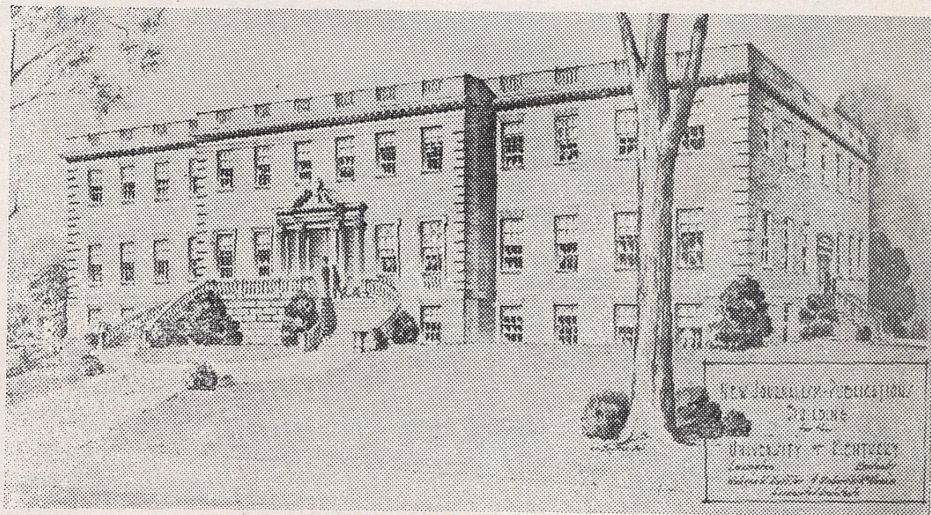


The Kentucky Press

July, 1947

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



Proposed New Journalism Building At U. Of K.

●
VOLUME EIGHTEEN
NUMBER NINE
●

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

Official Publication Kentucky Press Association

The Kentucky Press Association

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

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

One Order - One Billing - One Check

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

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

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

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

National Advertising Affiliating Service

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

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

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

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

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

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

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

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

Composition Word Spacing Is Important

The slogan, "A form is no better than its spacing material," is true in more ways than its author intended. It was meant to point out that a tight lock-up and the elimination of work-ups depended largely on the quality of the leads, slugs and reglets in the form. But it applies with equal force to the word spacing within the composition, stated A. Raymond Hopper, G. M. Bradford Co., New York, in the July issue of *Printing*.

It has often been said that the skill of an artist is marked by what he leaves out. Music is made as much by the rests as by the notes; only an Irish jig or Virginia reel rolls on without taking a breath. In typography, the spaces play a part as important as the type. Yet workmanlike spacing appears to have become almost a lost art.

In ancient manuscripts, letters usually ran along without any separation between words, and endless difficulties in deciphering them have resulted. Imagine reading text today set up like this:

Fourscoreandsevenyearsagoour
fathersbroughtforthuponthisco
ntinentanewnationconceivedin
libertyanddedicatedtothepro
sitionthatallmenarecreatedequal

The need for separating the words with spaces is obvious, as a time and headache saver. It is quite possible, with a degree of effort, to read the quotation as set above, because it is something you already know, but it would be pretty tough trying to get through a newspaper set that way. However, a good thing can be murdered, and often is, by using too much space between words. Just to demonstrate, let's use mutton quads on Mr. Lincoln's classic:

Fourscore and seven years
ago our fathers brought
forth upon this continent
in liberty, and dedicated to
the proposition that all
men are created equal

Certainly, that is an improvement. Without question, the spaces aid readability. But now an excess of word spacing makes a spotty appearance, and slows the reading time below what it could be. Somewhere between the two extremes lies the optimum.

All compositors know this. They learn during their apprenticeship what spaces to use, and why, to produce the best effect. Still, bad spacing in composition today seems to be more common than rare. Why? The editor of a long established and conservative printing trade journal writes, "I am firmly convinced that the average ability of a compositor is

not as high as it was 25 years ago."

And another editor in the same field, obviously from bitter experience, goes a step further and finds the fault, in his complaint, "I am sometimes discouraged at seeing work that shows not only carelessness but also indifference on the part of men who call themselves compositors."

I am often troubled by proofs, even from high-grade composition houses and printers, in which words in many places have been spaced with nut quads or wider. Examples are easy for anyone to find, but some are shown here by way of convenient illustration. And some sin even more by spacing the words on some lines unequally.

That these are permitted to be published can be evidence only of indifference to poor workmanship; that they were so set up can be only from carelessness in composition, since there is no mechanical limitation that would impose such results. Linotype and Intertype machines are equipped with bands that space words evenly and with considerable flexibility of choice. No operator is under any compulsion to choose jumbo bands instead of thin ones. Monotype spacing is done automatically in the casting, and can be justified according to the need, in variations graduated in eighteenthths of an em, and in absolute evenness throughout the line.

Foundry type offers, if not more flexibility, at least more play for individuality. Spacing material, as every comp well knows comes in em- and en-quads, 3-, 4-, and 5-to-em spaces, 1-pt. brass, and 1/2-pt. copper thin spaces, and many comps add to this treasury of facilities a variety of cards and papers in several thicknesses. Not only can almost any conceivable combination be provided, but, what the machine operator cannot so easily do the hand compositor can space the words in a line slightly unequally to break up rivers or compensate for optical illusions.

