

The Kentucky Press

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VOLUME THIRTEEN

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NUMBER TWELVE

Pictures Pay Their Way In Weekly Papers

BY ALAN C. MCINTOSH
Publisher, The Rock County Star
Luverne, Minnesota

The challenge we face today is that editing a paper, whether it be daily or weekly, demands more planning and forethought than ever before. It isn't enough to just cover the routine news, we have to go that extra mile and serve them up hot, interesting pictures and features. Pictures and features are the spice of journalism.

We'll grant that traditional routine items are the life blood of a paper. But there's a lot of difference between just existing and having a slugging type of vitality. And when you have a slugging type of newspaper you have a medium that attracts readers and advertising. Pictures and features are the "vitamins" that make healthier papers—the difference between just barely living and having a real personality.

Don't Be a Dump

I think the editor who resorts to publicity filler to fill up his columns is short changing himself and his readers. I'm amazed at the clutter of propaganda that floods the mails—and yet judging from the amount of suckers that use it—it can't altogether be called waste. They're short circuiting publishers out of the only commodity they have to sell—and that's white space. We throw all the publicity the same way—into the waste basket and forget it.

Boost Classified

A year ago our classified column was running about the average for any weekly, from 10 to 20 inches of want ads each week. I decided we should run

more classified and I asked my news man to take over that job and set aside a day a week. The results have been wonderful, not only have they brought in far more revenue but the want ads, except in a few isolated instances, did not rob us of display customers. May I suggest to you that closer attention be paid to want ads—we have watched our classified grow from a single column to nearly a page at different times.

You may say to yourself—now is no time to be thinking of additional expense . . . you're thinking how you can cut a corner here and there to save a few dollars. But you've overlooked that there is one big source of revenue left which most of us aren't exploiting for half of what is rightfully due us—and that is circulation. I think, through pictures we can make them pay their way—not as an expense—but to prime the pump for a big revenue increase—through greater circulation return.

Pix Get Subscribers

I think the facts will bear me out and if you will bear with me I will tell you the story of the Rock County Star—as a sort of clinical case history to illustrate what I mean when I say "Pictures Pay Their Way."

When I bought that paper, 21 months ago, it was just an average paper, with the reputation for regular circulation

high pressure contests which left a bad taste in everybody's mouth.

To give you further case history facts, Luverne is a competitive town where the opposition paper carries the notation on its masthead that it is the oldest business institution in the county.

Upward Reader Trend

Here is where we gave the first treatment . . . after a few months we got our picture plans underway and started splashing news photos (local photos of course) in the paper. There wasn't much comment for awhile . . . nobody said "gee, that's swell" but we gradually sensed an undertow of sentiment toward the Star. The downward circulation trend slowed . . . then it halted . . . and then the circulation index went into reverse for a steady climb.

We mustered up our courage and lopped off some of the deadbeats . . . and then the newsstand sales started to jump. One drug store that formerly ordered 10 papers a week, and probably returned five of them, kept steadily increasing its order . . . to 20, to 25, 30, now they sell at least 40 a week . . . and have sold as many as 75. Another store used to order five . . . and probably sell two . . . now their standing order is 20. Another store started out with two papers, then jumped to five, and now are ordering ten a week.

Now don't think it was easy to get the pictures rolling. In addition to news pictures we added what I thought would be an excellent feature . . . a Cook's Cor-

ner featuring the picture of a local woman each week with her prize recipe. I knew it was sure fire but it was like pulling teeth to start. The women wanted their picture in but they didn't want to be the first to start it. We had to fight like the dickens to get each picture and I would hate to tell you how many times I drove 20 miles to get just one Cook's Corner Picture . . . getting stuck in snow and mud roads. I was ready to toss the whole idea overboard. At first I thought it was sure fire.

Here's the way it works now. Two women will come in—one ostensibly to pay her subscription. After we get all through writing the receipt, etc., the OTHER WOMAN will venture, "you ought to get Mrs. Jones' recipe for strawberry shortcake, it's simply delicious."

