

The Kentucky Press

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

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Promotion In The Local Advertising Field

It has always been maintained by progressive community publishers, and proven time and again, that advertising is the life-blood of a good town as well as the newspaper. The publisher who is inclined to wait for advertising to come to him is due for a rude awakening in the period that will follow this war. In a few, blunt words, the newspaper owner who does not take advantage of his improved financial condition to install new, modern equipment, print more news, make his publication more readable and render his advertisers a better service, will wake up some morning to find that a new newspaper is being started in his city.

In addition to improving the appearance and readability of his newspaper, the publisher should make one of his top post-war objectives the development of local advertising. Local advertising solicitation and selling must not be on a now-and-then basis constant and intelligent solicitation must be used. Merchants must be sold and resold on the value of newspaper advertising.

The post-war publisher and his advertising staff must be well informed about the merchandising, promotion and advertising problems of his merchants before he can hope to get them to use more newspaper and advertising space. How is a publisher and his staff to keep so well informed and equipped to meet this challenge? Here are a few ideas that have proven themselves to be of tremendous aid in the development of a better newspaper.

Good Mat Service Essential

Invest in a good advertising mat service. For a few dollars a month you can have ac-

Summing Up

ADVERTISING IS THE POWER that can guide public morale, and so made victory possible.

ADVERTISING is the one power that can marshal all our people behind a unified war effort.

ADVERTISING is the heart—the circulation pump—of our national finances, upon which we must depend for the financial support of the war effort.

ADVERTISING is the one power that can effectively operate now to preserve the framework of peacetime business and industry, and minimize the dreaded period between war and reconstructive employment.

Behind these four rocks of national necessity, ADVERTISING must continue to stand as an impregnable and active institution.

cess to attractive layouts, illustrations and timely promotions. But don't buy that service just to park it away on a shelf to collect dust. PUT THAT SERVICE TO WORK. Tear it apart, and show the merchant you can prepare attractive and result-getting copy. One extra ad will pay for the service.

Study newspaper exchanges . . . A lot of publishers are too busy to open their exchanges, but a good live exchange list is worth more than \$100 a month for suggestive copy and to show you the opportunities you are passing up.

Check your old files. They show what your merchants have done in the past and will give you a basis for gauging their possible

future needs. A record of anniversaries will pay big dividends.

Watch store stocks. The alert ad man keeps his eyes and ears open when he visits his customer's store. A check of the window displays and stock of merchandise provides tips for ad copy.

Watch trade publications. Every business classification has its trade publication. They are full of newest merchandising ideas along those specialized lines and are always good for advertising copy suggestions and layouts. Borrow copies from your merchants . . . it never hurts to show an interest in their business and it will enable you to talk their language with a greater authority and understanding.

Contact Every Prospective Advertiser

Use a prospect list. See that no advertising prospect is overlooked. Make it a point to see a certain percentage of the non-advertisers every week. Start them with small ads at first and try to get RESULTS for them. Set an advertising quota or goal . . . daily, weekly or monthly, it gives you an incentive to beat your own record or that of your competitor.

Be ready to help prepare copy. If you want advertising volume you must be willing to draft seventy-five per cent of the copy because the average merchant can't or won't do it. Watch your production in the back shop. Care in composition, backed by good rollers and tympan and clean ink fountains will pay dividends.

Supply your advertisers with proofs and extra copies of his ad for posting in the store. Encourage window displays to tie up with

the ads. Show an interest in the results and GIVE EXTRA SERVICE if possible. It will be doubly appreciated after the long siege of wartime lack of service in all lines and will bring ten-fold returns in increased lineage and good will for your newspaper.

Above all, if advertising will get results for your advertisers it will get results for your newspaper . . . A study of the best newspapers in your class will show that they are also the best users of their own advertising space to sell themselves and they are also the best users of their own advertising space to sell themselves and their services. Every issue of your newspaper should contain one or more advertisements outlining your own services.