So there appears to be little excuse for bad craftsmanship in this particular. The only explanation I have ever heard is that, because the large compartment for 3-to-em spaces is centered in the front row of the case, it requires less effort to reach than the smaller boxes for the 4- and 5-to-em spaces in the back row. This would seem to have some bearing on the matter, since shops have been known to discourage wide spacing by filling the 3-to-em box with thinner spaces.

But entirely aside from the question of craftsmanship, which ought to be enough to impel a comp to stretch willingly to the more remote boxes, if the result would look better,

the use of thinner spaces not only aids readability but also saves considerable type area. Though spaces are designated 3-, 4-, and 5-to-em, they are actually such only when they can be divided evenly into the em being set. For instance, in a 12-pt. font, the two first named will be 4 and 3 points thick, respectively, but the other will not be 2 2/5 points, but 2 1/2 points. Spaces are cast only to the nearest 1/4 or 1/2 point.

Therefore assuming 100 words of 12-pt. composition, with all words evenly spaced, 8 picas would be saved by using 4-to-em instead of 3-to-em spaces, and 12 picas by using 5-to-em spaces, and the readability would be materially improved.

Curiously, the saving in space when 10-pt. and 8-pt. type is used will be exactly the same as with 12-pt. type; viz., 8 and 12 picas respectively for the 4-to-em and 5-to-em spaces instead of 3-to-em spaces.

To put it another way, the saving, when using 4-to-em spaces, amounts to 8 ems of the body size in 12-pt., 9.6 ems in 10-pt., and 12 ems in 8-pt. type. By substituting 5-to-em spaces, the saving would be 12 ems of the body size in 12-pt., 14.4 ems in 10-pt., and 18 ems in 8-pt. And those savings are for every hundred words!

Of course, I realize that a printer has little reason to care how much space is used, since this usually is specified by the customer. But good printers know that customers often welcome unlooked for counsel, especially when it improves their work or saves them money, and usually reciprocate in one way or another sooner or later.

But another gain from using thinner spaces, which also improves appearance, is that "rivers" of white occur less frequently and are easier to get rid of. And when "widows" result, unless they are extremely small, they seem to be less objectionable.

Another advantage that arises from closer spacing is that generally words seem to "break" better and one-word or one-syllable widows less often result. I can't think of any more logical reason for this than the classic expression of a famous Philadelphia printer-statesman more than 200 years ago that "God helps them that helps themselves." And maybe that isn't too far from the truth.

Also, I am aware that, under the necessities of justification, not all the words in any text can, or should be, equally spaced, but that in no way destroys the principle that narrower spacing saves room and looks better. An ideal standard can be aimed at, and attained so far as the divisions of words permit.

New Printing Method Has Been Perfected

The Perry brothers, John H., Jr., and Farwell W., announced July 16 the development of a revolutionary method of printing which has been the result of extensive research by the William J. Higgins Company, of which the two Perrys are Chairman of the Board and President, respectively. The Perrys are also executive officers of the Western Newspaper Union. William J. Higgins, formerly of St. Petersburg, Florida, is Executive Vice President of the Higgins Company.

This newspaper printing development has been brought about because of the increasingly prohibitive mechanical costs in the newspaper production field, the result of which has caused a good many newspapers, both daily and weekly, to consolidate or go out of business. It has also been brought about because of the necessity for improving the printing quality of newspapers in their competitive struggle with other forms of advertising media. Research has been conducted at the Company's plant at Ocala, Florida, and the development has gone beyond the experimental phase.

For the past several months, the Company has been producing the Leesburg (Fla.) Commercial Ledger without use of linotype machines, matrices or stereotype plates. This 12-page weekly paper has been printed on a rotary press, each page of the paper being printed directly from one sheet of engraved magnesium. Composition of body type in the paper has been done by International Business Machine's Electromatic Proportional Spacing typewriters. So far heads have been set with Phototype but machines are already made and will be in mass production shortly, which will enable head-setting also to be done by the typewriter method. The magnesium engraving process permits use of an unlimited number of pictures at no additional cost, and the quality of these pictures is the finest obtainable because the original engraving is the printing plate. Unlike Photo-offset, this process has the advantage of utilizing present day conventional presses, either rotary or flatbed.

The printing plate in the new process weighs less than a pound as against 46 pounds for a conventional stereotype plate, enabling greater press speed and less wear and tear on the press. For comparative purposes, these plates are being used on a Goss Rotary printing press simultaneously with the conventional stereotype plates.

This process completely changes the composing room as it exists today. The copy goes directly from the typewriters to the make-up boards and from there into the engraving

New UK Journalism Building Being Planned

Our cover picture this month is the architect's drawing of the proposed Journalism and Publications building for the University of Kentucky campus. This building will house exclusively the Department of Journalism, the Kernel printery, and student publications.

Plans include a basement partially above the ground level that will house the expanding print shop; journalism offices, publications, a few classrooms and laboratories in the first floor; and class rooms and laboratories on the second floor. All available space has been planned to give the maximum use which will make this one of the most efficient journalism instruction buildings in the country.

