is "Yes". The reason we state that this obligation imposed by the General Assembly upon the counties cannot be paid until after all necessary governmental expenses for the fiscal year have been made is that the publication of approved official reports is not a necessary activity to the conduct of the ordinary business of the county or to protect the general public. All official settlements made by fiscal officers of the county are required to be filed in the County Court Clerk's office and become a public record, and it is the duty of the County Court Clerk to exhibit said settlement to any citizen of the county desiring to examine same. The settlement of a fiscal officer of a county when approved by the county court is completed and is binding upon both the county and the officer. The publication of the settlement is not essential to the completion of the settlement.

In commenting upon the case of Carman et al v. Hickman County, 185 Ky. 630, 215

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S. W. 408, Mr. Justice Stites, in Adair County Farm Bureau v. Fiscal Court of Adair County, et al, 263 Ky. 23, 91 S. W. (2d) 537, in speaking for the Court of Appeals, said:

"In the case of Carman v. Hickman County, 185 Ky. 630, 215 S. W. 408, it was expressly held that the employment of the county farm agent was not essential to the conduct of the ordinary business of the county, and that an appropriation could not validly be made to pay his salary and expenses where to do so carried the county indebtedness beyond the constitutional limit fixed by section 157. The distinction between debts created for necessary governmental expense and debts for purposes which, while public, were not essential to government, was recognized and applied." (Emphasis ours)

We think the same rule applicable to contracts or to debts will be applicable to non-necessary obligations imposed upon a county after the official activity has been completed, when that application concerns only the publication of the completed activity.

Respectfully submitted,

A. E. Funk,

Attorney General,

BY: M. B. Holifield, Assistant

Attorney General

### Space Grabbers Again On Forward Moves

Call them what you will—space grabbers, promoters, or special edition schemers—the get-rich-quick gents are at large again, especially in the smaller towns and cities. Small town merchants and small town newspapers always have been favorite game for these nimrods of commerce.

The safe and sound course for the newspaper is to have nothing whatsoever to do with them. Almost invariably these promotion projects from the out-of-town manipulators are a "heads I win and tails you lose" proposition. Usually the schemes are of a very questionable ethics. Usually, also, they are technically within the law or so close to being so that prosecution is not feasible.

Your central office would like to receive prompt reports when a promoter appears in your community. We can't always issue a warning in the bulletin, however, because these bulletins, like your newspapers, are subject to the laws of libel. But if we have the information we can take many steps to protect other publishers.

Experience has demonstrated that racketeers avoid states in which an alert press association is operating. Our state had such a reputation in the pre-war days. Now that the racketeers are becoming active again in the post war years, let's close the season again.

Our suggestion is to deal with no fly-by-night promoter whatsoever, regardless of the portfolio of references and recommendations which he or she may carry. Please remember also, that no promoter or near-promoter ever gets a letter of reference or recommendations from the state central office. It's a good idea to publish occasionally a note of warning to your local merchants against the promotion artists.—Bruce R. McCoy, Louisiana Press Association.

### News-Journal Entertains County Correspondents

Correspondents and employees of the Campbellsville News-Journal were stuffed with fried fish, corn bread and home-made potato chips at the newspaper's thirteenth annual fish fry given recently by J. P. Gozder, publisher.

Approximately 60 persons attended the get-

together which was held at Gozder's camp on Green river.

Highlight of the meeting was presentation of an engraved loving cup to the "best country correspondent of the year." Mrs. Joe Ford, correspondent from the Hills Chapel community of Taylor county, received the cup from Gozder who commended her for "winning, not just lucking-up" on the award.

An annual affair, the fish fry was revived last year after being suspended temporarily during the war years. The writer's cup is offered to the best correspondent each year.

The fish and potato chips were prepared at the camp's outdoor grills by the owner of a local restaurant. Slaw and salad, corn bread, soft drinks, and ice cream round out the menu.

Stalin seems to be running Russia with an iron hand or an ivory head.

### Analysis of Advertising Rates

Based on an analysis of Kentucky weekly newspapers and their national advertising rates effective this date, we find a combined circulation of 264,328 with an average rate slightly better than 48c per column inch. This average rate is approximately 1.5c per inch higher than the national average.

The circulation divisions were based on the NEA recommendations as equitable distributions in setting advertising rates. These divisions are set forth in the first table. The second table breaks down the newspapers into rate classifications.

