

The Kentucky Press



Published In the Interest of Community
Journalism - - Of, by, and for
Kentucky Newspapers

October, 1941

Volume Twelve Number Twelve

You're In Priorities Now!!!

TO NEWSPAPERS, PRINTERS, PUBLISHERS AND OTHERS COMING UNDER OPM PREFERENCE RATING ORDER NO. P-22 AS AMENDED:

Amended Preference Rating Order No. P-22, just issued by the Office of Production Management, Priorities Division, classifies printers and publishers along with other industries as essential industries and gives them priority rating of A-10. Newspapers and printing plants, and other producers listed, thus have priority on repair parts and replacement equipment to insure continued operation of their plants, subject, of course, to the requirements of other producers having a higher priority rating.

You are qualified to use the preference rating and do not have to make application to OPM or any government agency. Here's what you do: Whenever you order equipment, or replacement parts, or operating supplies—as defined in paragraph B—write on your order the endorsement as given in paragraph E, item 1, thus:

"Material for Maintenance, Repair or Operating Supplies—Rating A-10 under Preference Rating Order P-22, as amended, with the terms of which I am familiar.
Firm name
Signed by"

You may print or type the endorsement on your order blanks and letters

Clip And Paste On Your Desk

By JOHN E. ALLEN
Editor, *The Linotype News*

The chief executive of a large chain of North American daily newspapers is said to have expressed the belief that a brief story in a box, or set off with extra shoulders of white space, at the top of the front page has ten times as much chance of getting read by the average reader as does the leading news story on the page, even though that story be played up with a multiple-deck head in large type faces.

Perhaps the very brevity of the boxed or extra-shouldered short story is what attracts attention and gets it read. Perhaps its "different" treatment, its "exclusiveness," the fact that it is set apart from other stories by enclosing rules or extra shoulders of space, has something to do with its popularity. Perhaps years of newspaper scanning

or the use of a rubber stamp is permitted. In either case the endorsement must be signed by a responsible official or a person duly authorized for this purpose. Be sure to sign the original and the carbons, file the carbons separately from other orders and keep for two years (item 2, paragraph E).

If you have orders pending now which have not been shipped, rewrite those orders and insert this endorsement, then send them in at once and save time.

Please understand that supply houses can assist you in getting deliveries on such orders only if you furnish them with such an endorsement. Each order for such material must carry this clause. You cannot issue a blanket order. This order does not apply to paper or ink—only to material for maintenance and repair of equipment or operating supplies, as these are defined in the order itself.

The complete text of this Preference Rating Order P-22, as amended, will be found in the November 1 issue of the Publishers Auxiliary. Read it! Cut it out and paste on a cardboard to hang above your desk for future reference.

has convinced the average reader that newspapers are accustomed to serving up in boxes or box effects their choicest bits of "human interest" and unusual bits of news.

Boxes the type lines of which are too wide, too near the enclosing rules, and not sufficiently leaded, are not as attractive as they could be, nor as easy to read.

The shape is important. Square or nearly square boxes are unattractive. They look squatty. Oblongs are better. The ancient Greek artists gave us an excellent model in their "golden oblong." The enclosing rules should harmonize in weight with the head and body matter they enclose.

Leading is important. The head should be sufficiently set off from the body, and both head and body from the enclosing rules, to avoid the appearance of being crowded. The lines in the body usually should be leaded at

least two points. A box should be opened up enough to give it "a chance to breathe."

Rules should not be put together in hit-or-miss fashion. Carelessness in this detail will spoil the whole. They should be joined exactly. This can be done at the corners by mitering—by cutting the rules at an angle of forty-five degrees where they are to meet at the corners—and care in makeup and lock-corners—and care in makeup and locking.

Dixon Editor Marries

Mrs Jewel J. Duncan, Dixon, editor and publisher of The Dixon Journal for the last eleven years, and James O. Young, owner of the Young Chevrolet Company, Providence, were married at 8 p. m. Saturday, October 11, in Providence First Baptist Church. The Rev. Benjamin Connaway, pastor of the church, officiated. Following the ceremony the couple left for a wedding trip to Asheville, N. C., and other points in the south.