The building will extend 140 feet by 78 feet and will be situated in the center of the University campus, just north of McVey Hall which houses the present journalism classrooms and printery. Estimated cost is \$420,000.

The architects, Wayne W. Hafler and Robert W. McMeekin, Lexington, are now at work on the plans for the building under a loan-grant of \$10,600 from the Federal Works Agency. There is possibility that construction will start next spring.

As soon as plans are completed and accepted, the Press will publish complete blue prints of each floor, together with projects for an enhanced journalism curriculum and a complete, efficient printing plant for both letter-press and offset printing.

Provision in the new building has been made for commodious quarters for the Central Office of the Kentucky Press Association.

The Press wants Kentucky press news.

Your readers value your paper at the price you set. Is it worth at least \$2.00 a year; \$2.50?

room. The copy need not be returned to the editor for proofreading as composition errors are, by the photographic nature of the process, completely eliminated.

Release by the William J. Higgins Company of further technical information on the process will be made available to the entire industry as soon as production is completed on necessary composition and engraving machinery. At that time, William J. Higgins Company will undertake installation of the process for those interested.

The Perry brothers are sons of John H. Perry, President of Western Newspaper Union. Both are graduates of Yale and served in the War as AAF pilots.

The legal counsel for the Hoosier State Press Association advises publishers in that state concerning independent contractors, as follows:

"Publishers of HSPA Newspapers, dailies and weeklies, should be interested in the new position taken by the U. S. Supreme Court in determining whether an individual is an employee or an independent contractor for purposes of paying Social Security taxes. The new theory may have some effect upon relations with correspondents and newspaper carriers.

"Up to now, this Bulletin has repeatedly emphasized that control over the individual determines whether the relationship is that of an employee or an independent contractor. That was the basis on which HSPA won both the State and Federal decisions holding that correspondents are not employees, even though they were paid a fixed sum for their services. However, in the three cases just decided by the Supreme Court, four other factors, in addition to the element of control, are now set up in determining the status of the individual as an employee or independent contractor. These are: (1) Opportunities for profit or loss through managerial ability; (2) Risk undertaken by investment in facilities; (3) Permanency of the relationship; (4) The skill required.

"All this may seem pointless and certainly confusing to the practical minded publishers. But it could spell the difference between paying or not paying hundreds of dollars in Social Security taxes. Counsel interprets the new formula as follows: (1) If the individual is solely responsible for profit and loss, then he is not an employee; but, if the publisher should make up losses of a carrier for unpaid subscriptions, the carrier would be deemed an employee. This would not apply to correspondents. (2) The risk undertaken would be the investment by a carrier in purchasing a route; no effect on correspondents. (3) Permanency of the relationship undoubtedly means whether the individual is hired in the manner in which an employee is taken on, whether the individual may be fired, et cetera. It is our opinion that No. 4 does not apply either to correspondents or carriers.

"Counsel does not wish to be repetitious in constantly referring to the relationship of employee and independent contractor. But in view of the attitude of the Social Security Division to hold every individual as an employee, it is well to be on guard. A publisher with less than 8 employees might be caught for heavy taxes if rural correspondents are held to be employees, and a publisher whose carriers are found to be employees would experience heavy increase in Social Security taxes.

BAKING BY "BLUEPRINT"



The average American eats nearly twice his weight in bread each year. Here is ample proof that bread is accepted as the backbone of the national diet.

But there are all kinds of bread. Different types of wheat, for example, produce different kinds of flour. These and other ingredients change frequently in their mineral, protein and vitamin content and in their reaction to mixing, kneading and baking. As a result, recipes for bread and cake must be adjusted frequently to guarantee uniform quality.

That is why A & P's 37 bakeries, serving 6,000,000 families throughout the country, to insure consistent quality and a maximum food value, are guided by a laboratory equipped to make the most exhaustive study of the ingredients that go into a loaf of bread.

After baking formulas are "blueprinted" at the laboratory and forwarded to the branch plants, samples of the finished product are rushed to New York by air express for physical "scoring" and chemical analysis to make sure the formulas have been strictly observed.

Scientific freshness-control, modern packaging and the enrichment and dating of bread are added warranties of quality which were pioneered by A & P bakery technicians.

Painstaking research of this kind is an old A & P habit. It explains why the men and women of A & P have continued for more than 87 years 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

Volume Eighteen, Number Nine

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NATIONAL EDITORIAL
ASSOCIATION
1947  Active Member

NAS And APA Finally Bury Advertising Hatchet

An all-important, far-reaching statement of policy, released by the joint NAS and APA committee, was released to trade papers and publishers' publications on July 28. It represents the culmination of long labor on the part of NEA and NAS to persuade APA to work with them rather than against them as has been evidenced in the past.

The Kentucky Press, as well as every Kentucky editor, rejoices that this agreement has been perfected; we know that community newspapers will benefit in many ways and will receive augmented national advertising that has been withheld by national agencies in the past due to confusion of dual, or claimed, representation.