We ask Mrs. Jones and she agrees, after the proper amount of polite reluctance. We shoot her picture. Then as she puts on her coat to go she adds, as a seeming after-thought, "oh, you should have Mrs. Smith give you her recipe for oatmeal cookies—they are the finest you'll ever taste." So we go through the same routine again, "will you? etc., etc. . . ." to cut the story short. . . . the women go out . . . they've paid their subscription, they've had their pictures taken for the Cook's corner, we're happy, they're happy, everybody's happy and I'm convinced they "planned it that way."

Honor 75-year-olds

Another feature we added (in fact we stole it from Paul Smith at Rock Rapids) was the Diamond Club. It's not new . . . Fred Hill runs it I know, for one. In this we honor all the residents who are over 75 years of age. Then we sent out a nice certificate in recognition of their many years of service to the community. It was a terrible thing to get started—they wanted to be in—just like the housewives—but they were reluctant to pose for a picture. From the standpoint of building a morgue it's invaluable and you'd be surprised how much early, priceless, pioneer history is unearthed . . . which leads to future controversy and new stories, and a great deal of the biographies of pioneers are truly inspirational.

We made it a practice to shoot every group of selectees that left for the army . . . taking care not to put too many in one picture so that afterwards we could saw out the individuals from the big cut and use them separately at a later date. That policy is paying dividends because

we are running a "Land, Sea and Air" full column containing letters and news about Rock County boys in the service. Those early pictures are invaluable because now we can sprinkle the individual cuts in with the various items.

Get Right Pictures

Some of you say you have tried pictures . . . that they cost you money and that they failed utterly to do a job for you. There's a right way and a wrong way to do it. And I think too many have approached the picture problem backwards.

There's a formula, as definite and fixed as a formula in a chemical laboratory, for good news pictures. Several years ago I was out on assignments for Life magazine with Otto Hagel, one of their noted photographers. I suggested what I thought would make a good picture.

"No," said Hagel, in his broken English, shaking his head, "it's a 'ting,' people don't want to look at 'tings,' they want to look at people."

And there is the formula by which you can get better pictures. Don't take pictures of "things" . . . but of people.

They can laugh at me all they want but wait until I can find a chance to crowd 30 or 40 faces into one picture. If you have to take a picture of a "ting," have somebody standing in the picture—to give a little action or interest to the inanimate object. Forty people in a picture mean 40 families who can hardly wait to see how their picture turned out.

When you hear of an accident . . . jump out and try to beat the sheriff to the scene . . . have your camera ready and waiting (don't be like the foolish virgins with their untrimmed lamps) because the difference of a few seconds may spell the difference between an ordinary shot . . . of just a wrecked car . . . and one that holds the reader's attention. Don't be afraid to run the shockers—they may be gruesome but they make people talk about your paper.

Just one word of caution. Never let go of that negative of an accident picture—don't sell it or release it from your possession or you may be in for real trouble if you ever have to go to court as a witness.

That will be one of the first questions they will ask—if you have had that negative in your possession and control all the time.

Don't overlook the accident shots as an important source of revenue, don't handle them cheaply or casually. One Iowa publisher discovered that his

newsman was selling reprints for 25 cents . . . in a case where the suit was for \$20,000 damages. That's like letting a burglar handle your cash register. Accident investigators and lawyers expect to pay from \$3 to \$5 for each accident print they buy.

No Mugs—No Brides

If you run "mug" shots you'll spend your picture and engraving money thinking you're doing a good job and then wonder why your expenditure results in nothing more than the sale of a few extra copies to that particular individual.

We don't spend a nickel on an obituary or a bride cut—we never use them unless we happen to have a shot that we can use from our morgue.

We don't run brides' pictures. I take the position that if we can't run them all, we won't run any. The girl across the tracks has just as much right to have her picture in your paper as the girl on Blue Plate Hill . . . and the creation of a society set for your newspaper columns is a dangerous Frankenstein.

