

The Kentucky Press

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OUR 1948 PROGRAM

Kentucky Press Sports Fund
A continuing program

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 Clay, Tribune
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 Corbin, Tri-County News
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 Cynthiana, The Cynthiana Democrat
 Cynthiana, The Log Cabin
 Danville, Boyle Independent
 Dawson Springs, Progress
 Earlington, News
 Eddyville, Lyon County Herald
 Edmonton, Edmonton Herald-News
 Elizabethtown, Hardin County Enterprise
 Elizabethtown, News
 Elkton, Todd County Standard
 Falmouth, The Falmouth Outlook
 Flemingsburg, The Fleming Gazette
 Flemingsburg, Flemingsburg Times-Democrat
 Franklin, The Franklin Favorite
 Fulton, Fulton County News
 Georgetown, Georgetown News
 Georgetown, Georgetown Times
 Glasgow, Glasgow Republican
 Glasgow, Glasgow Times
 Grayson, Journal-Enquirer
 Greensburg, Record Herald
 Greenup, News
 Greenville, Leader
 Hardinsburg, Breckinridge Banner
 Harrodsburg, Harrodsburg Herald
 Hartford, Ohio County News
 Hawesville, Hancock Clarion
 Hazard, Plaindealer
 Hazard, Union Messenger and News
 Hickman, Hickman Courier
 Hindman, Hindman News
 Hodgenville, Herald News
 Horse Cave, Hart County Herald
 Hyden, Thousandsticks
 Irvine, Estill Herald
 Irvine, Irvine Times

Irvington, Herald
 Jackson, Jackson Times
 Jamestown, Russell County News
 Jeffersonton, Jeffersonian
 La Grange, Oldham Era
 La Grange, La Grange Times
 Lancaster, Central Record
 Lawrenceburg, Anderson News
 Lebanon, Lebanon Enterprise
 Lebanon, Marion Falcon
 Leitchfield, Gezette
 Leitchfield, Grayson County News
 Liberty, News
 London, Sentinel-Echo
 Louisa, Big Sandy News
 McKee, Jackson County Sun
 Manchester, Manchester Enterprise
 Marion, Crittenden Press
 Middlesboro, Three States
 Monticello, Wayne County Outlook
 Morehead, Rowan County News
 Morganfield, Union County Advocate
 Morgantown, Republican
 Mt. Olivet, Tribune-Democrat
 Mt. Sterling, Advocate
 Mt. Sterling, Sentinel-Democrat
 Mt. Vernon, Signal
 Mumfordsville, Hart County News
 Murray, Murray Democrat
 Neon, News
 New Castle, Henry County Local
 Nicholasville, Jessamine Journal
 Nicholasville, Nicholasville News
 Olive Hill, Carter County Herald
 Owenton, News-Herald
 Owingsville, Bath County Outlook
 Paducah, Paducah Press
 Paintsville, Paintsville Herald
 Paris, Kentuckian Citizen
 Pikeville, Pike County News
 Pineville, Pineville Sun
 Prestonsburg, Floyd County Times
 Princeton, Princeton Leader
 Princeton, Caldwell County Times
 Providence, Journal-Enterprise
 Richmond, Madison County Post
 Russell, Russell Times
 Russellville, News-Democrat
 St. Matthews, Sun
 Salyersville, Salyersville Independent
 Sandy Hook, Elliott County News
 Scottsville, Allen County News
 Scottsville, Citizen Times
 Sebree, Sebree Banner
 Shelbyville, Shelby News
 Shelbyville, Shelby Sentinel
 Shepherdsville, Pioneer News
 Shively, Kentucky Gazette
 Smithland, Livingston Leader
 Somerset, Commonwealth
 Somerset, Somerset Journal
 Springfield, Springfield Sun
 Stanford, Interior Journal
 Stearns, McCreary County Record
 Sturgis, Sturgis News
 Taylorsville, Spencer Magnet
 Tompkinsville, Tompkinsville News
 Vanceburg, Lewis County Herald
 Versailles, Woodford Sun
 Walton, Walton Advertiser
 Warsaw, Gallatin County News
 West Liberty, Licking Valley Courier

Whitesburg, Mountain Eagle
 Wickliffe, Advance-Yeoman
 Williamsburg, Whitley Republican
 Williamstown, Grant County News

Dailies

Covington, Kentucky Post
 Covington, Enquirer
 Covington, Times Star
 Lexington, Herald-Leader
 Louisville, Courier Journal & Times
 Ashland, Independent
 Bowling Green, Park City News
 Bowling Green, Times Journal
 Corbin, Tribune
 Danville, Advocate-Messenger
 Frankfort, State Journal
 Fulton, Leader
 Harlan, Enterprise
 Hazard, Herald
 Hazard, Times
 Henderson, Journal-Gleaner
 Hopkinsville, Kentucky New Era
 Madisonville, Messenger
 Mayfield, Messenger
 Maysville, Independent
 Maysville, Public Ledger
 Middlesboro, News
 Murray, Ledger & Times
 Owensboro, Messenger-Inquirer
 Paducah, Sun-Democrat
 Paris, Enterprise
 Richmond, Register
 Winchester, Sun