Study the classification in which your newspaper falls, in the first table, to ascertain if you are in line with comparable newspapers of your own circulation.

Adv. Rate Per Inch	No of Papers	Circulation Range		Average Circul.
		Lowest	Highest	
35	15	510	1,850	997
42	59	212	3,480	1,536
45	4	600	2,300	1,712
49	30	600	3,000	1,887
50	9	685	2,165	1,516
56	17	1,275	5,050	3,045
60	4	1,949	3,642	3,773
63	5	1,680	4,300	2,971
77	1	Comb.Cir.	2,628	2,628
84	2	1,995	3,804	2,900
98	1		1,500	1,500

Circulation Range	Number of Papers Inch Rate							
	35	42	45	49	50	56	60	63
Up to 750	6	3	1	1	1			
751 - 1500	6	34		7	3	1		
1501 - 2500	3	18	3	18	5	4	1	1
2501 - 3500		4		4		8	2	3
3501 - 4500						1	1	1
Over 4500						3		

Two same-city-plant newspapers, combined circulation 2,628, charge 77c; 2 newspapers, semi-weeklies published in same town, circulations respectively 1,995 and 3,804, charge 84c; one newspaper, city suburban circulation, charges 98c; one other suburban, circulation unquoted, charges \$1.50.

Two newspapers, published in the same city-plant, with separate entities, and individual rates of 56c and 42c, charge a combined rate of 77c. Two newspapers owned by the same company, but published in separate towns in the same county, with individual rates of 60c each, charge a combined rate of \$1.00.

### Exchanges Always Help In Forming New Ideas

A newspaper cannot adequately cover its own field unless the editor has some idea of what is going on in other parts of the state. Easiest way to do that is through a good exchange list of representative newspapers from over the state. However, getting them is not enough. You've got to check them. That's where most of us fall down.

Few, if any, of us have time to read exchanges carefully, but we can glance through them. It isn't hard to develop a "keen" eye for any mention of our town or the territory which our newspaper serves. Here's where you get clues to many local angle stories. If a former resident of our city breaks into print elsewhere, nine times out of ten it's good for a local story of some size.

Exchanges offer many tips on feature stories. Features of interest to the readers of other newspapers in Oklahoma will be of interest to your readers if presented from the local angle. "Steal" the pattern but revise it to conform to the local facts and conditions.

In casually checking our exchanges for local angle news, we frequently find tips for salable advertising copy. You can't substitute scissors for brains, but with a good exchange list you can clip a lot of good ideas—Oklahoma Publisher.

### Grayson Journal-Inquirer Under New Publishers

Homer C. Harper and Burlyn Pike, former Louisville residents, have purchased an interest in the Grayson Journal-Inquirer from J. Lowell Lusby and have formed a publishing company. Harper and Pike have taken active control as editors-publishers while Mr. Lusby is president of the company. The Press welcomes the new editors to the Fourth Estate.

### Successful Paper Made From Wheat Straw

Kinsley Chemical Company of Cleveland has made a 100% wheat straw newsprint at its Holyoke, Mass., paper-making plant. If the new paper withstands tensile and other high speed press tests, the Kinsley firm has estimated the newsprint can be produced for \$65 to \$72 a ton. Previous experiments of wheat straw have been made, but in these attempts wheat straw was combined with other materials, according to information.

Wind is the result of air passing from a place of high pressure to one of lower pressure.

### Roscoe Down's Sons Join In Partnership

Roscoe I. Downs, who has been editor of the Hawesville Clarion for the past three years, has announced the formation of a part ownership with his son, W. Cullin Downs, to conduct the publishing and job printing business. The younger Downs resigned his position on the staff of the Washington (D.C.) Times-Herald, which he occupied for the past 12 years, to join forces with his father. Another son, Irvine W. Downs, who has been working with his father for two years, will become business manager of the organization.

Once again we warn publishers not to permit the name of their newspaper to be used for soliciting "write-ups" not agree to distribute printed supplements containing same. In the first place, most of these sup-

plements are contrary to postal laws in that they are issued wholly for advertising purposes and the write-ups for which firms pay money are not marked as "paid advertising." Secondly, telephone solicitations can lead only to misunderstandings and hard feelings which the newspaper must suffer, not the outfit putting out the supplement. Thirdly, harsh collection methods arouse further ill will toward the newspaper. The usual practice is to solicit the write-ups from outside the city in which the newspaper is published but, nevertheless, the damage is done to the newspaper. Before agreeing to any writeup deal contact the KPA manager.