Beautiful Tragedy

I was out of town one day last summer and came back and found the whole force standing out front . . . I thought "when the boss is away—everybody plays." And then they told me to hurry in and develop some films. It seems there had been a terrible tragedy in a two-way crash a short time before . . . three men killed in the crash. Our newsman heard about it but had no car so the whole shop, I guess, just locked up and "helped get there."

He'd never seen a dead man before in his life . . . and he wasn't too sure of the camera. In his excitement and his timidity in the face of death he did everything backwards. But did he get the pictures? I'll say he did—from the standpoint of photographic perfection they were "beauties"—an odd term to use in describing a tragedy. And a half dozen midwestern dailies, including the St. Paul Pioneer Press, the Omaha World Herald used them. But he has taken all that work from my shoulders and is bringing back a picture every time.

Back to Dollars

But let's go back to the dollars and cents side of the case history of the Rock County Star as regards the value of pictures, news pictures. When anyone wants to subscribe, for the first time, to the Star I usually challenge them with the question, "why do you want to take the Star?" Most of them will fumble around with the question for a minute

or two but will say, "I'll take it."

On the other hand, that isn't a fair job of the cost of the paper with the inches with more than

So if the paper me go it . . . items and length. E more fea and that as news.

All right for a min tion price lish yours as a \$1 or or four m you won't culation i er expens Isn't it price and with less of preciou get along

N of our ci straight cut price. There we walked, or to subscri . . . and aged one the year. for themse

For the have taken lars more first six n income fo 1942 is ju was for th But eve sideshow t ing. Do yo competitiv have the fi running a tures and dollar wor "firstest ar er knows to tell hi . . . he car en before

or two but sooner or later most of them will say, "well, I guess the Star has more news in it."

On the basis of total news columns that isn't true (although I think we do a fair job of wringing all the news out of the county). The other publisher with the same amount of advertising inches will run from two to four pages more than we will.

So if the people think that a bigger paper means more news then we haven't got it . . . although I think we've more items and our stories are about half the length. But we do know that we have more features and more pictures . . . and that is what your subscriber regards as news.

All right—look at the facts backward for a minute. You can cut your circulation price in half and for all time establish yourself in the minds of the people as a \$1 or \$1.50 paper. You can run two or four more pages each week. And still you won't smash as hard in gaining circulation income as you will by the smaller expense of using pictures.

Isn't it cheaper, then, to get your full price and be able to run fewer pages, with less mechanical cost, to say nothing of precious newsprint than it is to try to get along without pictures?

No High Pressure Stuff

It should be made very plain that all of our circulation income results from straight circulation notice letters, no cut price, no contests, no premiums. There were, in 1941, 266 people who walked, or wrote, in unsolicited last year to subscribe for the first time to the Star . . . and to date in 1942 we have averaged one new subscriber for each day of the year. Who says pictures won't pay for themselves?

For the first three months of 1942 we have taken in almost two hundred dollars more than we took in during my first six months in business. And our income for the first three months of 1942 is just about \$200 more than it was for the same period last year.

But even circulation income is still a sideshow to the main event . . . advertising. Do you suppose that if you are in a competitive situation, or even if you have the field to yourself, that if you are running a live paper, packed with pictures and features that the advertising dollar won't gravitate to you first. The "firstest and the mostest." The advertiser knows the score . . . you don't have to tell him about a circulation trend . . . he can sense a reader preference even before you realize it yourself. And

the advertising bulge will go every time to the paper carrying the pictures.

Take Care of Your Equipment

Not only from the savings angle of eliminating costly breakdowns, delays, and repairs, but from the self-preservation angle of keeping something on hand to continue to work with, equipment care is becoming increasingly important. It's patriotic, too. The country needs your newspaper and your printed products, and it needs the manpower, transportation, and material that would be required to make replacements in your plant.

Clean and oil your presses. . . Take care of your rollers. . . Keep your line-casting machine ship shape, especially space-bands and brass matrices. . . If there's anything wrong with a mat, get it repaired at once; 95% of all damaged matrices can be reclaimed if attended to before further use makes the damage irreparable.