Collegiate Section

Kentucky Kernel, University of Kentucky, Lexington
 College Heights Herald, Western Teachers College, Bowling Green
 College News, Murray State College, Murray.
 Trail Blazer, Morehead State Teachers College, Morehead
 Alumni News, University of Kentucky, Lexington
 The Progress, Eastern State Teachers College, Richmond
 The Stub, Nazareth College, Louisville
 Orange And Black, Union College, Barbourville

Farm Papers

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

Associate Members

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 Mergenthaler Linotype Company, Louisville
 Bush-Krebs Company, Louisville
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Tom Payne, A Unique Rural 'Corresponder'

By Clayton Roland

Modern journalistic practices may be the key to success for many writers, but Tom Payne, Nicholas county farmer and rural news correspondent, has his own formula for writing success. He writes a top-notch batch of reader-interest prose each week for the *Nicholas County Star* and *Paris Kentucky Citizen*, the newest and oldest weekly newspapers respectively in the Commonwealth of Kentucky.

The little "gems" of life are often overlooked by the average correspondent but Tom Payne has time to deal with all his surroundings: athletic events, social gatherings, vital statistics, governmental services or lack of such services to the community. Even the community's pet animals come in for their full share of publicity.

The writer's spelling and grammar give color to his day-by-day accounts of the life of himself and neighbors at Pleasant Valley. Neighbors' sorrows and joys, and the achievements of their children, lead the regular readers of his column to know all the families in the Nicholas county community.

Tom has a flair for truthfulness. He ends each item with his word that this is known by him to be true. Otherwise, he'll write "I don't know whar that is true or not."

Because of the clever handling of the news, excerpts from Tom's weekly columns have appeared in the *New Yorker Magazine*, and a full-length feature written by Tom was given in the annual bluegrass edition of the *Lexington Herald-Leader* on January 4, 1948. He also gets frequent mention by Joe Jordan, writer of "Four Bits" in the *Lexington Leader*.

Tom follows-up a news item from week to week until all possibilities of a news story have been exhausted. In this manner he gives the reader of his column a continuous account of the happenings much in the manner of a serialized fiction story:

"Ardley Earlywine who is living acrost Fleming Creek on the southeast side went to the old wooden swing foot bridge and started acrost and the plank broke and he fell in the creek and say that he is hurt pretty bad. They say that some boys was hunten meners to go afishing and seen him fall. If hadent seen him he would drowed. (June 19).

"Tom Payne went from the north side of the Fleming Creek to the south-east side to see Aurdley Earlywine who fell thru the old wooden bridge who was hurt very bad. (June 28).

"Aurdley Earlywine who lives on the

southside of Fleming Creek the one that fell through the old wooden foot bridge and like got killed was able to come over Fleming Creek to the northside and went with his wife milking. (July 10).

"Aurdley Earlywine went to Paris, Kentucky to the docker. He made the treape all in one day." (July 10).

As indicated in the Earlywine stories, Tom describes directions carefully and, as if by instinct, he attempts to verify all stories. He always begins his weekly column with "Tom Payne is the corresponder" and, in addition to the usual "that is true," he sometimes goes to greater lengths of explanation:

"Mrs. Elizabeth Wilcoxon told Tom Payne that tham chickens that hatched up in a tree had raised tham to be fryers size and there dog killed tham and killed the old hen to and then thay killed the dog. I guess that is true for she dont lie."

In selecting some of the best items from the Pleasant Valley column over the past few weeks we come up with the following grouped by subjects:

SPORTS

"Joe Hughes said he was fishing for big fish and he caught a muserat. I dont know whare that is true or not.

"Paris base ball teame came to Pleasant Valley resant and played and Pleasant Valley beate tham by the score of 6-5.

"Sharpsburg went to Morehead to play basket ball and thay got beate but I didnt learne the score.

"Wofe county 2 teame played Sharpsburg 2 teame beate Wofe co. by the score of 23 to 12 and Wofe co 1 teame and Sharpsburg played and it was a good game all the way throu. Sharpsburg got beate by the score of 39-38. At the first quarter Sharpsburg was 10-5 and at the hafe Sharpsburg was 17-9 and at the 3 quarter Sharpsburg was 26-23 and the end Sharpsburg got beate 39-38.

SOCIETY

"Mrs. Ruth she married a man by the name of Jimie, I forgot his right name. His wife was Ruth Alexander before she got married. She was a sister of Miss Almer Alexander.