Christmas Cards As Subscription Getters

Publishers, who are looking for an inexpensive premium for new subscriptions or renewal prompters, can use the idea of giving twenty-five or fifty personal imprinted Christmas cards as the gift. These can be procured at a reasonable cost and the satisfied customers name can be imprinted in the back shop in off-hours. Now is the time to start. Some up-to-date publishers have been using U. S. defense saving stamps as circulation premiums. The idea is sound, feasible, and indeed timely. As an "action-getter" to get people to subscribe or renew promptly, a 50c stamp is given with each new subscription, and a 25c stamp for each renewal.

Newsprint Fixed At \$50

There will be no change in the \$50-per-ton print of newsprint before April 1, 1942, according to announcement by the Canadian International Sales Co., Inc. This price has been in effect since September, 1938. The Great Northern Paper Company, which has maintained a \$49 level, increased its price to \$50, effective the final quarter of 1941.

*To Print Or Not To Print—**That's Always A Problem*

It isn't news to any newspaperman that a two-way fight rages all day in the news-room—a fight to stave off the stuff we don't want, but which others want to foist on us, and a fight to get the stuff we want, but which others want kept out of the paper.

Of course, we can always be obliging whenever a request for omission concerns worthless or trivial stuff. But requests are not confined to trivial items. Sometimes the most important story of the day is the one about which controversy develops.

During a famous murder trial, for instance, the mother of the defendant gave me hell for printing the testimony of state witnesses. When I explained I had no option, her answer was, "Well if you think you must print it, you could at least tell the public it is all lies." There's no use attempting to reply.

When requests for omission concern trivial persons—the fact that Mr. and Mrs. So-and-So have taken a trip or that Mrs. Somebody entertained two tables at bridge—option properly lies entirely within the principles. Those little matters are personal and unimportant. It is better to accede and save your fighting strength for battles that are worth-while.

But moving up a step, we come across other relatively minor, yet newsy items, that have a public records angle, such as marriage licenses, divorce actions, and property transfers. The best procedure there is to talk the people out of their objections. Usually you can. But if you cannot, the outcome should depend on the actual worth of the item to you.

If the people are obscure and the item of extremely little news value, it is better to yield. The slight and transitory news value would be disproportionate to the lasting enmity created by going against their wishes. But if the people are prominent or even fairly well known, and you know the item would interest a sizeable group of people, you are justified in insisting that it run.

Prime news in a small city is an editor's periodic headache. The "best people" sometimes get into jams. The editor's own friends, the husbands and sons of his wife's friends, get into police trouble sometimes. It is not uncommon for a caller at the editorial office to say: "A friend of mine got into a little trouble with the police last night. I am asking

that as a personal favor to me, you leave it out."

Ask that man if he thinks the newspaper is ever justified in publishing crime news at all. He will have to answer in the affirmative. Then ask him just where the line should be drawn. Certainly the line should not be determined by whether somebody happens to be the culprit's friend. Every culprit has his friends.

If the incident is newsworthy, it should be printed, especially if the custom is to publish other items of like character. Our job as news editors is to publish, rather than suppress, and we should hew to the news line and let the chips fall where they will.

I imagine that in every town, the drunken driver causes the editor plenty of grief. There is never any telling what people will have a drunken-driving charge filed against them.

Almost every paper campaigns editorially against drunken driving, pointing out what a menace to life and limb the drunken driver is, and demands that drunken driving be curtailed. We editors demand that the police and courts be tough with drunken drivers. But can we consistently make the demand and then "go chicken" ourselves, no matter who becomes involved?

The publicity attendant on a drunken-driving charge is a proper part of the general penalty. It takes stamina, however, to withstand all the pressure of the drunken driver's friends, his lawyer, his clergyman, and his weeping wife.

"I'll lose my job if this gets out," says the culprit. But he should have thought of that before. Moreover, his boss is more than likely to learn of it anyhow, whether the item is published or not.

A common plea for no publicity emanating from the drunken driver is that his wife or mother is seriously ill, not expected to live, and if the item is published, the shock will kill her.

I have always thought it strange how many men there are who, by their own confession, choose the wife's or mother's dying hour for their alcoholic celebration.

That dying wife or mother plea is worked threadbare. On one occasion, a few minutes after a drunken driver told me his mother was dying, I passed her on the street. She was a chipper sort of near corpse. I can state, too, that I have yet to know a case in which publication of a drunken-driving charge has had fatal consequences.