Your lowly proof press and the brier therewith; your typewriter; your stock cutter, and particularly the cutter knives. All of these and everything else around your office that is useful and perishable, must be protected. And the sooner we start the more there'll be to save.

By the way, save your ink cans too. They can either be refilled to advantage or salvaged. The tubes, too, of the more expensive colors, are just as useful as the widely sought toothpaste tube.

Newspapers' Further Aid Asked In Key Collection Campaign

John Marshall, Louisville Paper Company, state chairman for the Key Collection Campaign, is requesting further help of Kentucky newspapers in sending the collections to him at Louisville. Editors are asked to get in touch with the school authorities in their respective counties and help make arrangements to ship the keys at once. Mr. Marshall states:

"I have been requested to get all of these keys in promptly and to make shipment the latter part of next week, so you will know that very prompt action is necessary.

"The keys can count as tonnage in the contest, but should not be turned in with the other scrap metal. To the contrary, all keys collected should be sent at once to the Louisville Paper Company. If the newspapers or schools can

get some trucking company to haul them free, as a patriotic duty, that will be fine. If it is necessary to send them collect, we will pay the freight charges. Please send promptly."

We hope that state editors will comply with Mr. Marshall's urgent request.

Archie Frye, Jr., Named Editor of Somerset Journal

Archie Frye, Jr., associate editor of The Somerset Journal for the past five years, was named managing editor of that newspaper this week by Mrs. Cecil T. Williams.

The son of Mr. and Mrs. A. S. Frye, of Somerset, Mr. Frye attended grade school, graduated from Somerset High School and attended Georgetown College. He had several years experience on Georgetown papers before returning to Somerset and has been The Courier-Journal representative for the past three years. He writes the Southeastern Kentucky column that appears in the Louisville newspaper each Sunday.

He is an excellent all-around newspaper man, progressive and well qualified for the position to which he has been named. Mrs. Williams will also devote much time to management of The Journal.

New OPA Rationing Form Provides Single Simplified Certificate Procedure

In order to simplify local board procedure in filling out tire rationing forms, OPA has consolidated present procedure into a single simplified form. On the new form (OPA Form R-2, Revised) part B must be endorsed by persons using it to replenish stocks. Purchasers from mail order houses are not required to deliver old articles at time of purchase.

In line with OPA policy to decentralize administration, that agency has announced that enforcement powers over gasoline rationing regulations have been delegated to regional officials. In making the delegation of power to branch offices, OPA also outlined procedural methods to be followed.

Widespread illicit use of ration coupons has been reported and if the ration coupon banking plan proves satisfactory, it will be an auxiliary instrument in a general tightening of control over the coupon system which will be exerted with vigorous prosecution of violators.

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 KENTUCKY PRESS ASSOCIATION
 ORGANIZED JANUARY, 1889

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Kentucky Newspapers Can Print Liquor And Beer Advertisements

With 68 counties of the state dry by local option, the question has been raised, "Can newspapers print liquor and beer advertising in local-option dry counties?" Your Central Office was requested by several publishers, to ascer-

tain the answer to this question. The answer is—newspapers can print liquor and beer advertising.

According to the Kentucky Statutes, Section 2554b-19 (new number 242.250), concerning Local Option Law, cited in full in the following opinion, only dealers and distributors are prohibited to "distribute handbills or posters," with newspapers expressly excluded from this prohibition.

The statutes dealing expressly with liquor (and beer) regulations, Section 2554b-164 (new number 244.130) read, "(1) Advertising . . . must conform with regulations of boards . . . and (2) subsection (1) . . . shall not prohibit advertising in newspapers, magazines or periodicals having a general circulation among regular paying subscribers or patrons."

Also there are no court cases dealing directly with newspaper liquor advertising. Kentucky newspapers can, according to the statutes, print liquor advertising even in dry territory.

William F. Neill, Assistant Attorney General, has forwarded the following opinion under date of October 27:

KPA Secretary Portmann:

Your request made to Judge Roy L. McFarland, a member of the Alcoholic Beverage Control Board, has been referred to me for answer.