"Nathan Young Jr. is looking for a sweet hart. It looks like he could find one, a nice looking young man he is. Tom Payne said he would help him out if he

could. There are not many young ladys in Pleasant Valley.

"Tom Payne understand that Mr. and Mrs. Leonard Wilcoxon of Pleasant Valley has become mother and father.

PUBLIC AFFAIRS

"All the people that is living on the south east side that would haft to cross the old wooden foot bridge, not cross the bridge go a round. It will get hurt. It is almost down. That is true.

"They say there will have some tell-phones around the naberhood and that is sompson we need.

"Mr. and Mrs. Tommy Whitley was down to Jude Ross store at Hooktown reseant, all so the electer lights men must have blowed up. That come and dug holes several days a go and left tham just like thay found tham. I guess they will complet it when the sperts move tham.

"I guess Dog Walk will soon have electre light. They have unloaded the poles. But that is no sine of a duck nest to see fethers."

Tom's column doesn't go unnoticed when he mentions the condition of the county bridge for he later reported:

"Well the County finley came out and fixed those bad bridges and now it is better and thay fixed some of the chuge holes in the road."

In describing the Fall Festival at Paris in neighboring Bourbon county, he wrote:

"Tom Payne had the greatest of plaser in meeten Miss Bobbley Taylor. She was ofel pretty, read dress on and she shure did look hansom and I sure did prechete in meeten her. Hope to see her againe and all so had the gratest of plasher meeten C. C. Cannon booes but the young lady with the read dress on was the quinne there. That is all true."

In addition to gathering material and writing his weekly news, Tom keeps himself busy by farming and selling bean poles to gardeners in Pleasant Valley and surrounding communities.

"Tom Payne said while he was at Millsburg ball game he had the plearer meeten Rev. Bob Green, he is the Methest preacher. He told Tom Payne that he had a ruster he had fastened up and he would get a egg every day. Didnt know whare the egg come from and he said he watched one day and he said there was a large birde went in thar. Mayby the birde layed the eggs. I guess it is true

ABC Re-defines Paid Circulation

Director of the Audit Bureau of Circulations at the meeting in Palm Beach, Fla., last week changed Article II, Section 7 of the Bylaws which gives the Bureau's definition of a publication with paid circulation.

In addition to the ABC requirement of 50% paid circulation, the old bylaws specified that the balance of the total distribution should include 10% or more covering "bulk sales, advertisers' copies (one copy only to each advertiser), advertising agency copies and correspondents' copies."

The latter specification was removed by the action of the board and the bylaws the action of the board and the bylaw now reads: "A publication with paid circulation is hereby defined to be one of which 50% or more of its distribution qualifies as paid under the standards of the Bureau."

for the preacher told that.

"Had the plaser in meeten Bille Parker. He said he was just out of the reforme school but he said he was going back. I guess he is garde down there.

"John Letcher and some other man traded cares.

"Osker Myers had a old mule and one morning he got up and he found the mule as dead as a hamer.

"Henry Hunt who had a red truck and he painted it black, as fas as Tom Payne can understand that his wife Hellen Hunt dunn the paiten. A nice job.

"Husley Macktar and his son pasted by our house on Friday.

"Willie Hammonds the preacher Willie said come right on to the store. If you don't want to buye any thing you can loafe just the same and keep warme. Make yourseles at home. That is true.

"Last Tuesday the freight train that runs from Paris to Maysville make a round tripe a day. Must have been in a hurry. Went down earley and it came back earley Monday. When it went down throu Pleasant Valley it was just moving and the conducker told me to give him a shove. I told him he need shoving.

Silas Campbell taken a treap over on Coffee Shite and back.

"Clinton Myers that is Osker Myers son told Tom Payne that they run there car from Pleasant Valley to Paris, it is 25 miles in fifteen mints, that is faster than a train can run. I don't know whar that is true or not.

"Pfc. Marion D. Crawford is in Japan now. He will return some day."

Community Newspapers Serve 1,000,000 Readers

By Tilly Thompson

Community newspapers in Kentucky have a total circulation of 260,000 which gives a readership of more than a million.

The average circulation of Kentucky's 150 weekly and semi-weekly newspapers is about 1,800. The Republican of Glasgow has the largest circulation with 4,877 subscribers, while The Progress of Cave City has the smallest with 212.

The Jackson County Sun of McKee, a small town with a population of only 125 people, has a circulation of 1,280 — ten times the size of the town.

According to recent statistics of the Kentucky Press Association, only 13 community newspapers have a circulation of less than 750, while seven have over 3,500 circulation.

Of these 150 papers 24 are in towns with populations of 1,000 or less, while 28 are in towns of 5000 or over. The majority of the state's community papers are in towns with populations between 1,000 and 2,500.