We conceived a plan for meeting the drunken driver's no-publicity plea that works well. We published a front-page, boxed editorial under the title, "Drunken Drivers Entitled To No Special Courtesy."

The editorial opened with the injunction, "If you ever get arrested for drunken driving, if any of your family, any of your friends get arrested for drunken driving, please do not ask to have the item not published."

The editorial then proceeded to discuss the seriousness of drunken driving and to give an appraisal of what sort of a heel the drunken driver was. The editorial concluded with the summary that provided the caption quoted above. When drunken drivers come into the office to plead their cases, I hand over a reprint of that editorial, and say, "Take this along and read it. It states our policy."

Note the importance of those first three words, "Take this along." Had I said, "Read this," they would have started to read it on the spot, and the argument would have been resumed. But those words, "Take this along," started them toward the door. They would go outside to read it. And they never come back.

Sometimes the alleged drunken driver is insistent that he was not drunk. Of course we do not want to do anybody an injustice. So whenever there is doubt about the fact, the editor can justifiably give the fellow a break by holding up publicity pending the court decision.

One request for omission that I consider legitimate is that the name of the employer of a culprit not be published. I know no special reason why anybody in a criminal difficulty needs to be identified by his place of employment, particularly if the employer considers he would be unjustly harmed thereby.

I am never impressed by pleadings of mothers, or even fathers, of young men in court troubles. "Really, it was nothing. The boy wasn't doing a thing. The cops just seem to have it in for him," I have been told so many times.

But long experience has taught me that people are not apprehensive about such publicity when they have been doing nothing. The defendant in a police difficulty is never the innocent, golden-haired, Sunday-school youth described by his mother, even though she may be convinced in her own soul that he is. Many a time I have known more about

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ASSOCIATION
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Publishers Must Get More Circulation Revenue

Today, as never before, with increasing costs of production and declining revenues from advertising, the publishers of every type of publication are becoming more interested in circulation and circulation revenue. In the final analysis, the community newspaper, limited by trade boundaries and slow, if any expansion of advertising territory, must turn to the only feasible source of sure revenue. Regardless of what may be done to control operating costs, or the somewhat dubious expansion of national lineage, it is positive that more circulation revenue must be procured.

In the majority of community newspapers this additional revenue can easily be procured by raising the subscription rates at least to the level of cost production. The day of the \$1-a-year newspaper is past, and no community newspaper, publishing eight or more pages each week, worthy of the name, should charge less than \$1.50,—\$2.00 would be a more equitable figure. If the published and accepted cost figures of producing an eight-page, all-home-print newspaper, \$7.50 to \$10 per year, are correct (and there is no reason to doubt their accuracy), and if the publisher should receive from 20% to 25% of his total revenue from circulation, it is a simple arithmetical computation to ascertain that this cost can only be met by establishing a \$2 subscription selling price.

There is no doubt that every publisher could increase his numerical list by some earnest solicitation, even near the 100% saturation point. Whatever is done, or can be done, the shadows portend must be done as soon as possible. Perhaps one should recall the old adage that "your worth is according to the valuation you put upon yourself." What is YOUR paper worth, Mr. Publisher?

Protect Yourself Against Unfair Wage Claims

As a protection against unjust claims for back pay and overtime, which can result and have resulted in some instances under the Wage-and-Hour act and its application, publishers are wise in keeping receipts from each employee for wages. In a recent case, a publisher saved himself much trouble and expense when a discharged employee claimed back overtime under this law because he had printed on the back of each pay check: "Endorsement accepted as correct payment and deduction for period ended as stated on the face of this check"

Editor Attends Chicago Meeting

The editor of the Press was in attendance at Chicago, October 18-23, of the National Managers Association and National Editorial Association fall conferences. These were worthwhile meetings and much was accomplished which will be reflected by future results in the com-

munity journalism field. A full report will be made at the mid-winter meeting of the KPA. A step forward was made when the NEA decided to publish a national rate book for all community newspapers in the nation. The need of this was evident when it was explained that national advertisers could not turn to a single source for vital information on newspapers, rates, mechanical requirements, etc. Your editor will collect the information for the state of Kentucky, and urgently requests that questionnaires, sent out from this office some time ago, should be filled out immediately. Each editor should make every effort to get this information in this central office if he wishes to be represented in this proposed rate book.