You ask what kind of advertising is prohibited in dry territory under the local option law. Section 2554b-19 of Carroll's Kentucky Statutes, 1936 Edition, provides:

"It shall be unlawful for any person, while representing either the buyer or seller, to distribute, solicit or receive contracts, proposals or orders for the purchase or sale of any intoxicating liquors, or to distribute any hand bills or posters advertising the same in local option territory. Each act of distributing, soliciting, or receiving contracts, proposals or orders as denounced herein, and each day in which advertising matter is distributed, shall constitute a separate offense; provided that nothing herein shall be construed to prevent any distiller or manufacturer of intoxicating liquors, or any authorized agent of a distiller or manufacturer, or wholesale dealer from making contracts of barrels, case or package license in any such territory where their distilleries, breweries, wineries, or warehouses are located to be shipped into territory where the sale of

such liquor may be lawful either in or out of the state."

It is my opinion that no circular may be distributed in dry territory offering or advertising the sale of intoxicating liquor. Neither may any roadside sign, poster or handbill be displayed or distributed or set up in any dry territory advertising such liquors for sale.

However, I believe that the Act excludes advertising of a general nature, such as advertisements appearing in newspapers of general circulation throughout the state or the territory which includes dry territory as well as wet territory.

In 30 American Jurisprudence, p. 294, section 69, I find this language:

"In several statutes, statutes have been enacted forbidding persons to advertise intoxicating liquors for sale. Such enactments are a valid exercise of the police power of the state, and in view of Federal legislation, they are not subject to objection as interference with interstate commerce."

"However, an advertisement of intoxicating liquor in a newspaper circulated in prohibition territory is not violative of the statutes forbidding the solicitation of orders . . ."

Further, in the same volume American Jurisprudence, page 412, section 295, we find this language:

"A statute forbidding the solicitation, by circulars, of orders for liquor, is violated by the distribution of a memorandum book containing matter designed to persuade people to buy liquor of the distributor, this being in conformity with the view, generally that legislation relative to the distribution of circulars regards their substance and not their form."

Although I find no cases in Kentucky directly on the point and involving the statutes set out above, the notes made herein from American Jurisprudence are copiously annotated and these statements above appear to be the general rule.

In conclusion, it is my opinion that circulars, handbills, roadside advertising, signboards and other similar methods of advertising in dry territory are prohibited under our law. However, advertising in newspapers of general circulation, and this must be bona fide advertising, is permitted.

Understand that these are only my views in the matter and are not in any

manner and law in this (Signed)

A similar assistant Attorney General B. Inc., concerning beer advertisements in counties on Logan also

Cecil Thurman

Cecil Thurman publisher of the St. Joseph hospital O. J. for operation well when condition t worse.

For many business, re the commu shock to r thousands o state.

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writer, and frequently were comp point. Alw the strong They were thinking of exemplary contribution When th

manner an official expression of the law in this state.

(Signed)

WILLIAM F. NEILL,
Assistant Attorney General

A similar opinion was given by Assistant Attorney Frank A. Logan to Carlos B. Embry, Embry Newspapers, Inc., concerning the legal publication of beer advertising in dry local-option counties on October 27, in which Mr. Logan also cited Section 2554b-19.

Cecil Thurman Williams

Cecil Thurman Williams, editor and publisher of The Somerset Journal since 1909, and State Rural Highway Commissioner for the last six years, died at the St. Joseph's Infirmary in Louisville at the age of 55 years. He entered the hospital Oct. 13 and underwent a major operation. He apparently was doing well when complications set in and his condition took a sudden turn for the worse.

For many years a leader in the civic, business, religious and political life of the community, his passing came as a shock to members of his family and thousands of citizens of the county and state.

Mr. Williams was the son of the late Mr. and Mrs. M. C. Williams and was born in Mt. Vernon, Ky., July 10, 1888. The family moved to Stanford in 1899 and to Somerset in 1904. He entered the newspaper business in 1907 when he purchased The Somerset Times, being the youngest editor in the State at that time. Two years later he purchased The Somerset Journal and consolidated the two papers under the name of The Somerset Journal.