LUFKIN, Tex.—Price increase of \$4 a ton on newsprint has been announced by the Southland Paper Mills. This increase makes Southland's price the same as most other US mills. The base zone contract price is now \$101 a ton.



## Immediate Delivery

FONTS AND SORTS IN

## ANY Quantity!

Linotype matrices for body and classified sizes in all the popular Legibility Group of newspaper faces: Ionic, Excelsior, Opticon Paragon, Corona, and the new Times Roman.

LINOTYPE • BROOKLYN 5 • NEW YORK



Set in Linotype Ryerson and Spartan



*Continued From Page Two*

sampled all non-subscribers, serviced out of each of these towns, along with a printed letter pointing out that we had always maintained a good correspondent in that town; and commiserating with them in the loss of their paper, promised better news coverage than we'd given before to that vicinity to help make up for the loss of their hometown paper for the duration.

We furnished a brightly colored order blank and heavy kraft envelope to encourage mailing cash instead of check or money order, if more convenient. Every mail for a month brought in from five to 25 new subscribers. Cost of the campaign was negligible for we mailed the invitation under a 1-cent postage permit.

Newsstand sales in each of those towns rose to unexpected proportions, along with the mailing list gains. If we had sat on our fannies without going after these potential subscribers, many of them would have started taking papers in their own counties.

Two of the three papers have resumed publication since. This reduced our newsstand sale, but we have kept about 80 per cent of the mail subs we obtained during those two months after the rate raise.

**More Papers, Higher Rate**

Our circulation gained steadily during the six months following the increase in rate, and at the end of 1944 we were putting out 420 more papers than when the increase was announced. That should be good news for those timid souls who have hesitated to raise for fear it would cut their circulations.

We've just conducted an experiment in "cold canvass" mail solicitations whose results surprised me. We have one of those Section 562 P. L. & R: 1-cent mailing permits that you have to use once a year or you lose it. Then you have to give 'em \$10 to get another one. We hadn't used ours for a year, and the postmaster reminded us that if we didn't mail something under it by the first of November, out she went.

I put off getting anything ready to mail until the final day. Then I dashed off a letter to all boxholders at McLaughlin, a town 37 miles west of us, in another county, and even in a different congressional district. We had no correspondent there.

The letter simply played up the commercial news of our area that the people of McLaughlin should be interested in, for we are their most convenient larger town, and they take in our picture shows and dances, buy clothes and furniture and even groceries in Moberidge.

On the theory that they'd spend a dollar easier than \$2.50, we gave a choice of getting the **Tribune** to March 1 for a dollar, or a full

year for \$2.50. We didn't even sample any of them.

Without any good reason for those people subscribing for our paper, and our only promotion prompted by the desire to save \$7 or \$8 on our mailing permit, we added 18 new subscribers at that town. The thing that surprised me most was that seven of those 18 subscribed for a full year.

**Gains 330 Per Cent**

Last month we obtained a McLaughlin correspondent, and have put the **Tribune** in the drug store newsstand where he sells 15 copies a week. Our circulation gain is 330 per cent in that town.

But you **must** keep promoting subscriptions if you want to maintain your list, for there's a steady though small loss in old subscribers; by deaths, moving away, and just plain failure to renew. You have to use stunts and ideas, if you want to maintain your list and have any desire to increase it.

Keeping a good big mailing list is important. It means satisfied customers, and guards against competition from outside newspapers who do not promote circulation. It also helps protect you against free circulation sheets. When the present inflationary period is past, and things get tough again with unemployment and lower wages, you can expect a revival of "Reminders" and "Shoppers" and other throwaways. If you don't have substantial coverage of your trade area, whether it's big or little, you will face tough competition from those fellows who boast that "everybody in these towns gets our paper."

Time that you take from selling ads or writing editorials to give thought and work to your circulation will not only add to the dollars you have to spend, but it's insurance against competition which can be vicious and successful with low prices and full coverage."

**Business In Balance**

There's less likelihood of a business recession now than ever before, according to the *Journal of Commerce* which sees a present balance of the forces making for inflation and deflation. The *Journal of Commerce* hopes that stabilization of business and prices at top levels of the post-war boom will result in a tapering off of inflation, rather than a broad turn down in business and prices for the period immediately ahead.