This ideal arrangement, now in effect, emphasizes strongly the necessity of EVERY

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.

community editor of appointing either NAS or APA as his national advertising representative. It especially emphasizes that every editor should investigate his present status to ascertain whether he has appointed both organizations as representatives—he should now select one or the other—but select one as fast as possible. It further emphasizes that the confusion of dual representation of the past has caused untold damage to the cause of national advertising in the community field.

Because NAS is your organization; because its operation and policies are controlled by KPA representatives and other state organizations; because it has served Kentucky newspapers well in the past and promises greatly augmented service in the future—we still hold that every Kentucky newspaper which through its membership, owns and directs the policies of NEA and NAS, should appoint NAS as its national representative.

The hatchet is buried; we hope deep and in a forgotten place, so that community newspapers will enter into a larger position and factor in the national advertising field. The joint statement follows:

To simplify the mechanics for using space in weekly papers, a program has been worked out by the American Press Association and Newspaper Advertising Service, Inc., it was announced July 28. Considerable advertising that might have gone to weeklies has been diverted to other media because of duplicate representation and confusion caused by different rates and circulation claims in various directories. The new agreement is aimed to eliminate these problems.

Together, the two organizations represent over 90 per cent of the weekly newspapers of the United States for national advertising. Their new program calls for:

1. Correction of rate, circulation and representation differences in newspaper directories.
2. A method by which agencies can deal with either or both organizations without fear of stirring up ill will.
3. A method by which advertising agencies

can handle all weekly newspapers on a schedule in one package, through either organization.

4. A code of ethics which will enable representatives to work together in harmony.

5. A method for handling publicity releases without mixing editorial and advertising support.

6. Encouragement of research by both organizations.

The agreement was reached in conferences of a special committee of weekly newspaper publishers and corporate officers appointed by APA and the National Editorial Association. NAS is the business corporation of the NEA.

As a result of the agreement, it is expected that advertising agencies and national advertisers may hereafter place all business through representatives. Most agencies have stated that they prefer to follow this method, but some did not do so while confusion over representation existed.

Under the new program, a joint committee representing both organizations will check all existing contracts with newspapers held by both APA and NAS. Where duplicate contracts are found to exist, a joint letter will be sent out by the two organizations asking the publisher to choose between them.

Any newspapers which do not at present employ either representative will also receive joint letters urging the publishers to sign a contract with one or the other. Those who do not do so will receive no sales support from either organization, but business for them will be placed by either group when it is helpful to an advertising agency to handle all weeklies as one package.

If and when any disputes arise over representation or any other matter affecting the sale of advertising, the problem will immediately be decided by an arbitration committee composed of men from each organization.

In order to release the same data for rate directories, the two groups will compare page proofs before publication and send a joint letter to any newspaper which has given conflicting data to the two representatives.

The figures will be used

Both AP search work and will e American Council and of the Nation leading gro of determin most benefi using

The artic new progra a joint com NEA, at me At these m its treasurer ders of the D. Allen of The NEA a W. Loomis Orrin R. T eye; and Ge (Wis.) Leade mendations Directors of

Circulation Must Be

Sworn cir master will l several Ken these statem one in the as yet, but working at comply with the 1948 rat we will sho circulation f master, or m months to g condition po statement to figures to us, you will fin will have a newspaper.

An origina stories on cor Smith, has be Editorial Ass without cost which apply is a member this news ser Manager Dor

Patronize

The figures supplied in the publisher's reply will be used in both directories.

Both APA and NAS will encourage research work being done on behalf of weeklies, and will encourage meetings between the American Weekly Newspaper Publishers Council and the Weekly Newspaper Bureau of the National Editorial Association, the two leading groups in the field, for the purpose of determining what kind of research can be most beneficial to the sale of national advertising.

The articles of agreement, on which the new program is based, were worked out by a joint committee of the APA, NAS, and the NEA, at meetings in New York and Chicago. At these meetings, APA was represented by its treasurer, W. Wilson Brown; Walter Sanders of the Nunda (N.Y.) News; and Walter D. Allen of the Brookline (Mass.) Chronicle. The NEA and NAS were represented by Will W. Loomis of the La Grange (Ill.) Citizen; Orrin R. Taylor, of the Archbold (O.) Buckeye; and George W. Greene, of the Waupun (Wis.) Leader-News. Approval of their recommendations has been given by the Boards of Directors of all three organizations.

Circulation Statements Must Be Prepared

Sworn circulation statements to the Postmaster will be due in 3 months. Last October, several Kentucky publishers failed to make these statements. We do not know of any one in the state having suffered a penalty as yet, but the Post Office Department is working at these constantly so it pays to comply with the law. Also when the data for the 1948 rate directory is gathered this fall, we will show for each newspaper whether circulation figures are ABC, sworn to Postmaster, or merely claimed. Use the next three months to get your circulation in the best condition possible, then make your sworn statement to the Postmaster and submit the figures to us. Even if the figures are smaller, you will find the agencies and advertisers will have a lot more confidence in your newspaper.

An original news service, a series of weekly stories on conditions in Europe by Mason R. Smith, has been inaugurated by the National Editorial Association and will be furnished without cost to all Kentucky newspapers which apply for it. As every state newspaper is a member of NEA, it is eligible to receive this news service if it can be used. Write Manager Don Eck for this service.