Need of Factual Information

"Advertisers don't seem to care about circulation," was the complaint expressed recently by an Indiana publisher in reporting that merchants of his town had objected to a premium charge of five cents an inch for full coverage distribution of the local trading area. This is not a new story and it has been experienced in many localities where advertisers have not been thoroughly sold on the value of advertising and on the small cost of newspaper advertising.

The fact that an advertiser objected to an advertising rate is not proof in itself that the advertiser is not interested in circulation. It is proof that he has not had a factual sales talk on what he receives in return for his investment, nor has he been informed on the small cost of what he receives from newspaper advertising compared to other medias. This is a job for the newspaper and it is one which every newspaper will have to do as competition with other advertising media increases. There are not many modern retailers who are not convinced that advertising of some character is necessary. Some may feel that direct mail is a more dignified type but those are few and there are almost countless arguments for comparison of costs and results between direct mail and newspaper advertising. Handbills offer little to the advertiser who demands certainty in distribution. Billboards are a local media but they provide only an instantaneous and easily forgotten effect much as that produced by radio. All these media have some merit, but the advertiser with a small budget, who seeks permanent and lasting effect from a small investment, must necessarily choose the newspaper.

Perhaps newspapers have placed too much emphasis on space in their selling and too little on effect, results and comparative costs. These will become more important factors as advertisers acquire greater knowledge of the value of advertising in its relationship with

efficient marketing. Newspaper advertising is the most economical and effective of any media but that fact must be sold and proof presented to create an impression on the advertiser.

Advertising "service" means far more than just selling advertising. It means providing market information for advertisers to help them do a better advertising—and selling—job in your community.

After a long study of space selling methods used by west coast newspapers, John V. Lund, chairman, Department of Journalism, University of California, reported to California advertising managers that this need for statistical information about newspaper markets is becoming more and more necessary for advertising in newspapers.

This advertising service "starts with a lot of information the old-time ad salesman never bothered his head about," the Lund report explained. "It starts with knowing something about the market, knowing the community from one end to the other, knowing not just how many people live in the community but how many of them earn their living from industry, from farming, from service business; the age distribution, the regional distribution the income distribution; where they live, where they buy, how much they buy, what they do with their spare time, what they read, what they talk about, what they do for amusement."

Stating that this information is so important it must never be obtained by guess, but by observation and research, Mr. Lund added: "It is surprising the amount of misinformation and misunderstanding of the local market that can exist in the minds of advertisers. . . . And if you find that condition among large firms operating in the metropolitan market where they have the money and the personnel and the facilities for careful study, I wonder just what you would find among merchants of smaller cities."

Summing up, the Lund report pointing out how newspapers can provide even more and better information about the markets served by newspapers:

"The kind of advertising servicing we are talking about means knowing what part of the market your newspaper reaches, not just by numbers, but by location and income groups and occupational and age groups. It means knowing the market that your paper can deliver, which after all is only made up of that part of the total market that reads your paper.

Are you making plans to attend the mid-winter meeting on January 24-26? If so, be sure to make your hotel reservations early.

Newsprint Situation Tough In 1946

Conservative estimates agree that there will be 1,935,000 tons of newsprint available in the United States during the first six months of 1946, when all OPA restrictions on consumption will be lifted. The same authorities point out that during the first six months of 1941 estimated consumption was 1,957,000 tons, or 22,000 tons more than will be available in 1946. However, while a 22,000 ton deficit may not look serious, there are now many new users of newsprint in the field, with more comic books, more government orders to fill, and larger consumption by newspapers generally. As a result, the actual shortage will probably be around 177,000 tons. Local sources of supply agree with the national estimate, to wit, that it may be a "tight squeeze" in Kentucky.

There is no Canadian supply pool of any consequence; in other words, our "savings account" has been exhausted. There has also been a trend away from newsprint manufacturing by the paper mills, who have found other forms of paper more profitable. (To combat this trend, the California Newspaper Publishers Association has asked that controls on the price of newsprint be abolished.)