Thursday is overwhelmingly the favorite publication day, with 96 papers coming out on that day. Thirty-three papers publish on Friday, 15 on Wednesday, and two on Tuesday. One of the semi-weeklies is issued on Monday and Thursday, one on Tuesday and Thursday, and two on Tuesday and Friday.

Kentucky papers certainly aren't copycats — at least not in the matter of names. These papers have 45 different words in their titles, with "News" the most popular with 40 papers having this word in their titles. "Democrat" is found nine times to overwhelm the "Republican" three.

Some of the more unusual names in Kentucky newspapers include Outlook, Log Cabin, Favorite, Signal, Falcon, Three States, Plaindealer, Thousandsticks, Magnet, and Yeoman.

Subscription rates run from 25c a year to \$3 in the towns in which the paper is published, with slightly higher rates being charged for state and out-of-state subscriptions to cover mailing costs. The majority of the papers charge \$2 a year. The Berea Citizen charges a subscription rate of only 25c.

Open advertising rates range from 35c to 84c, with 62 papers charging 42c, 30 charging 49c, and 17 charging 56c. The highest rate of 84c is charged by the Hardin County Enterprise.

Classified ads are more uniform, with 112 papers charging 2c a word, 27 charging 3c a word, and one newspaper, The Murray Democrat, charging 10c a word.

Despite the fact that 92 of Kentucky's 120 counties are dry, 80 of its 150 community newspapers accept beer and liquor advertising. Nine papers accept only beer advertisements.

Incomplete statistics show that 24 weekly papers do not have linotype machines, but the majority of them do.

Kentucky newspapers vary in the number of columns per page from four to eight. Seventy-three papers have seven-column pages, 41 have six columns, 27 have eight columns, six have only five columns, and one, The Breckinridge Messenger, has only four columns.

One hundred papers have a column width of 12 ems, while 48 have a width of 13 ems. Column lengths vary 14 to 24 inches, with 86 papers having 20-inch columns. Fourteen papers have columns 22 inches long, and 11 have columns 19¾ inches long.

Thirty-three papers use 8 point body type set on 9, and 32 use 8/10. Many varied body type sizes are used, ranging from 7/7 to 10/10. Excelsior and Century types are the most used, with Ionic and Ideal frequently found.

Jasper Hodson, 31, Dies In Louisville

Jasper David Hodson, 31 years old, youngest city editor in the history of the Louisville Times, died March 30 at the Kentucky Baptist Hospital. He had been in ill health and quit his work March 3 to rest. His condition became worse later.

He was a native of Cincinnati, but moved to Louisville at an early age. He was a graduate of Louisville Male High and received degrees in law and commerce at the University of Kentucky.

He began work as a reporter for the Times in 1935 and worked intermittently for that paper until he returned to a permanent position in 1938. He was named city editor early in 1945 to succeed Paul Hughes who entered the Sunday department of the Courier Journal.

Hodson, who was 29 years old when he became city editor, thus became the youngest man to fill that position in the history of the newspaper.

The recent legislature raised the cost of fishing licenses from \$1 to \$2, but also authorized counties to issue their own \$1 licenses. The Press does not know if a regular form of licenses will be established, but county printers should contact their officials for the printing of these licenses.

COPY BOY TO MANGING EDITOR



The honor roll of American journalism is studded with the names of former copy boys. Many a managing editor once jumped when throaty calls of "copy" pierced the editorial office din.

Promotion from the ranks may be an old story in this country, but it remains one of the great virtues of America's industrial philosophy.

Practically every director and officer of A & P came up through the ranks of the company. Most of them began their careers a store clerks, as office boys or as warehouse workers. The president of A & P started work at the age of fifteen as a stock-room boy, filling inkwells in the company warehouse.

That copy boys can become managing editors and stock-room boys presidents of great retail organizations is, of course, evidence that there is always room at the top. But more than this it means that these men know, from personal experience, the details of the various jobs that, geared to each other, determine the success or failure of a newspaper or a chain store.

The intimate working knowledge of the retail food business learned from the bottom up by A & P executives helps make it possible for this company to do the nation's most efficient job of food distribution.



A & P FOOD STORES

The Kentucky Press

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Victor R. Portmann, Editor-Publisher

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A Wisconsin court held invalid a 23-year-old statute which forbade publication of the name of any woman involved in a rape case.

Alaska newsprint hopes are decidedly dimmed by the report of the Senate's Capehart committee. Shipping, fishing rights, power, labor, housing, and legal inability to regulate use to which timber shall be put, all pose difficult problems.

Congratulations to Editor John E. Thompson, Augusta Chronicle, on its 80th birthday. The paper has been in the Thompson family for the past 55 years, and the present Thompson who purchased the paper in 1893, editor is a grandson of the late John E.