Mid-Winter Meeting At Louisville, January 8-9-10

At the fall meeting of the Executive Committee of the KPA it was decided that the mid-winter meeting should be held at the Brown Hotel, Louisville, January 8-9-10. The executive meeting was held in Lexington, October 11. Other matters discussed included a report of the legislative committee and plans were laid for action during the coming legislative session next year. The committee was guest of the Lexington Herald-Leader at a luncheon and adjourned to witness the Kentucky-Vanderbilt football game as guest of the University athletic board.

Jessamine Journal Sold

The Jessamine Journal, weekly newspaper published at Nicholasville, has been sold to Larkin D. Fain, who will take charge November 1.

Stansel Fain, son of the purchaser and a recent journalism graduate of the University of Kentucky, will serve as managing editor.

The newspaper was acquired a year ago from the McCarty family, which had owned and operated it for fifty-two years, by a corporation formed by R. L. Bronaugh, J. C. Watts, Phil Clements, and R. M. Hunter.

Mrs Harry McCarty was editor of the Journal from the death of her husband twenty-two years ago until ill health forced her retirement two years ago. Her son, L. Y., has been editor for the past year.

WHY ADVERTISE NOW

Are you selling the merchant? Or is the merchant selling you? Today the salesman faces his biggest problem in years. He finds a tremendous consumers' market—and merchants with little or no merchandise to deliver, states the *Oklahoma Publisher*.

Unless he is truly a far-sighted business man, the merchant is inclined to the belief that "Today there is no reason to advertise."

Your big job is to convince friend merchant that TODAY he has lots to sell—other than merchandise. For after today comes tomorrow! He has far more at stake in the future of his business than what that business represents at the moment.

Get that one point over to your merchant before he sells you (and himself) on the idea that because he hasn't merchandise actually in stock, he hasn't anything to sell.

Remind him that today he is a seller in a sellers' market but that tomorrow he may be a seller in a consumers' market... and sellers then may have a lot more to sell than consumers want to buy. Tomorrow he will need a firm structure to weather the storm. He needs to lay the foundations today.

In a period when the words "oversold," "priorities," "shortages of materials and stock," and other words of this type may be heard with increasing frequency, it is easy for a merchant to make errors in business judgment. One of the mistakes easiest to make at such a time is to discontinue or drastically curtail advertising.

What are some of the things advertising can do during an oversold market? Why are advertising dollars spent at such a time a wise investment? Briefly:

1. Good business today is no guarantee of future progress. The merchant may have a good business today, perhaps even a boom, but eventually he will have a return to normal. Advertising builds not only for today, but for tomorrow. It is tomorrow that we must build for.

2. Advertising safeguards and enhances the prestige of a company in the minds of all who buy, or are likely to buy, the products it has to sell. It is like an insurance policy protecting trade name, good will and products against

the day when normal business conditions return.

3. The advertising merchant takes advantage of any lack of advertising by competitors. By advertising the quality and advantages of his merchandise, the merchant lays the foundation for greater sales on the day when products will again sell on their merits.

4. Advertising reaches new markets that are continually developing.

5. Advertising effectively backs up the selling organization.

6. Advertising effectively promotes the sale of smaller items which are apt to be overlooked in the press of heavy buying.

7. Advertising guards against both present and potential competition.

8. Advertising protects the investment in previous campaigns. An oversold market doesn't change that situation.

9. Advertising can promote business by calling attention to the service angle. The service features of every establishment take on more and more importance as the merchandise itself takes a back seat. Don't overlook this very important feature in advertising.

The three traditional objectives of a successful sales policy are:

1. To get new customers.

2. To get all of each of your customer's business.

3. To hold customers.

Advertising helps to accomplish all of these.

The Free Publicity Problem

ADVERTISING SCHEMES—Do not help advertising schemes by giving them publicity unless there is real news value. Some large firms want the newspapers to publish stories of visits of their "band wagons" and traveling truck shows." It is not news. Such publicity aids a competing advertising medium. There is such a thing as the "thunder of silence."

CARNIVALS—Do not give publicity to outdoor attractions or similar money making outfits.

DANCES—Dance news briefs must be accompanied by paid advertising. Eliminate expressions like, "Come out and have a good time," etc., and other superlatives. Give only one brief notice to money making dances.