Soon his abilities were recognized in his chosen profession and for many years he served as a member of the Executive Committee of the Kentucky Press Association and in 1926 was elected president of the association. He also served as State chairman of the National Editorial Association for two years and officially represented the Kentucky organization at several of the national conventions. He was a gifted, forceful writer, and his editorials, which were frequently copied by other newspapers, were comprehensive, clear and to the point. Always they had behind them the strong conviction of the writer. They were the products of the clear thinking of a great mind and of a truly exemplary man. His life was a notable contribution to Kentucky journalism.

When the State Rural Highway De-

partment was created he was appointed Commissioner by Governor A. B. Chandler and entered upon his duties May 1, 1936. He had served continuously in that office until the time of his death, having been reappointed by Governor Keen Johnson three years ago. This department under his able supervision introduced a program that has meant much to Kentucky and its setup has been followed as a model by other States in establishing their rural highway departments. From the time he was appointed Commissioner, Mr. Williams divided his time between Somerset and Frankfort, but always kept in close touch with the affairs of his community, and worked constantly to obtain improvements for Somerset and Pulaski County.

Bruce Smith

A director of the Louisville Paper Company, Bruce Smith, 41, Glenview, died October 4 at his home after several months' illness. He had been in failing health for two years.

Native Louisvillian, he was a graduate of Male High School where he played on the football team, Lawrenceville Preparatory School and Yale University in 1924 where he was a member of the glee club and Cloister.

A former president of Central States Paper Trades Association, he was a member of the Louisville Country Club and the 235 Club.

Surviving are his father, Thomas Floyd Smith, president, Louisville Paper Company; a son, Bruce M.; and a brother, Lieut. T. Floyd, Jr., U. S. Navy, San Pedro, Calif.

William Grote

With the passing of William Grote, on October 3, Kentucky lost one of its outstanding exponents of two-fisted, fearless journalism. Although retired to his farm at Tollesboro, he nevertheless kept in touch with the press, attending the meetings whenever possible.

Mr. Grote had a varied career. Born in Cincinnati in 1867, he moved with his parents to Kentucky when a small boy, locating at Vanceburg. As a young man he married Stella Freeman and joined his father-in-law in the blacksmith and wagon-making business. His entry into the printing business in 1910 was quite by accident, but from then on there was never a dull moment.

He said what he thought, and was always on the side of those things which made a better, cleaner community. Crooked politics, vice, and the liquor

traffic particularly were his enemies.

To prove that this type of journalism paid, the Vanceburg Sun, at the time he bought it, had around 600 names on the mailing list, hardly any paid up. Without a single campaign he brought the circulation up to nearly 2,300 paid in advance, and with three raises in subscription price during that time. The Sun was one of the first to charge more for out-of-state subscriptions.

At the time of his death he had an interest in the Pike County News, edited by his son, Charles. Two other sons are actively engaged in the printing trade. Myron has a position with a New York lawbook concern, and Don is connected with the Kentucky Kernel, student publication of the University of Kentucky. A son-in-law, Foster Adams, until recently was with the Berea College Press. Besides his wife, two daughters also survive.

Verna F. Wilson

Verna F. (Jack) Wilson, 54, for 17 years editor and publisher of the Rowan County News, died of a heart attack at his home in Morehead, October 17.

Wilson figured in state news several years ago when he engaged in a controversy with Dr. H. A. Babb, then president of Morehead State Teachers College, and Babb's two sons. The dispute arose after publication of the school paper was withdrawn from Wilson.

A native of Hartington, Neb., he is survived by a sister, Mrs. Grace Ford, associate editor of the News, Morehead; a half-sister, Miss Mary Griffith, Morehead, and a half-brother, Steve Griffith, Omaha, Neb.