Patronize Press Advertisers.

Former Franklin Publisher Dies

Elbridge Biggs, 63 years old, former owner and publisher of the Franklin Favorite, died July 27 at St. Joseph Infirmary, Louisville. He underwent an operation July 16.

Biggs was a past president of the Franklin Rotary Club and had served on the Franklin Electric Plant Board and as a director of Franklin Chamber of Commerce.

In addition to his wife, Mrs. Lucy Brown Biggs, he is survived by a sister, Miss Hatie Biggs, Franklin, and two brothers, E. J. Biggs, Franklin, and Charles H. Biggs, Lewisburg, Tenn.

John E. Allen, Noted Typographer, Dies

John E. Allen, editor of the Linotype News since its inception 25 years ago and a nationally known typographical authority, died at his Garden City, N. Y., home July 12 after a sudden heart attack.

Mr. Allen, 58, had specialized in newspaper typography for many years and designed hundreds of newspapers in the United States, Canada, Latin America and Europe. He was widely recognized as an authority and consultant.

Two earlier books, "Newspaper Makeup" and "The Modern Newspaper" have long been standard texts.

Mr. Allen learned printing in Des Moines, Ia. He later attended Columbia and New York universities, where he also lectured. In Des Moines he worked for the News, Register and Leader. He was also a linotype operator for the Globe Publishing company and Iowa Homestead, both of Des Moines.

During World War I he served in the infantry. When mustered out, he was a cadet at an officers' training school.

Mr. Allen pioneered with his personal friend, J. N. (Ding) Darling, the cartoonist, in organizing "Ducks Unlimited."

In addition to his books and articles on newspaper typography, Mr. Allen wrote stories, essays and verse which have been published in many magazines.

Despite the booming postwar sales of books and magazines, the American people spent for reading matter 52.2% for daily and weekly newspapers, more than that spent for books and magazines altogether. Magazine expenditure was 25.8% and books 22%. The total amount spent in 1946 was newspapers, \$845,868,000, magazines, \$418,338,000, and books, \$355,400,000.

An Advertising Program That has Possibilities

Printers Ink carries this story from Seneca Falls, N.Y.:

"Merchants of this village of 7,500 are investing \$10,000 in a 26-week promotional program to educate residents of the area to shop at home.

"The co-operative public relations campaign was opened in mid-June with a spread in The Seneca County Press (3,744 circ. 56¢ an inch), a quarter-page display in the suburban edition of The Syracuse Post-Standard (daily, 81,000 circ. at \$3.36 an inch), and a 15-minute Saturday broadcast on WMBO, Auburn. Each week \$251 will be spent in newspaper and radio advertising, and \$52 worth of merchandise prizes will be awarded.

"The 52 participating merchants, who have pledged individual expenditures of \$26 a month to finance the program, hope to retain the business they have within the community, to attract more business from the trading area, and to develop more community interest among business men."

If you go into it, this fall seeming an ideal time for such a program, remember that clerks, cops, waitresses, and all who come in contact with the public, should be enlisted and enthusiastically on their toes. Parking facilities, street lighting, opportunity for rest and refreshment, entertainment, and professional services (doctors and dentists) are essential to high rating as an attractive shopping center. Friendly cooperation among merchants in helping shoppers to find elusive items is another big factor in the lasting success of such community crusades.

Key cog in the whole works is your newspaper.

Several publishers have inquired whether a merchant should be given a lower rate on a repeat ad. The idea seems to be that the publisher's cost is lower due to the saving in composition. Seems to use that for straight newspaper advertising of services or merchandise for sale, that it's well established that there should be fresh copy and fresh appeal in every ad. The very essence of newspaper advertising superiority over all other media lies in the opportunity for constant change in copy and sales appeal. Therefore, we ought to give an advertiser no encouragement, in fact, no opportunity to think that repeat ads will bring maximum repeat business in newspaper. After all, we're not in the billboard business, or the phone directory business either. (We do agree that for newspapers which run a business or professional directory column, that some concession in rates is justified.)

Kentucky editors are given an opportunity to boost their communities and work toward greater financial returns by the Kentucky Chamber of Commerce. The Chamber is urging that every state community should furnish at once information about its available plant facilities. Editors should urge their local leaders, or take the lead themselves, in making this information available. C. of C. officials state that they are receiving an increasing number of inquiries everyday from out-of-state manufacturers looking for suitable plant locations. Here is an opportunity for you to do a good job of public relations of and for your community.

An impressive novel self-advertising stunt which will attract maximum attention has been done by several community newspapers, and, while it requires some time and preparation, surely will give the local merchant a visual demonstration of what his advertising penny buys. There are two methods suggested:

The first method is to set up a box one column wide and one inch deep (gang boxes to the limit of your job press) and print these boxes to the number of the subscription list. These boxes are then pasted on a sheet of composition board for self advertising purposes. The title painted at the top of the board states, "What you actually buy for . . cents per advertising inch". That is, if a newspaper's circulation is 2500, there will be 2500 boxes on the display board. Any advertiser will be impressed with the idea that he is actually buying 2500 spaces for the low advertising rate per inch. Such a display is indeed impressive.