EDIT COPY—Giving publicity to a good advertiser is natural, but even then it is a question of reader interest and news value. Do not hesitate to edit the copy of those who would impose on a

newspaper for free publicity. Localize copy and publish what is of reader interest only. Cut out objectionable statements and advertising junk. Inject real local interest.

FREE PUBLICITY IN GENERAL—Giving free publicity is a matter of judgment. Some newspapers, particularly in larger cities, can afford more free publicity than others. Weeklies can afford to give very little, if any.

GARAGES—Do not give publicity to garages or similar institutions unless of a purely local news value. Do not mention car names when writing accident stories. You do not want to advertise a particular car. Neither do you want to do it harm.

IMPROVEMENTS—When a merchant makes marked improvements in his building, a story should be given.

ITEMS ON SALES, MENUS—Do not list items on sale at pantry or baking sales. Do not give more than one story to a pantry or baking sale or to other events at which money is made. Do not list items on sale in church suppers or dinners or mention the items on the menu.

LOTTERIES—Do not mention raffles, lotteries, keeno, door prizes and other games of chance in news stories.

NEW STORES—A new store opening is news and should be told in accordance with its news value, whether an advertisement is promised or not. Such a news story should be confined to facts and be in accordance with the size of the establishment. It would, however, be quite natural and proper, if the new store planned to become a good adver-

Sixth District Editors To Meet At Wilderness Park

H. A. Browning, Williamsburg Republican, executive committeeman, has issued a call for a Sixth District meeting to be held at Levi Jackson Wilderness Road State Park on November 8. The meeting, to be held in the administration building, will start at 10:30 o'clock.

The notice states "we can get down to real business and discuss the many little intimate things that affect our work." The London Sentinel-Echo, with President and Mrs. Dyche as masters-of-ceremonies, will be host at a luncheon at noon. Every newspaper in the district is invited to attend, and others outside the Sixth will receive a cordial welcome.

 WHY ADVERTISE NOW

Continued from page 5, column 3

tiser, or if advertising should be ordered, to take more pains to produce an extra good story or a certain measure of publicity. It would be giving extra, helpful value. Judgment should be used always as to how much publicity should be given or how much in congratulatory words. Editors should be able to judge this themselves.

POLITICAL—Candidates should be given announcement stories only. Edit their copy to confine it to news only—who the candidate is, his qualifications, etc., what people want to know or should know, and stop there. Then let the candidate pay for his advertising.

PRICES—Do not mention prices or tickets for admission to athletic, church activities. Prices should appear only in advertisements in nearly if not all instances.

PRIZES, NAMES OF DONOR—Mentioning names of merchants who donate prizes for organization events is not good practice. It is a question of judgment to fit the case in different towns.

WINDOW DISPLAYS—Do not write stories of window displays.

Suggested by *The Oklahoma Publisher*.

Continued from page 3

the son's real character—and his police record—than his mother. It is dangerous to make any promise of no publicity in such cases until you first have seen the police blotter version. Invariably it will be far different from what the parent tells.

Sometimes a police department asks that publicity of a crime be suppressed, or at least delayed, the argument being that chances of catching the criminal would be jeopardized by publicity. Of course we want to cooperate with justice, but before acceding to that sort of request, the editor should make certain that is the real reason for the request, and that the police officers are not trying to conceal incompetence in their inability to apprehend the fugitive.

Realty dealers who ask to have news of an impending deal kept quiet, "because publicity will kill the sale," and then go down the street bursting with the news themselves and tell it to every body they meet, are one of my pet gripes.

I have had people come to me asking that news of forthcoming improvements be withheld because they wanted to buy up adjoining property to cash in on the development, and don't want to be held up on the price." It never occurs to those people that what they are doing is trying to hold up the other fellow. There is no reason why newspapers should be partisan in such matters. Our only course there is to "hew to the news line."

Despite Harold Ickes and others of his ilk, the number of times when advertisers have sought to use their account with us as a pressure device for keeping news out of the paper have been few and far between. But when they arise, they can be handled.

An advertiser one day told me he wished to have an item about his friend omitted. "And I have a right to ask it because I am an advertiser," he announced.