The situation will not improve before the latter half of 1946, according to all the estimates available now.

If publishers now "run wild" on their use of newsprint, and if they attempt to meet the situation by buying up all available print, in excess of demands, unquestionably there will be an even more serious newsprint shortage. In 1919 and 1921, ANPA advises, the publishers created an artificial shortage. At that time supply was close to demand, but hoarding, bidding at "spot" prices, transportation tie-ups, etc., created an actual shortage for many individual plants. In the present situation, it will be a number of individual plants who will be caught in the squeeze; that is, most papers will have enough print, but a few may run out.

At a recent meeting held in New York City, under sponsorship of the American Newspaper Publishers Association, members of state and regional associations approved the "New England plan," which calls for newspapers to pledge 3% of their tonnage for 1946, to be used only in behalf of any newspaper actually faced with suspension as a result of newsprint shortage. This 3% would be furnished from stock on hand, or released from your usual source of supply. Naturally, all costs, etc., would be paid by the publisher obtaining the print.

ABC insures circulation futures.

The Columbus Experiment

In Columbus, Ohio, a test conducted by A & P in conjunction with the agricultural experiment station at Ohio State University is demonstrating that, when perishable produce is sealed in packages of moisture-proof cellophane and kept refrigerated, spoilage is largely eliminated.

This experiment seeks a way to reduce the spoilage loss—generally regarded as “inevitable”—which costs the nation the output of one acre in every four under cultivation and nullifies two of every eight hours worked by American farmers.

Enlisting the aid of A & P Super Market managers and warehousemen in Columbus, as well as consumers, progressive Ohio farmers and manufacturers of containers and equipment, this project has made modern packaging methods and scientific refrigeration its chief implement in the war on waste.

Fresh, field-ripened fruits and vegetables are washed, trimmed, packed in cellophane and then sold from open-type, self-service refrigerator cases. The experiment, which includes protection of perishables from farm to dinner table, has drawn a response from food shoppers indicating that the test is headed in the right direction.

The Columbus Experiment has already shown that cooperation among growers, distributors and consumers can lick the spoilage problem. It is typical of a policy which has enabled the men and women of A & P to do the nation's most efficient job of food distribution.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

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.

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NATIONAL EDITORIAL ASSOCIATION
1945 Active Member

MEMBER
KENTUCKY PRESS ASSOCIATION
ORGANIZED JANUARY, 1869

Editorial Staff Must Be Of High Calibre

By MARK F. ETHRIDGE

We get what we pay for—just that and nothing more. If we want to get out good newspapers, we have got to pay for news and editorial brains—and see that we get brains. My point is a very simple one—too simple

for most publishers not to regard with contempt. It is that you can't have a \$75 a week editors and \$400 a week business managers and expect to meet competition and measure up to the standards of postwar journalism.

Advertising and circulation men are important. I am not derogating them. But, if we want to publish newspapers that keep abreast of the tremendous strides being taken in the magazine and radio news field, we must invite and hold editorial brains with commensurate pay.

Nowhere, is it truer than in the newspaper field, that we get what we pay for. Most of us wouldn't start an advertising solicitor on what we are willing to start a reporter.

It is something to be ashamed of, I think, that during the war, we newspapers lost more than a thousand good men to Washington. Many a bureaucrat is a refugee from the low pay of newspaper offices.

A lot of our problems of competition will answer themselves if we spend judiciously in the news and editorial rooms, some of the vast sums that we have put in the past into circulation promotion.

Any publisher who hasn't talked with his circulation manager lately, should ask him if it is cheaper to buy back circulation lost through an inferior product, or spend money on news and features to hold it.