An alternate idea suggests other treatment, equally impressive. For instance, the total space occupied by a one inch ad in 2,500 newspapers will be 5,000 square inches. This represents a rectangle measuring 60 inches by 84 inches or 5 feet by 7 feet. If the editor will paint a rectangle this size on his wall, or on composition board, this slogan could be printed in large type in the center; "When you buy one inch of advertising in our newspaper, you actually buy this space for . . . cents."

There is no doubt that a display of this kind and manner will do more to show the advertiser what his money actually buys and will alleviate the off-repeated complaint of high advertising rates and value received.

Another self-advertising stunt that the publisher could prepare is to print the one inch column box on a government post card and mount this on a display board with this, or similar wording:

"The merchant pays . . . cents per inch for this box which is placed in the hands of . . .

number of readers every week. If the merchant would mail the same message to every one of our . . . number of readers on a penny government postcard, it would cost him \$. . for the cards alone, not including the cost of

printing the cards."

We might suggest that this message, and box, be printed on government postcards and mailed to your advertising for an effective bit of advertising promotion.



When the notorious Al Capone died not long ago, the New York Times had this to say about Prohibition:

"Its chief product was lawlessness and crime . . . It created a demand that only criminals could fill."

Crime, criminals, lawlessness and gangsterism . . . These weeds grow rank in the fields where Prohibition has been planted.

KENTUCKY BREWERS, DISTILLERS & DISTRIBUTORS
One of Kentucky's Valuable and Historical Industries

Local Ad Must Be

About the local ad too. Most local profit of real local display (too) which century. W Manager D even the sm a minimum play. Larger local inch there will be we're going anyway the hearts out in give us a pa

The Press lead article

Local Ad Rates Must Be Raised

About time to strum some more notes on the local ad rate string again—same old tune, too. Most local ad rates are too low to assure the profit needed to build a newspaper capable of real service. There actually are some local display rates in Kentucky (other states, too) which haven't been changed in a quarter century. We go along 100 per cent with Manager Doyle Buckles in declaring that even the smallest newspaper ought to charge a minimum of 35 cents an inch for local display. Larger weeklies should set a minimum local inch rate of 40, 45, or 50 cents. Sure, there will be some local sales resistance. But we're going to have to do aggressive selling anyway there's no sense in working our hearts out in selling at rates that will merely give us a pauper's income.

The Press again calls your attention to the lead article in the April issue on local rates

and again recommends that every state newspaper adopt the Monthly Sliding Scale Rate Structure. After all, it is well to re-emphasize that the publisher is entitled to a rate that at least approximates the cost per inch of production—minimum, 35 cents per inch.

Emergency Newsprint

The purchasing division of the Louisville Courier Journal & Times has been able to supply some newsprint for emergency need to several Kentucky community newspapers, according to T. A. Corcoran, purchasing agent. Mr. Corcoran states that his department can still supply some newsprint for emergency only in other sizes than 30 x 44 inches as indicated in our Bulletin. He states that, while the 30 x 44 size is preferred, other sizes in emergency could be furnished if sufficient time is allowed. If any Kentucky editor is in dire need for emergency newsprint, he is advised to communicate with Mr. Corcoran at once.

Government News? Releases Flood Newspaper Offices

Citing a foot-high stack of Government press releases which he said represent one week's output to a single newspaper, Representative Forest A. Harness, Republican, of Indiana, on July 8 demanded curtailment of propaganda designed to influence public thinking and to bring pressure on Congress.

Mr. Harness is chairman of a House Expenditures subcommittee on publicity and propaganda in Government agencies.

The stack of press releases, he said in a speech delivered in the House was sent during the course of one week to The New York Times and presumably to other large newspapers.

Some of it, he said, is just pure hog wash". He said the Public Printer estimated that it would have required 800 columns of The New York Times to print all the Government handouts sent in during one week.

Latest available estimates, Mr. Harness said, place Federal expenditures for publicity at about \$75,000,000 a year.

Print This Warning In Your Newspaper

Word from up the country indicates that the old racket of sending out merchandise without orders and with a bill is being revived. For some reason or other, neckties are a favorite in this shennanigan. The victim is sent a certain number of ties, none of which he would be found wearing at a dog-fight, and a bill for what ever number of dollars the racketeers feel the traffic will stand. The sucker—the racketeers hope—is asked to mail the junk back if he doesn't want it. The game is a variation of that fine old pastime of Heads-I-Win-Tails-You-Lose. If the victim fails to return the stuff, he is apt to get letters suggesting legal action to recover property, etc. In any event, there is no reason for anyone to be upset if he gets such merchandise. He can just "leave it lay" and rest secure.—Memphis Commercial Appeal.

The Press has a limited number of 1947 National Rate Books for sale at \$2.50. First come, first served.

Water damage to newsprint and other paper stock suffered in a recent warehouse fire caused a California publisher to change his storage arrangements and place his stock on blocks. Much of the damage to his stock would have been avoided if the stock had been raised off the floor.

*"scorn nothing
but indifference"*



What's worth doing at all is worth doing well. Whether it be in the little things or those of greater moment, it's all the same. Watch it, brother!