Retailers in a number of Kentucky cities are planning to open their holiday Christmas promotion early in November rather than at Thanksgiving time. The purpose is to spread the gift sales over November rather than have them concentrated in December with resultant problems of customer satisfaction.

**Watkins Buys Interest In Benton Newspaper**

Rayburn Watkins, a graduate of Murray State College and a former journalism instructor at the University of Illinois, has purchased the interest of W. J. Myre in the *Tribune-Democrat*, 61-year-old weekly published at Benton.

Myre has been publisher of the *Tribune* since 1935. William Nelson, who purchased half-interest in the paper two years ago, remains as co-publisher.

Watkins, a native of Benton, has worked for the *Tribune* periodically since the age of 12. He has been employed also by the *Ledger and Times* in Murray and by the *Staten Island (N. Y.) Advance*, where he worked for 18 months after getting out of the navy.

While in college in 1942 Watkins edited the *College News*, winner of first prize in the Kentucky Inter-college Press association contest. He also was awarded first place prizes for writing the best column and designing the best original advertising in the association in 1943.

Gothic 18 with 20 is another new type face which has just been cut is now available by the Mergenthaler Linotype Company. Sizes now ready include 8, 10, 12, and 14 point.

The United States Supreme Court has ruled that merit raises of compensation are part of the compulsory collective bargaining process. If an employer deals with a union, he must get the union's approval before merit raises can be put into effect or else run the risk of being held guilty of committing an unfair labor practice.

A publisher called in this week to ask if the giving away of tickets (good on a "lucky number" prize contest) by local merchants constitutes a lottery. In this particular instance, one ticket is given with each 50c worth of merchandise. It's our opinion that the requirement of purchasing merchandise makes it a lottery. We're not the postal department, however.....In general, the department takes the following steps against newspapers which violate the lottery law (by giving publicity to such programs): (1) the particular issue of the paper which contains lottery advertising will be barred from the mail; (2) a paper which repeatedly accepts lottery advertising may lose its second class permit.....Remember that the mere giving of a prize to a lucky winner, provided no consideration is involved, is no longer considered a lottery.—Iowa Press Association Bulletin. Note: It always is a good idea to check with your local postmaster.

## Binding News Files

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**Extra Profits**  
FOR YOU, MR. PRINTER  
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Specialists in Numbered Printing  
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68,953,378 people in the U. S. devour  
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**A**  
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Reach this \$44 billion market — best  
— by advertising in these weeklies.

**S**  
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One order places your ad in thou-  
sands of papers, or your selected  
group. N. A. S. handles all details.  
Write today for a real sales help—FREE  
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Customers will be like that, but don't let them throw you. Right now, and with absolute confidence, the proper values can be quoted. Its amazingly simple if you use the

### FRANKLIN PRINTING CATALOG

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Sunny Chadwell has assumed editorialsip of the Spencer Magnet, Taylorsville, following the resignation of Charles Carrington.

"Because we're interested in pictures we have been watching the way other papers use local pictures. The one thing that keeps popping up is the failure to get the most out of many pictures. About half the local pictures we see would be better if the important portion had been enlarged more, the non-essential parts chopped off, and the cut made large enough to do the subject justice. There's no substitute for having the important parts of the picture big enough.

Larger pictures are not too expensive, relatively. In checking, we find that one cut containing 12 square inches cost us \$3.97, while another with 52 square inches cost only \$7.02. (Those prices are close to the top and include special delivery charges. There are numerous firms selling cuts much cheaper, but we needed fast service). We feel that the smaller cut is expensive for us, while the larger one is a bargain, if the photos are good and space is available to publish it. We're doing some of the things we've been complaining about, but the use of local pictures is a fairly new thing for most of us and we're all learning things as we go. George W. Green, Waupun, Wis., *Leader-News*."

FOR SALE: Cranston newspaper press, torn down ready for truck, good condition, at \$150—we need the space. 5 col. 17 in. Hammond casting box, perfect condition, \$150. Priced low for action. Come and get them. The Sturgis News.

Since organization, we have main-  
tained paid subscriptions to every  
Kentucky newspaper.