When I think about features, I'm not talking about comics solely, by any means. The comic books and the animated comics of the movies can beat us to death if they ever realize it. I should imagine that television will have its children's hour with all the fanciful characters of the never-never land. I am talking about the more substantial features, that are staff-originated.

A great many of them are naturals for Sunday newspapers. I believe it is true that Sunday newspapers were the first to suffer

during the depression. There is substantial evidence that they are on the way back. Sunday supplements are.

They offer, moreover, the opportunity of the widest possibility for developing feature material and the advertising department the opportunity to compete with the magazines on one vital point of competition—color.

They offer, moreover, the opportunity for group selling and for the discounts which have been so successful in radio. I don't discount the value of any Sunday supplement, but personally I lean to the home-produced, home-edited magazine designed for readers of a particular area.

We must recognize that although we are essentially provincial newspapers, all of us, whether we like it or not, are citizens of the world, and we are not going to ignore that.

In short, we must know, at first hand, more than the wire services, the columnists or the ordinary reporter has ever told us, or will ever be able to tell our readers.

The newspapers are, first of all, NEWS-papers—accent on the news. The reporter or editorial writer who can dig in to the import—the meaning—the hidden truths of the news, and behind the news, and turn out a story that will attract and hold the reader's interest through curiosity, emotion or feeling of personal relation to one or more of the elements of that story—a writer of this caliber is not for sale on the bargain counted.

To get him, we will have to pay him what he is worth, or some other publisher will do it for us.

Commercial Printing Costs To Go Up 35 Per Cent

A. E. Giegengack, U. S. Public Printer, stated in a recent address, "An intensive study by the Committee for Economic Development contemplates in the first full year of peace a 41 per cent increase in all manufacturing over 1939 levels, with printing, publishing, and allied industries jumping 30 per cent from approximately 2½ billions to 3 1/3 billions. General commercial printing is expected to go up 35 per cent increase over 1939 level of costs. Lithographing is slated for a 77% increase. These figures on printing are based on surveys made within our own industry, by industry representatives. If we are on our toes, and ready for the opportunities reconversion will bring there will be business enough for every plant which is efficient enough to meet competition."

If costs are expected to rise, every printer must raise his selling prices to meet this rise. What are you going to do about it?

Effective Editorials Make Thinking Readers

During the annual Journalism Field Day program at Butler university in Indianapolis, a speaker for one of the panel sessions emphasized the value of local editorials regardless of the size of the newspapers, and referred to the locally keyed editorial as being an obligation of every newspaper to the community it serves.

A question and answer period followed the talk and a query from a high school instructor of journalism provoked a discussion that may furnish the answer to the question of what is the purpose of editorials. The speaker was asked whether he agreed with the recent indictments of newspapers that their editorial policies are out of step with the thinking public, and because of this that newspaper editorials are no longer effective.

Since when does an editorial have to conform to the thinking of the people who read it in order to be classed as an effective editorial, was the answer to the question. Some of the most potent editorials ever published have purposely been contrary to what the editor knew was the trend and yet they reflect the policy of the newspaper. They might not have been effective to the extent that they changed the trend of thinking, but they were effective if they caused the readers to think and if they demonstrated the courage of the newspaper in presenting its views.

The purpose of an editorial is not to polish an idea to which a majority of the people subscribe. Any public speaker knows it is easy to get applause by waving the flag. The speaker whose audience departs in a nervous frame of mind, thinking over the points he has brought home, gets little applause at the time, but he has produced thinking that will linger long after the flag waving oratory has been forgotten. So it is with an editorial that reflects the views and policies of the newspaper which publishes it. The fact that a newspaper editorially proposes a candidate for public office, but is elected any way, does not signify that the editorials were not effective. On the contrary, the results would prove that the majority of the voters thought over the editorials, did not agree with them and voted their convictions.