For example: Have you checked your composing-room methods, materials and machines lately? Are they up-to-snuff or have you just been "getting along"?

Will it pay you to talk things over with your Linotype Production Engineer—now, or the next time he calls?

LINOTYPE • BROOKLYN 5 • NEW YORK

Linotype Electro Bold and Bodoni Italic

LINOTYPE

Since organization, we have maintained paid subscriptions to every Kentucky newspaper.

Central Press Clipping Service

309 North Illinois St. Indianapolis, Indiana

Binding News Files

Is Our Specialty Write for Information O. J. Forman Company Monmouth, Illinois

Extra Profits FOR YOU, MR. PRINTER Send Us Your Orders for ADMISSION TICKETS COUPON BOOKS LICENSE STICKERS SCALE TICKETS NUMBERED FORMS WELDON, WILLIAMS & LICK Specialists in Numbered Printing FORT SMITH, ARK.

You can't go wrong with ABC.

SIEGRIST ENGRAVING CO.

Commencement Invitations Christmas Cards Wedding Invitations Calling Cards Business Stationery

926 Oak St. Kansas City 13, Mo.

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

"NOW You Can Value Your Printing Orders ACCURATELY . . . The EASY Way!"

Conserve your time by simplifying the routine of valuing your printing orders. The Franklin Printing Catalog gives you actual selling values for all your letterpress work. Start your firm on the way to more successful business—

Write for FREE TRIAL OFFER Today!

PORTE PUBLISHING CO.

P. O. Box 143 Salt Lake City 5, Utah



Pennsylvania has a law which will enable local municipalities in Pennsylvania to place taxes on anything not already taxed by the State government. Local city governments under this law may tax a wide variety of revenue sources, amusements, including coin-operated equipment, wages, income, and sales according to dispatches.

It is also reported that under the provision of this law there is no ceiling on the amount of tax which a local municipality can impose. The only limit is that new revenues may not be more than the amount currently collected from real estate taxes.

While it may not happen, yet this law may be construed as permission to tax newspapers which has been done before, but has been thrown out by higher court decisions. Yet there is a distinct threat to freedom of the press in such a law.

Lottery Laws Apply To Programs

Publishers will be interested in the following letter from the Post Office Department Solicitor's office to an Oregon postmaster. "This will acknowledge your letter of June 4, 1947, addressed to the Third Assistant Postmaster General, relative to a plan wherein a program is sold and prizes awarded from coupons detached from the aforementioned program."

"It is understood from your letter that the prizes are to be awarded by means of a drawing or other method involving chance. Therefore, inasmuch as it is necessary to furnish a consideration in order to be eligible for a prize, the scheme is a lottery and all matters relating thereto, including newspaper announcements, if accordingly nonmailable under Section 601, P.L.&R., 1940.

The fact that the complete details of the method of award are not included in the newspaper advertisements of the plan renders such advertisements none the less objectionable under the postal lottery statutes."

"Today, more Linotype matrices are being produced and shipped than ever before," states The Linotype News. "Since last August our plant has been making matrices at an ever-increasing volume in an effort to fill the backlog that had been building up during the war years. Day after day, the number of matrix orders shipped has hit new high marks."

"Meantime, Linotype's typographic program continues to be forward-looking. Preparatory to the time when they can go into actual production, has occupied the attention of Linotype experts. New faces include answers to many requests made by publishers and printers, also designs developed to meet various modern trends. Design has proceeded in matrix form must await the fulfillment of the backlog obligations."

Patronize Press Advertisers.

The COPY CUB

PUT HIM ON YOUR PAYROLL FOR

25¢ A WEEK

HE WILL . . .



- SELL SUBSCRIPTIONS BUILD ADVERTISING COLLECT NEWS BUILD GOOD WILL

SHOP AT HOME! BUY THE THINGS YOUR NEIGHBORS SELL - THEIR PRICES ARE AS LOW AS YOU'LL FIND ANYWHERE - PLUS FRIENDLY PERSONAL SERVICE!



Each Cartoon Approximately 4 1/2" deep by 1 column.

USE COPY CUB ON YOUR FRONT PAGE, EDITORIAL PAGE, OR WHEREVER HE FITS!

Whimsical, low-pressure salesmanship is the COPY CUB'S specialty. Issue after issue he drives home your story to readers and advertisers. • Ask your WNU Features Bureau for proofs.

WNU FEATURES

Prog... Adairville, Albany, TH Auburn, TH Augusta, T Barboursville Bardstown, Bardwell, C Beattyville, Beaver Dam Bedford, Tri Benton, The Benton, Tri Berea, The Brandenburg Brooksville, Brownsville, Burkesville, Burlington, Cadiz, The Calhoun, M Campbellsvi Campbellsvi Campton, W Carlisle, Ca Carrollton, Cave City, C Central City Central City Clay, Tribu Clay City, C Clinton, The Cloverport, Cloverport, I Columbia, A Corbin, Tri-C Cumberland, Cynthiana, Cynthiana, Danville, Bo Dawson Sprin Earlington, N Eddyville, Ly Edmonton, E Elizabethtow Elizabethtow Elkton, Todd Falmouth, T Flemingsburg Flemingsburg Franklin, The Fulton, Fulto Georgetown, Georgetown, Glasgow, Gla Glasgow, Gla Grayson, Jou Greensburg, Greenville, L Hardinsburg, Harrodsburg, Hartford, Oh Hawesville, H Hazard, Plain Hazard, Unio Hickman, Hi Hindman, Hi Hodgenville, Horse Cave, Hyden Thous

Progressive Members Of The Kentucky Press Association

Today we boast of 100% membership; 100% strong and united.