Establishment of a new section of the Printing and Publishing Branch of the War Production Board to handle all printing and publishing machinery was announced. Printing and publishing machinery formerly was under the jurisdiction of the Special Industrial Machinery Branch. Heading the new section in the Printing and Publishing Branch will be Herbert W. Blomquist, former assistant chief of the Pulp, Paper, Printing and Publishing Machinery Section of the now abolished Special Industrial Machinery Branch.

This new section will direct the processing of Production Requirements Plan PD-25A's for the printing and publishing machinery manufacturers, and the PD-1A application for the release of machinery and equipment under Order L-83 for all civilian uses.

*Economic Stability Necessary
For Freedom Of Press Clause*

Frequently, the Press has referred to the very significant statement by Walter Fuller, of the Curtis Publishing Company, that if the press of the nation is to be morally free it must be economically free. At the time, the statement was directed to the various governmental activities which were adding materially to the cost of operating and producing newspapers.

Much the same logic was expressed by an impartial arbitrator in a wage controversy involving hundreds of mechanical workers on city newspapers. The ruling of the arbitrator declared that "the outlook in the publishing business with its present trends does not justify an increase in wage rates." Then the opinion held that "a sound and healthy press is absolutely necessary to the welfare of our nation and a part of this health must be financial health." Taking cognizance of the declining trend in newspaper advertising it cautioned "it is the duty of the publishers to secure the stability of their important business."

If newspapers are a quasi-public institution, as publishers have been told for some years, then they have more at stake than merely maintaining economic stability for personal reasons. They must also think of the public and their obligation to keep alive this institution which is the shadow of the Constitution that gave it birth. There were newspapers before the Constitution but not the free newspapers on which the American public depends today. For this reason there is need that nothing be placed in the path of American newspapers that will interfere with the service they are practically directed to give by the very document on which the nation was founded.

*Telephone Service Put
On Priority Basis*

The Board of War Communications has issued an order placing long distance and toll telephone calls on priority, effective Nov. 1. Three classifications are set up as follows: (1) Calls which require immediate completion for war purposes or to safeguard life or property caused by disaster and affecting public security; (2) Calls for the national defense and security, the successful conduct of the war, or to safeguard life or property other than as specified in Priority 1; (3) Calls for

national defense and security, successful conduct of the war, involving such matters as governmental functions, materials for war plants, production of essential supplies, maintenance of public service, food supply and public health and safety.

Press associations and newspapers are listed among the preferred callers entitled to use telephone toll priorities for the purposes mentioned above.

*How To Get Names
Of New Prospects*

Names of non-subscribers are as good as money in a newspaper plant. For, properly worked, these names yield a rich harvest of circulation cash.

Out of every 100 such names, 30 to 40 at least will become subscribers. Thus, it's easy to put a value on prospects' names: Multiply 30 to 40 by your subscription rate—and that's what every 100 prospects' names are worth if they are worked right.

How do you get names of non-subscribers? Here are easy ways:

Check-Ups. Periodical check-ups with such people as tax assessors, real estate operators and the like get names of newcomers into the trade area.

From Old Subscribers. One of the best ways is to ask present subscribers to give you names of prospects. Provide a form on which a small number of names and addresses (five is about right) can be listed by present readers, enclose the

form in letters and renewal notices. The names have to be checked carefully, as there may be a high proportion of duplications, but checking is easy—against both the subscription list and the prospect list.

Evidence of a prospect list's value: One weekly publisher maintained a list averaging a thousand names for a year and worked it regularly. Within 12 months, he had secured 435 new subscriptions at \$2 each, \$870 worth of new subscriptions which year after year will yield renewals at big profit.

Improve Sales Management

In no department of management is printing weaker than in that of sales management. This is true both with respect to the individual print shop and with respect to the industry as a whole. The reason probably is that in the graphic arts the plant owner is far more likely to be a production man than a salesman.

Printing is suffering from the competition of other media; printing is not developing new uses and heaving out new markets for itself as other industries are doing; printing volume is tending to become static instead of showing a healthy growth.—Wisconsin Press.

Please send in your Pink Sheet Report on the Scrap Metal Drive at once.