In the first test of Wisconsin's new law which makes it a misdemeanor to give false information to a newspaper, a Manitowoc, Wis., man was fined \$10 by a municipal

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.

judge, and given 30 days in jail after pleading guilty to charges of "maliciously" furnishing an untrue statement to a reporter for the Manitowoc Herald-Times.

The judge declared that although he could see no viciousness in the person's act, he believed he had put too many persons on the spot with such an uncalled-for prank. "Newspapers are often caught between pranksters and something worse and it certainly is no joke to the newspaper," the judge commented.

The culprit had admitted that he was attempting to even a score with a practical joker. The story was printed by the Herald-Times.

House Review says: "95% of the appliance dealers answering a questionnaire say they use newspaper advertising regularly. 90% of department stores, 81% of hardware stores and 87% of furniture and house furnishings stores say they invest regularly in newspaper advertising. Concerning their 1948 advertising plans, 92% of department stores, 77% of hardware, furniture and house furnishing stores, and 75% of the appliance dealers indicate they plan to increase their use of newspaper advertising.

Some of our papers have accepted advertising from direct mail firms, unknown to the publisher. Loss of the advertising revenue is bad enough but in instances where readers have sent money for merchandise and failed to receive it, loss of good will is worse. You owe it to your readers to make sure, insofar as is possible, of the reliability of any firm which is soliciting orders by mail. Write, wire, or phone the central office before running anything that is questionable.

A southern publisher has reported on a peculiar situation with regard to de-inked newsprint. He nearly bought some, having been given the impression that it was regular newsprint stock. It had been stored in the warehouse of a usually reputable

paper company, thus the apparent hoax. What actually happened was that one week-ly found it could not be used. It was too flimsy; tore easily; wouldn't reproduce half-tones and six and a half hours of time was necessary to print 1000 copies. Further investigation revealed that in making de-inked newsprint (in this case at least) no fresh pulp was used. The chemical process broke down the old pulp too much. Some report that de-inked newsprint will work on old-type Duplex and Goss presses that print only one way. However, no positive information on that is available yet.

An opinion from the Post Office Department states that the same type on news matter may be used in two newspapers printed and published in the same plant without jeopardizing the postal permit of either or both.

The issue was raised by a publisher who prints two newspapers in the same plant and is the publisher of both, although each has an office of publication in separate towns. The question asked was whether news matter and other content must be re-written or whether it could be published in one paper identically as it was in the other. The opinion of the Post Office states: "In reply to your letter, concerning the exchange of news matter in two newspapers, separately published but printed in the same plant, each publication having been entered as second class matter and handled as such in the mails, you are advised that we are not aware of any rule in the Postal Laws and Regulations which would prohibit one newspaper from using the same straight news matter published in another newspaper."

As a matter of fact, it would make no difference if both newspapers maintain the same office of publication or if both newspapers were separately owned. So long as there is no violation of the copyright laws, news matter may be printed or reproduced without any change even in the style of writing

Circulation Problems Discussed By Adams

Suggestions for any easy method of building a subscription list and useful tips on circulation problems are contained in the following article written for the Press by Thomas L. Adams, circulation manager of the Lexington Herald-Leader. He states that there are several families in the trade area of every newspaper that are not subscribers and suggests these methods in obtaining a workable solicitation list:

1. Keep a simple card index in alphabetical order by towns. Have employees write down the name of every newcomer to the trade area. Instruct one person to keep the file up and to check it with the subscription list and with incoming subscriptions.

2. Pin up a large map of the territory. The courthouse can usually furnish maps, or the Post Office Department in Washington will furnish county maps for 50c each, scaled an inch to a mile. Then: Keep pins in the map showing each subscriber. (This is easier than it sounds.)

3. Check with real-estate dealers, mail-men, and others who know the area to get names of non-subscribers.

4. Ask county correspondents to report names of subscribers and non-subscribers in their communities.

5. Include a blank in subscription mailings asking present readers to send in names and addresses of a limited number (say 5) relatives and friends who are not subscribers. A prospect list of non-subscribers that is worked systematically is "worth hundreds of extra dollars" in new subscriptions, depending upon the situation. It's easy to compile, easy to keep up to date—and it pays.

Answering the oft-repeated question of "Why do 'beautiful' mailings usually flop?", Adams states that publishers and circulation executives of long experience often comment on this fact: The more professional-looking, the more "beautiful," a subscription-getting mailing is, the poorer are its results.

Circulars enclosed with subscription-sales letters often actually reduce the number of subscriptions: The letter alone gets more subscriptions and makes more profit than the letter-and-circular combination—particularly if the circular is elaborate typographically. And "trick" enclosures—unusual folds and the like—nearly always reduce the pull. That is common experience in subscription-getting.

Why is this true?