It has been said that the editorial column is the background of the newspaper, hence it must follow that a weak editorial policy would indicate a weak backed newspaper. The conference speaker explained that a strong editorial policy does not re-

quire a perpetual crusading attitude, nor one that is always critical. The purpose of an editorial is to express the opinions of the editor, who has that privilege by reason of the position he occupies, thereby causing its readers to think on the subject discussed, but not necessarily to agree with the opinions.

Women Prefer Lighter Ads, Survey Reveals

Grocery advertisements with light and clean typography and cuts are preferred by 95 per cent of homemakers in Washington, D. C., and only five per cent prefer heavy, black advertisements.

A booklet covering the results of this interesting survey has been published by the Washington Times Herald. Commenting on this survey, the Southern Newspaper Publishers Association reports:

"It is true that some types (and their usage) tell a story of high fashion and quality while others are spokesmen for bargains. Nevertheless, it is erroneous to believe that results increase in ratio to blackness of advertisements. A salesman's presentation, in person or print, is not accepted more readily by the buyer merely because he shouts louder than his competitor. Blatancy is more likely to create the impression of cheapness without quality or value and may result even in suspicions concerning reliability. Anyway, 95 per cent of the women in Washington said that they prefer light advertisements (in this case grocery ads)—whatever their reasons may have been.

"Another frequent reason given by advertisers who order black advertisements is that they want them 'to stand out.' They desire contrast. A light advertisement placed among blacker advertisements is the one that obtains the contrast—not the black ad among the black ads."

Sanders Urges ABC Membership

"Audit Bureau of Circulations membership is one of the best investments any publisher can make," says Virgil Sanders, member of the NEA committee on ABC.

Greatest returns from ABC membership come from better business practices in the circulation department, resulting in greater net returns from subscriptions, Bladine says. The audit is also helpful in selling both local and national advertising and has proved of value in determining editorial department policies, such as allotting community correspondence space in the local newspaper.

Many publishers hesitate to install ABC

systems because they believe the record-keeping will take too much time, the state chairman comments. Actual bookkeeping time is no greater than when using any good record system. In fact, a speaker at the recent NEA Advisory Council meeting in Chicago testified that he had placed ABC records in charge of a 75-year-old woman and that it only took her from 30 to 45 minutes each week to keep the ABC books up to the minute.

Some publishers are reluctant to apply for ABC membership because they believe that ABC will cut off some of their subscribers who happen to be in arrears. Such is not the case, Sanders explains, for the ABC audit shows every subscriber and his exact status is shown on the published report.

Another feature of ABC membership is that each newspaper receives a listing in the Standard Rate & Data directory without charge and these directories are widely circulated among advertising agencies. Recently the firm issuing the directory has established a separate section for weekly newspapers that are ABC members and this is issued semi-annually.

In addition, the Newspaper Advertising Service, Inc., devotes a section of its annual directory to ABC weekly newspapers.

One of the speakers at the NEA meeting said ABC was like a scale for it is an implement for accurate measuring of newspaper circulation so that the advertiser knows exactly what he is buying. ABC might also be likened to the label required on all clothing, showing just what percentage of each type of material goes into the garment.

Application blanks for membership may be secured from Audit Bureau of Circulations, 165 West Wacker Drive, Chicago 1, Illinois, or from KPA Central Office.

Cost of the initial audit may be reduced by several publishers in nearby communities making application at the same time so that the auditor's travel expenses would be lower.

National Advertising Starts In Your Town

Do you know what your local dealers are telling their manufacturers and agencies? You would be surprised how many of them, your friends and neighbors, are requesting radio time, billboard space, direct mail, and other media in place of newspaper advertising. This is hurting your business in a direct way. Don't assume that your merchants are sold on your local paper. Sell them over and over again—no one else will. But if you do sell them, you will find plenty of others ready to join you.

Test Shows Pink Best Envelope Color

What colors of reply envelopes bring back the most new and renewal subscription orders?

Most publishers and circulation executives from time to time test this circulating-getting factor. Sometimes, results of tests conflict—and from this fact comes the conclusion that it pays to change the color of reply envelopes occasionally.