Central Press Clipping  
Service  
309 North Illinois St.  
Indianapolis, Indiana

## Kansas Association Analyses Weaknesses

A study of Kansas newspapers by the Kansas Press Association has resulted in the following yardstick by which you might measure your own newspaper;

1. Not enough editorial page features—too little apparent attempt to make up an editorial page containing such features as columns of comment, humorous paragraphs, analytical articles, comments gleaned from other papers, letters to the editor, etc.

2. No editorial comment by the editor. The judges in the Kansas clinic were surprised to find so many papers carrying no editorials at all, but printing hand-outs masquerading as editorials.

3. Not enough contrast in headlines. Too many heads of the same size.

4. Tops of inside pages too dull—lacking heads or pictures.

5. Front page too dull below fold where most stories and headlines are too small. It was suggested that one or two features or human interest stories under two-column heads could brighten up the page.

6. Not enough use of pictures on front page.

7. Headlines too small. Except for the top of the front page, many papers were typographically dull because headlines were too small.

8. Too few pictures to "dress up" the papers.

9. All-cap headlines made reading difficult.

10. Front page poorly balanced. Although some papers were poorly balanced at the top when symmetrical or dead-center balance was being used, more papers were out of balance top-to-bottom-over the page as a whole.

FOR SALE—Babcock Optimus press, bed size 39 x 53, 4 p. 8 col. 12 ems, 8 chases, 1 double-page chase, 5 h.p. var, speed Cline motor 110-220 v., 1 ph., Cline control box, all \$1500. Eclipse folder up to 36 x 48 sheet, insert feed board, \$200, available in Jan., also 1 P. Bucher casting box, \$50; Challenge hand-roller proof press 21 x 35 bed with iron stand, shelf and compartment, \$60; Graphotype address plate embosser, \$75; Miller feeder, 12 x 18, rebuilt by B. & Kluge, \$75. All prices on our floor.—Cynthiana Pub. Co., Cynthiana, Ky.

Some folks would have more bookcases for the books they have if bookcases were as easy to borrow as books.

Worry, to begin with, is a small thing, but if encouraged can become an unsurmountable obstacle.



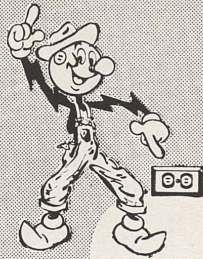
**Legal Sale shuts out bootleggers  
and many other undesirable conditions  
which thrive on illegal beverage operations.**

**One of the best reasons in favor of  
Legal Sale is that bootleggers fight  
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**Kentucky's legal beverage industry is  
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# Electricity

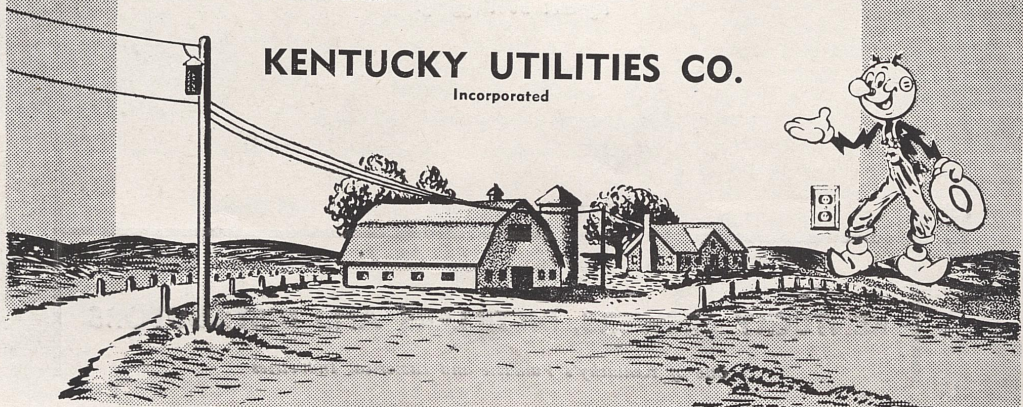
Doesn't Cost  
----IT PAYS

It isn't cost alone that counts. It's VALUE . . . what you **get** for what you pay. That's why electricity—helping you to make the **MOST** of your time and labor, pays big dividends.

And it's from low cost, **dependable**, K.U. electric service that you get the most in value 24 hours a day, year after year. That's why farmers, publishers, and other businessmen tell us, "Dependable K.U. electricity is worth **more** than it costs."

Put electricity to work whenever possible. Experience has told you it's your best hired hand.

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