The answer, most people experienced in direct-mail circulation promotion believe, is that the subscription sales story should seem as nearly as possible a personal message from

the letter-writer to the subscriber. The more personal the mailing piece is, the more subscriptions it gets.

Thus, a form letter that looks like a personal letter is the strong "puller."

In getting new subscriptions, a circular is valuable in protraying the editorial features of the publication. Good paper and good printing are important. But—again—the simpler the circular is, the more straightforward it is, the better the mailing pulls. Color in circulars, of course, is highly important for its attention-getting value. But elaborate typography and elaborate make-up often defeat their own purpose.

Mr. Adams offered a suggestion for economy in mailing wrappers in stating that Kraft wrappers are cheaper than wrappers made from old newspapers or waste newsprint even though the newspaper and newsprint wrappers cost nothing. Why? Because of the difference in weight—and, consequently, the difference in postage.

These are the findings in tests made by the Circulation Managers Association.

By using 8x15-inch Kraft paper wrappers on a 30-page paper there are 116 wrappers to the pound. Postage on the kraft-wrappers portion of 116 papers in the first zone is 1½c.

This was compared with another newspaper that used a 19x33-inch newsprint wrapper. Postage on the 116 such wrappers is 7.9c in the first zone. Another, smaller paper used a 19x16½-inch wrapper of newsprint and on this small wrapper the postage is 3.9c . . . compared with 1½c on Kraft.

When you work that up into the upper zones, you'll find it is cheaper to use kraft wrapper, even though the kraft is 10c a pound and you consider the newsprint wrappers as costing nothing. It actually is costing users of newsprint wrappers more for the postage than it cost for the cost of kraft paper plus the postage.

Louisville Newspapers Elected To Institute

The Courier-Journal and The Louisville Times have been elected to membership to the American Press Institute, Dean Carl W. Ackerman of Columbia University's Graduate School of Journalism announced.

The Louisville newspapers were among four elected to join the institute. The others are the Afro-American Newspapers, Baltimore; the Gannett Newspapers, Rochester, N. Y., and The Christian Science Monitor.

One thing can be said about the fellow with the split personality. He's never lonely.

Yates New Editor Cynthiana Democrat

The resignation of Ben Farmer as editor of the Cynthiana Democrat was effective March 1 when he became a field underwriter for the Commonwealth Life Insurance Company. He was succeeded by Brown Lee Yates Jr. who was graduated from the Department of Journalism on March 15.

Farmer joined the staff of the Cynthiana Publishing Company in October, 1946, as editor of the Democrat. He was formerly a member of the editorial staff of the Richmond Daily Register. He is a veteran of World War II and a graduate of the U. of K. journalism department. He will continue to make his home in Cynthiana.

Brown Lee Yates, Paris, is also a World War II veteran and served in the Army Public Relations of the 12th Air Force in the Mediterranean Theatre. At the University he was news editor of the Postwarrior, U. of K. Veteran's Club Publication, and assisted the United Press as sports reporter the past year.

The Cynthiana Publishing Company recently tendered a seven o'clock dinner to members of the personnel and staff and several friends Friday night at Biancke's Annex. The occasion for the dinner was the company's winning of a number of prizes offered for competition in the Kentucky Press Association contests, all of which prizes the company's associates had a share in winning. Thirty-three members of the newspaper staffs, their families, employees, and guests were seated.

Our Kentucky ABC quota has not been completed as yet.

Fire Safety Booklets Offered Weeklies

Booklets describing "Fire Safety on the Farm" are now available upon request to the National Board of Fire Underwriters to publishers who wish to distribute them to rural readers.

Up to 500 booklets may be sent any one publisher without charge. Quantities over that amount are charged on an "at cost" basis.

The booklet lists causes of farm fires, inspections, construction, protection and first aid for burns.

They may be obtained by writing the National Board of Fire Underwriters at 85 John street, New York 7; 222 West Adams street, Chicago 6, or 1014 Merchants Exchange, San Francisco 4.

Pictures Will Help Community Newspapers

By C. C. CASWELL,
Clarinda (Ia.) Herald-Journal

Many weekly and semi-weekly newspapers are considering pictures as one of the modern necessities, if they have not already been using them.

This is a trend they cannot escape and incidentally one which will protect them against encroachment of the big dailies. For here is one thing the dailies cannot touch them on—local pictures.

For instance, let's consider reader interest in pictures on a percentage basis. Almost any picture pertaining to anything within its own community gets the interest of nearly the entire readership of a community newspaper—the weekly or semi-weekly. The reader interest is a very high percent.

But when a daily runs a picture of particular interest to your community it is not apt to be of anywhere nearly as keen interest to the great majority of the other readers of that daily—the readers in other communities. By percentage, the community picture in the daily has a far smaller reader interest.