For three years, the Sabin-Robbins Paper Company has been conducting tests on relative pulling power of colors of reply envelopes. Results of these tests show Pink in first place.

The pull of Buff reply envelopes was so poor that Buff was ruled out early in the tests.

Results tabulated from the three years of testing, based on all the envelopes returned are:

Place	Color of Reply Envelopes	Percent of Returns
1st	Pink	28.3%
2nd	Green	22.2%
3rd	Canary	20.7%
4th	Goldenrod	18.4%
5th	Blue	10.3%

In these tests, Pink, reply envelopes brought back almost three times as many replies as Blue envelopes. Pink shows up in most tests as a top "action" color, good for reply envelopes and subscription order forms.—Circulation Management.

Could You Use A "Walkie Talkie?"

Some newspapers are considering the use of "walkie talkies" for speeding up news-gathering. Reports are that all surplus "Walkie Talkies" are being channeled back to the manufacturers who act as agents for the RFC in disposing of such surplus. Two of the manufacturers are Hallicrafters, 5025 W. 65th Street, Chicago, and Majestic Radio & Television Co., 125 West Ohio Street, Chicago. The November issue of Domestic Commerce, publication of the U. S. Department of Commerce, states that applications will be accepted soon by the Federal Communications Commission for licenses to operate short-range "walkie talkie" transmitters.

Resolved, for 1946, that all free publicity, regardless of its source will be consigned to the wastebasket, to the end that the publishers and advertisers generally will have a higher regard for newspapers.

NEA Mat Service

We have received word from A. A. Bradley, N.E.A. Idea Service Department, Acme Building, 18th and Jackson, Omaha 2, Neb., as follows:

"We are sending some of your members the January release of the new N.A.S. Advertising Mat Service on five-day free approval. In other words, he can look over the material and if he likes it he can then pay for it and subscribe. On the other hand, if he doesn't like it, he can return it.

"We are also sending to you the first releases of the service including the Filing System that goes with it in order that you may have some of this material on hand in your office.

"We have in the course of preparation now an ad which will be sent out in mat form to all the State Associations who may desire to give further publicity to the service and we hope of course you will like the

service and will want to make use of this promotion material."

Why not write to Mr. Bradley and ask him to send you a set? It's worth taking a look at it! It may be just what you have been looking for.

La Center Advance Purchased By Magee

Mrs. Ada Wear announced the sale of the Weekly Advance, La Center, to Mr. and Mrs. A. J. Magee, who will assume ownership on January 1. Mrs. Juliett Magee will be editor. The Press welcomes the new proprietors to Kentucky.

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



KEEPING the FAITH

Recently, a small printer-publisher, upon retirement, wrote us this message:

"I have appreciated the fine service had from you. I have been a very small customer, but that has never made any difference; my inquiries, my wants and my needs have received the same prompt and careful attention as a big customer's would. It has been a pleasure to deal with Linotype."

Our thanks, Mr. J. We shall always try to merit such confidence.



29 RYERSON STREET • BROOKLYN 5, N. Y.

Linotype Electra Bold and Garamond Bold No. 3 Italic

WHAS Inaugurates Editors Program

Kentucky and Southern Indiana editors have their own program now on radio station WHAS, Louisville, on Sundays at 12:30 p.m. "The Editor Speaks" gives editors an opportunity to talk about anything of local or national consequence in which they, individually, are interested. Each Sunday two editors are asked to appear on the program with Paul Huddleston, the station's News and Special Events Co-ordinator, acting as moderator. All editors in the state and Southern Indiana eventually will be invited to appear on the program to discuss anything about which they are particularly concerned.

With the end of the war there is naturally a shift of importance and interest in news, and in keeping with this trend WHAS is arranging its news schedule to give more and more attention to regional coverage, continuing, of course, to fully report the important national and international events.