"Listen," I said, "I don't know what you are going to ask. Maybe it will be a legitimate request, and maybe it won't. But if it is, it won't be on the grounds that you are an advertiser. What would you think of me, if I were to publish an announcement that our paper was going to be run on strictly blackmail lines, so that customers of ours could have anything published or omitted as they wished, but that all others

would 'get the works'? That is the policy you are asking me to pursue."

On the whole, our obligation is one to the public, not to individuals. Today Bill Jones asks to have an item omitted. You may argue that such omission is against established policy. But Bill Jones is not interested in our policy. He does not care about the aftermath of trouble to you that such a precedent would make. He cares nothing about your obligation to the public. All he is interested in is having his item withheld for personal reasons. But tomorrow John Smith will make a similar request with the same stony indifference to your announced policy.

Speaking of policing, we were in Washington when the correspondents assigned to the White House were fingerprinted and otherwise catalogued for identification. The Navy Department put in stiff identification regulations several weeks ago. Correspondents regularly assigned to the Navy wear a badge with their picture. All non-uniformed employees, even aides to the Secretary, wear identifying badges. Correspondents not regularly assigned to the navy, but making occasional calls for news, receive special identifying passes.

Magic and seductive propaganda have this in common: the trickery can't usually be detected by the layman.

Gentlemen:—

"OUR NEW LINOTYPE

has saved us more than its cost!" writes the publisher of a prominent weekly. Hundreds of other letters in Linotype's files endorse the flexibility and large productive capacity of Blue Streak Linotypes. And in nearly every case, the savings effected are especially praised.

Ask your Linotype representative to show you how a new Linotype will fit into your composing room—how it will ease your composition burden and save you money.

THE BLUE STREAK LINOTYPES

MASTER MODELS 31 & 32 MIXER MODELS 29 & 30

Linotype Electro Family

Four Fundamentals Of Community Progress

JOHN PETER ZENGER is best remembered as the publisher whose trial (1733) so profoundly influenced the freedom of the press by establishing truth as a defense in libel. It is not so generally known that Zenger—in his *New York Weekly Journal*—also contributed to this country's progress by being the first publisher in America to run larger-than-single-column display advertising.

The full contributions of business—like the full contributions of men like Zenger—are sometimes overshadowed by some single dramatic activity. Chain stores are most widely recognized for the economically low prices at which they bring food to the millions. It is not so generally realized how greatly chain stores have also contributed to their communities by making available, at low prices the year round, tremendously increased VARIETIES of foods from all parts of the nation.

These wide varieties and low prices are possible because of the chain stores' progressive merchandising and sales promotion—including the consistent use of the large-size display advertising Zenger did so much to develop.

Not long ago the average family could obtain fresh fruits and vegetables only when they were "in season" in the particular locality. Today, through chain stores' increasingly efficient distribution methods, most families can enjoy turkeys, citrus fruits and juices, bacon and scores of other foods.

And today's astounding new A&P Super Markets are bringing even wider varieties and lower prices than could otherwise be possible.

The newspaper's freedom of expression, and its function as a medium of advertising; the chain store's low prices, and its wide varieties—these are indeed four fundamentals of any community's progress. They are helping build busier towns and better living standards for families in every part of America.

**THE GREAT ATLANTIC & PACIFIC
TEA COMPANY**



*Man about to become
an owner of the electric company*

WAIT a minute—this man is taking a medical examination, isn't he? That's right—and what's more he is passing it.

But what in the world does that have to do with owning an electric company?

It's this way:

The man is applying for life insurance. And when he becomes a policy owner he will automatically become a part owner of some electric company. The same thing would be true if he were depositing money in a bank. For everyone who has a bank account or a life insurance policy is part owner of some electric company.

How is that?

Because the money you put in the bank, or buy a life insurance policy with, is invested in various businesses, including electric companies.

This makes you one of the millions of people who have a personal stake in the electric companies—an extra "plus" benefit to you from a business operation which has not only steadily improved your electric service, but has also succeeded in reducing your electric rate about 50% in the past 10 to 15 years. And it is the aim of the people who have accomplished these things—the employees of your electric company—to keep on bringing you more and more of the benefits of electricity at less and less cost.

→ IT COSTS LESS TO LIVE BETTER ELECTRICALLY ←

KENTUCKY UTILITIES COMPANY

INCORPORATED