You may have observed that the big dailies favor the use of close-ups, or at best pictures with only two or three persons. The community paper, on the other hand can use to great advantage pictures of large crowds, all sorts of local gatherings, familiar scenes which have direct appeal to most of the readers of that paper. It is a popular pastime of the community newspaper reader to locate himself or herself, and various friends or relatives, in pictures of groups; to gaze upon the big pictures and say, in effect: "Yep, there it is, that's just the way it happened, etc., etc."

So this is an advantage the community newspaper can always have over the Metropolitan daily, with no fear of the latter being able to compete on it. Obviously, the big daily cannot go in largely for picturizing each of its remote communities in a big way in every issue, like the smaller publisher can with his one community. The best the big fellow can hope to do is give an outlying communities an occasional flash.

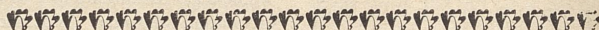
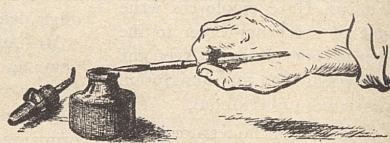
The small newspaper that tries to ape the big fellows and follow the traditional "rules" governing their use of pictures, sticking mostly to close-ups and omitting the big crowds and many human interest features that are "too small talk" for the big dailies, will miss a bet in holding the local interest the daily can't touch.

This aping of the big fellows may also apply to the mechanical facilities. We can't

Please Turn to Page Seven

BIG NEWS out of the inkwell!

A new series of weekly editorial cartoons distinctively styled for home-town papers, available 2 or 3 columns wide, 12 or 13 ems, mats or grooved stereotypes. For sample proofs, drop a note to your WNU FEATURES BUREAU!



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Continued From Page Six

all install big engraving outfits and depend on servicing neighbors to help pay the way. But a well chosen small outfit—say 8 x 10, but never smaller—can be operated at less than a nickel per square inch of engraving if a good many pictures are used.

Now, in this business the more pictures used the cheaper, as in many other things, but incidental to this is a parallel increase in interest value. The more pictures, the more the interest all along the line. Running two or three pictures a week won't distinguish your paper. But six or eight will multiply the interest and consequent value many fold.

Here is one of the main points to consider in equipping the small paper for photography—do not mis-equip.

For some reason, or lack of reason, nearly every news photographer writing about this work recommends the Speed Graphic camera, as though it were the bible of the industry. This is indeed a top outfit, but in my opinion and experience it is not the best bet for good pictures for the average newspaper. We have had two Speed Graphics, one of them the Anniversary model with all the latest conveniences. At the same time we had a Super Ikonta B roll film camera, which has served us admirably for many years; our experience has definitely impressed us that this type of camera is far more suitable for the smaller paper's use. There are various other good makes of similar sort, including the reflexes. It is much handier, much more flexible in its utility, less bunglesome, and less subject to human errors.

So one after the other, we sold our Speed Graphics, and we now have another Ikonta as our second outfit. One of the reasons the big dailies don't use this type more is that they object to relying on the darkroom man to cut and resplice the film. For years we have done this with never a bobble, and it takes but one minute longer in the darkroom. By careful rewinding we often do it without missing a single unexposed frame.

If you go in for engraving, too, don't make the mistake of getting one of those expensive large size etching tanks. They are bunglesome and the small one for 8 x 10's or thereabouts will suffice. The weekly has time to run several small plates, where a daily must rush the etching through. As a rule several "cuts" can be put through in one 8x10 zinc plate or what the trade calls one "flat."

Marble season had its good points. It kept the kids knuckled down.

Many a girl's face is her fortune. And it runs into a nice figure.

All Newspapers Need Public Relations Program

In spite of the high readership of the hometown newspapers, public opinion polls, the trend of court decisions, law-making, etc., make it apparent that the newspapers need a well-thought-out public relations program. And if only 100 out of 9,000 newspapers have such a program it is not going to make much of a dent in mass public opinion.

According to a survey by the National Opinion Research Center of the University of Denver, only two Americans out of every three believe in the freedom of the press. That is an appallingly low percentage for something we believed basic in our American thinking! The average newspaper may drop whatever he is doing to pick up and read his newspaper, but he also may take it for granted as casually any service that offers routine information that he uses. Quite a percent of this reading public never think of the press in terms of a guardian of the rights, freedom or liberties of the people; in the sense of an educational media or in the sense of a "good citizen" of the reader's community. In many cases the fault is with the newspaper and it is a negative fault—the newspaper being tolerant or indifferent in cases where it should and could be alert to the interests of the people and aggressive in leadership and education. In many cases the fault is in the newspaper's attitude toward the public as individuals.