So this program, "The Editor Speaks" is the beginning of a readjustment of the news policy of WHAS. Now that reconversion, and improvement are being discussed and planned in every part of the world WHAS feels that this improvement properly starts in the local communities. Consequently, Huddleston said, "WHAS is asking the men who have their fingers on the pulse of their local communities, the newspaper editors, to express their views about what the people are thinking, or about what they, the editors, observe is occurring in their towns and counties." These men know what is going on, what is being thought, and what is needed, Huddleston added, and "we feel they are the ones best qualified to give our audiences the true picture of things as they are."

Aired for the first time on November 11, the following editors have been guests on "The Editor Speaks": Joe Richardson, The Glasgow Times; Delmar P. Adams, Jessamine Journal, Nicholasville; C. A. Hummel, The Jeffersonian, Jeffersontown; Albert Van Zant, Herald News, Edmonton; Enos Swain, Advocate Messenger, and Victor Green, Milltown, Ind.; Dolph Creal, Herald News, Hodgenville; Lawrence Yates, Kentuckian Citizen, Paris; J. O. Matlick, Kentucky Farmers Journal, as well as Ray Snapp, Times-Mail, Bedford, Ind; and Bennett Roach, Shelby News, Shelbyville.

Others appearing have been James M. Willis, Messenger, Brandenburg; Virgil Sanders, News-Democrat, Carrollton; Albert Schumacher, Citizen, Berea; James Shannon, Chamberland News, Burkesville; W. L. Dawson, Oldham Era, La Grange; Walter Crim,

Republican-Leader, Salem, Indiana; and Secretary Portmann, KPA. Other editors are scheduled every week during the coming months.

Remember January 24-26.

Mounting Cuts On Linotype Slugs

Here is an idea that proved profitable to the Gilmer (Tex.) Mirror. This weekly, having had the usual trouble with soft-wood cut mountings, adopted the method described in the following letter from its publisher, Russell Laschinger:

"Put about half a dozen dabs of Star Cut Cement on the back of an unmounted cut; lay the cut on blank linotype slugs, press down, and it's ready to go. We use a high slug or cut-off rule top and bottom to prevent the cut from slipping from the motion of cylinder over form.

"I have never used (or seen) double-faced Scotch tape. However, I understand it sticks so tight that you bend the cut before you can get it off after a run. With our method, the cut comes off easily with a little pry of a screw driver. They never come off during printing.

"We mount all our stereotypes this way also, except instead of using blank slugs, we have to use base material—height of a regular 6-pt slug or lead. We use this in widths up to 36 points. Eliminates all trouble of finding wood, nailing down, etc.

"It is the ideal system for a country newspaper. However, it won't work on a platen press, such as for job work, as the cut will come off. But on a cylinder, flat-bed press, each revolution of the press just makes the cut stick that much harder.

"Our object in getting unmounted cuts was not to save the mounting charge, but to save filing space. Now, instead of having to use up valuable drawer space with mounted cuts, we put the unmounted cuts in an envelope, first pulling a proof of the cut on the face of the envelope, and adding such data as name of person and issue cut ran."

ATTENTION: New Printing Plants — Reopened Plants —



Returning Veterans

Here is your guide for Valuing Printing under CURRENT COSTS

Separate Sections, revised each month, keep you abreast of your changing costs. The Schedules are accurate, easy to use. The possibility of error is eliminated. The guide of Thousands of Printers for over 28 years.

Establish your business with the help of THE FRANKLIN PRINTING CATALOG

Test it in your own office. — Send for free trial offer.

PORTE PUBLISHING COMPANY

Salt Lake City 5, Utah

If you are interested in using this idea, the address of the Star Cut Cement Co. is: 45 Malone Ave., Belleville, N. J.

Times Sports Writer Dies After Wreck

Louis P. McNeely, 49, sports editor of the Louisville Times, was injured fatally December 8 when he was crushed between his own automobile and another car.