MAC says:



**"FIGURE IT OUT
YOURSELF!"**

"In one 12-em line, there can be as many as \$12.00 worth of matrices and spacebands—one dollar a pica! Even the average single-column, 8-

point line costs around six dollars!

"So keep those machines adjusted right! Keep matrices clean. Keep spacebands spotless. Remove burred and bent matrices immediately—they'll damage others. And for further maintenance tips, consult your Linotype Life Extension booklet, 'The Care and Maintenance of Matrices'. If you haven't a copy, send for it—it's free!"



LINO TYPE • BROOKLYN, N. Y.
Linotype Spartan Family

Solving Problems of Logistics On The Home Front

Every day's headlines emphasize the problems of logistics—of getting food, equipment and supplies to our armed forces on far battlefronts.

The problem of logistics on the home front is also of immediate urgency. Take food, for example.

In peacetime, the production and the distribution of food were commonly considered as two separate activities. But the pressure of war is making every thinking person realize what progressive food growers and retailers have known for years — *that production and distribution of food are integral parts of the one, over-all job of feeding America.*

All the food produced on all the farms in the nation is useful only when it is distributed quickly and effectively — when it is made available to consumers with its nutritive value intact, at a price they can afford to pay.

Experience has shown that there are at least three basic requirements for getting fresh foods most efficiently to the families in your community, and to every other community throughout the land: (1) Foods must be sped from grower to retail store with the least delay by the most direct route, to save time, effort and cost; (2) They must be handled as little as possible, to prevent damage and keep expenses down; (3) They must be sold quickly, at a fast turn-over, to minimize spoilage and effect selling economies.

One illustration of the way in which the A&P organization is fulfilling all three of these requirements with the utmost effectiveness is this: *today 30 per cent of all food handled by A&P is delivered directly to A&P Stores from packing or processing plants or rail unload points. . . by passing even A&P warehouses.*

Not only does this mean that the men, women and children on the home front can get more of the nourishing foods they must have. It also means the elimination of in-between steps and the consequent saving of manpower and transportation facilities vitally needed to carry other essentials of war.

A & P FOOD STORES



Do You Really Believe in Santa Claus, Mister?

OF COURSE you don't believe in Santa Claus. You learned long since that he's only a fairy tale . . . just as you learned the hard way that everything you get in life you pay for—whether it's food, clothing, shelter, wealth, or the esteem of your fellow men. Sometimes payment is put off for a while. Sometimes it is disguised or called by another name. But in the end Old Man Destiny always collects.

Yet in spite of experience some men and women can't realize that Destiny never gives us something-for-nothing. They keep on thinking there is a magic short cut to riches and happiness. They believe in fairy tales. In Europe great masses of people believed the fairy tales told them by fascist, nazi and socialist spell-binders. Fooled by false promises those people today are enslaved.

SPEAKING OF SOCIALISTS—Since 1929 we have reduced your home electric service costs 52%, have spent millions of dollars for new equipment to improve service, and have seen our yearly tax expense jump 280%. Yet in spite of our low-rate and good-service record, the socialists want to take over industry and replace business management with political management and all its evils.

These fellows promise you still lower electric rates. But they don't tell you that if they had been running our company in 1941 the taxes on our electric properties would have been only \$579,440, instead of the \$2,295,936 tax expense we actually incurred. They don't tell you that the difference of \$1,715,936 would have been saddled on other taxpayers—little business men, small home owners, farmers, etc.

ABOUT INDIRECT TAXES—Maybe you don't own a store, or home, or farm. Maybe you're a renter. None-the-less you carry a heavy load of *indirect taxes*, because those who sell you food, clothing, fuel, shelter and other necessities, add some of their tax burden to the price you pay for everything you buy.

Only the cost of electric service has dropped steadily year after year in spite of rising taxes. Remember, if the socialists are permitted to take over taxpaying industry—

YOU WILL HAVE TO PAY STILL HIGHER TAXES!

★
*Buy Another War Bond
 and Help
 Crush the Nazis and Japs*



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