Newspaper Association Managers, the organization of newspaper association secretaries and managers, has for several years sponsored National Newspaper Week. Each year a small number of newspapers do a bang-up job of putting their best foot forward during that week and acquainting the public with the newspaper business. All the managers are aware, however, that it is not the effort put forth in one week that makes good public relations for a newspaper—it is the effort expended week in, week out, the year around. Here are some ideas that occur in connection with such a program. You could add more by giving a little thought to the matter.

Naturally the newspaper must be well-edited, well-printed and carefully and punctually delivered. That is the way to hold public favor over a period of time. Community newspapers have a lead-off over the larger dailies and metropolitan newspapers in the matter of reader interest on personal, local items. The folks whose names appear regularly in the columns of the "community newspaper" rarely look in the columns of a big-city paper for their names or the names of their loved ones. For, unless they robbed

Bert Bell Dies

Bert Bell, 72 years old, retired Sturgis business man, and father of J. Earle Bell, managing editor of the Union County Advocate, Morganfield, died March 5 following a paralytic stroke which he suffered two weeks previously. He was buried in Morganfield. The members of KPA extend their sympathy to the surviving relatives.

Former C-J Man Dies

Pinkley Allen, 49 years old, former city editor of the Louisville Times and connected with the Times and Courier-Journal for ten years, died recently at the Veterans Administration hospital, Dayton, Ohio. Allen left the Times in 1938, shortly afterward entering the hospital.

a bank, were shot on the floor of the legislature, or became president of a state-wide organization, their chances of seeing their name in the big dailies are pretty low. The fact that you carry the report of the painting of Farmer Smith's barn, cover the ice cream social at the Methodist church, and have a picture of Grandma Jones on her 90th birthday will offset the lure of Dick Tracy. This is no indictment of the metropolitan dailies—it is just a condition caused by the bigness of things in cities. But capitalize on it!

Practically every newspaper can take steps to improve personal contacts with readers and potential readers. Anyone who hopes to improve the public relations of the press could learn a lot by just telephoning to newspaper offices. How many publishers really instruct their employees to answer the phone correctly and insist upon courteous, friendly, sympathetic, fair and sensible dealings with the folks who come in contact with the newspaper? Put yourself in the place of the merchants or subscribers who call at the office to do some complaining and make every exert to see their side. Five minutes before press time it may take a little counting to ten, but usually it is well worth counting to one hundred.

Buy more brains and ability in employees and keep them from paying for them. These may seem empty words in these days of help shortages but for the future they mean much. Professor Tom Barnhart of the University of Minnesota School of Journalism in discussing this told of the steady march of the best young people from their school out of newspaper work into radio, trade journals, public relations, advertising agencies and other higher-pay jobs.

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Journal supplies free information services of various kinds—for shoppers, for people seeking road information or directions, etc. There are other opportunities for service without going into something elaborate or too heavy an outlay of time and money. Keep your office and plant clean. Use modern designs and ideas if you wish to do some renovating on your plant to make it look successful. There has been quite a bit of research done in the value of color in newspaper plants lately. Sounds fancy but if it makes for more pleasant working conditions, why not? Radio has left newspapers way behind in this respect. Teach children to appreciate your newspaper by working closely and intelligently with the schools. If you have a high school journalism class, let them edit your newspaper for a week. Many publishers have tried this out with success.

You will have a public relations program without realizing it if you just remember that public relations are human relations and the public is made up of individuals.—Texas Press Bulletin.

Daily Kentuckian Suspends

Kentucky's newest daily, The Daily Kentuckian of Bowling Green suspended publication in the latter part of February after three months run. Difficulties in procuring newsprint and in the mechanical department were the reasons advanced for the suspension.

Kentucky's child-labor laws were tightened by the legislature during the past session. The amended section prohibits the employment of children under 14 years of age in any gainful occupation at any time, but specifically excludes newspaper carrier boys on regular routes. It does not bar children from performing farm and domestic chores.

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What is **LICENSED SALE?**

The Kentucky business man, and his employees, cannot prosper if the people of the state and community do not prosper.

A community which enjoys the benefits of Licensed Sale of beverages is a community that draws trade . . . not only to the beverage store, but also to the food shop, the meat market, the shoe store and all other business establishments. The legal, licensed alcoholic beverage industry provides pay checks for many thousands of Kentuckians throughout the

state. These pay checks flow into cash registers of Kentucky business men . . . make more trade, more jobs, more prosperity!

WHAT IS PROHIBITION?

Businessmen in so-called "dry" areas know that prohibition harms business. Trade flows from prohibition, toward Licensed Sale. The loss of beverage taxes and license fees in "dry" communities opens the door to higher taxes to replace this lost revenue. Prohibition is a business-killer:

A Message From

**THE MEN AND WOMEN OF KENTUCKY'S
LEGAL, LICENSED BEVERAGE INDUSTRY**



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- Pump water.
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