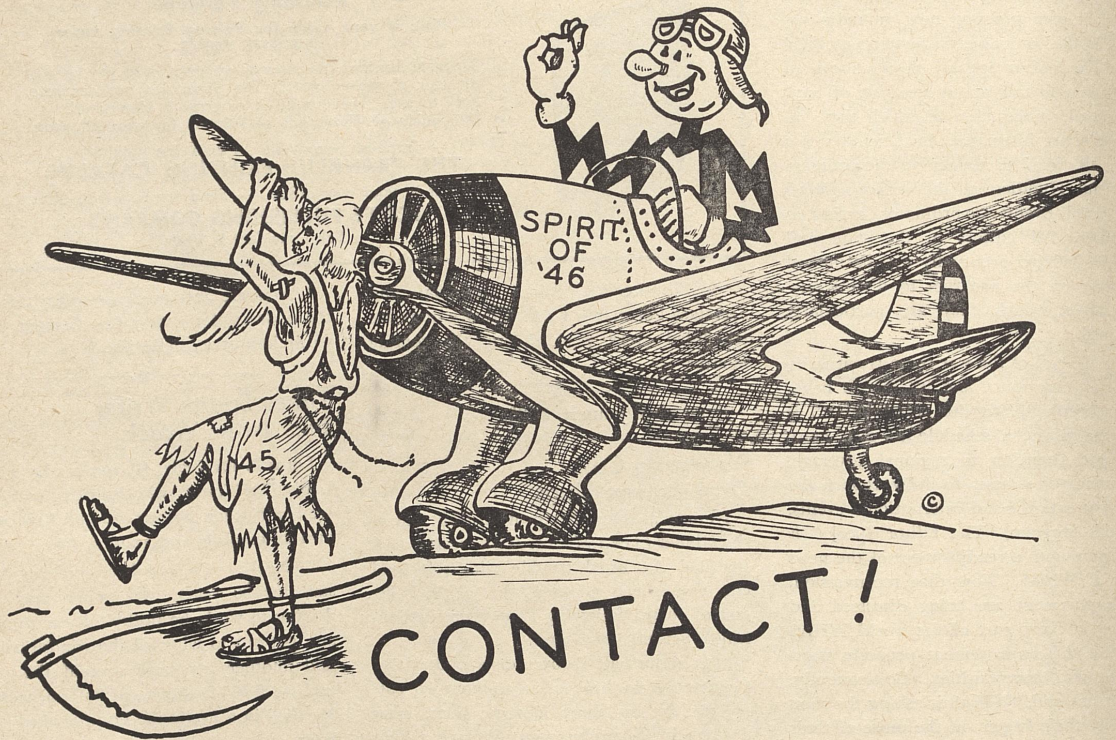
McNeely, who had been on the Times' staff for 36 years, told police that, while driving to work, he pulled his car to a curb and got out to wipe off the windshield. He said another car came around the corner and crushed him between the two machines. He died in a Louisville hospital three hours later.

Tom Wallace Winner Of 1945 Cabot Award

Tom Wallace, editor of the Louisville Times, was signally honored as one of the three winners of the 1945 Maria Moors Cabot awards for contributing to international friendship between the Americas. The other two winners were residents of South America, editors of newspapers in Brazil and Venezuela. The three newspapers represented have received silver plaques mounted on Ebony.

Wallace, editor of the Times since 1930 and director and past president of the American Society of Newspaper Editors, has an international reputation as a vigorous champion of American journalistic ideals said the Graduate School of Journalism of Columbia University, New York, which presented the awards.

The citation continued, "Because he has maintained an alert interest in inter-American affairs since his first journey to Mexico in 1927, he is known personally to leading editors and writers of the Western Hemisphere, who respect him because he personified their concept of a good neighbor."



Let's all work together to realize the bright promise of prosperity through progress which 1946 and all the future years of peace hold for the people of Kentucky.

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