Weeklies

Adairville, Enterprise
 Albany, The New Era
 Auburn, The Auburn Times
 Augusta, The Bracken Chronicle
 Barbourville, Mountain Advocate
 Bardstown, The Kentucky Standard
 Bardwell, Carlisle County News
 Beattyville, Enterprise
 Beaver Dam, Ohio County Messenger
 Bedford, Trimble Democrat
 Benton, The Marshall Courier
 Benton, Tribune-Democrat
 Berea, The Citizen
 Brandenburg, Meade County Messenger
 Brooksville, Bracken County News
 Brownsville, Edmonton County News
 Burkesville, Cumberland County News
 Burlington, Boone County Recorder
 Cadiz, The Cadiz Record
 Calhoun, MeLean County News
 Campbellsville, The News-Journal
 Campbellsville, Taylor County Star
 Campton, Wolfe County News
 Carlisle, Carlisle Mercury
 Carrollton, The News-Democrat
 Cave City, Cave City Progress
 Central City, The Messenger
 Central City, Times-Argus
 Clay, Tribune
 Clay City, Clay City Times
 Clinton, The Hickman County Gazette
 Cloverport, The Breckinridge News
 Cloverport, Breckinridge Messenger
 Columbia, Adair County News
 Corbin, Tri-County News
 Cumberland, Tri-City News
 Cynthia, The Cynthia Democrat
 Cynthia, The Log Cabin
 Danville, Boyle Independent
 Dawson Springs, Progress
 Earlington, News
 Eddyville, Lyon County Herald
 Edmonton, Edmonton Herald-News
 Elizabethtown, Hardin County Enterprise
 Elizabethtown, News
 Elkton, Todd County Standard
 Falmouth, The Falmouth Outlook
 Flemingsburg, The Fleming Gazette
 Flemingsburg, Flemingsburg Times-Democrat
 Franklin, The Franklin Favorite
 Fulton, Fulton County News
 Georgetown, Georgetown News
 Georgetown, Georgetown Times
 Glasgow, Glasgow Republican
 Glasgow, Glasgow Times
 Grayson, Journal-Enquirer
 Greensburg, Record Herald
 Greenup, News
 Greenville, Leader
 Hardinsburg, Breckinridge Banner
 Harrodsburg, Harrodsburg Herald
 Hartford, Ohio County News
 Hawesville, Hancock Clarion
 Hazard, Plaindealer
 Hazard, Union Messenger and News
 Hickman, Hickman Courier
 Hindman, Hindman News
 Hodgenville, Herald News
 Horse Cave, Hart County Herald
 Hyden Thousandsticks

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

Tompkinsville, Tompkinsville News
 Vanceburg, Lewis County Herald
 Versailles, Woodford Sun
 Walton, Walton Advertiser
 Warsaw, Gallatin County News
 West Liberty, Licking Valley Courier
 Whitesburg, Mountain Eagle
 Wickliffe, Ballard Yeoman
 Williamsburg, Whitley Republican
 Williamstown, Grant County News

Dailies

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

College Papers

Kentucky Kernel, University of Kentucky, Lexington
 College Heights Herald, Western Teachers College, Bowling Green
 College News, Murray State College, Murray.
 Trail Blazer, Morehead State Teachers College, Morehead
 Alumni News, University of Kentucky, Lexington

Farm Papers

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

Associate Members

Louisville Automobile Club
 Louisville Paper Company
 Miller Paper Company, Louisville
 Davis Advertising Agency, Louisville
 Mergenthaler Linotype Company, Louisville
 Bush-Krebs Company, Louisville
 Farson and Huff, Louisville
 Breeders Gazette, Louisville.
 Southern Bell Telephone & Telegraph, Louisville
 Cincinnati Station WLW
 Cincinnati Imperial Type Metal
 Cincinnati, Western Newspaper Union
 Indianapolis, Central Press Clipping Service
 Frankfort, Kentucky Pharmacist
 Paducah, Kentucky Jaycee
 Atlanta, Ga., The War Cry, Salvation Army

Sustaining Members

U. S. Brewers Foundation, Louisville

The Value of One Industry To Our State and Nation

TODAY

Your dollar buys twice as much dependable K.U. electricity as it did 10 or 12 years ago.

To the welfare of 2,700,000 Kentuckians during the past 12 years K. U. paid out:

\$77,295,250

1. \$25,294,322 in salaries and wages in employees—and they in turn spent much of it locally.
2. \$14,216,021 to our owners. To our preferred stockholders 5,731 of whom live in Kentucky went \$11,253,882; to our common stockholders, \$2,962,139.
3. \$15,986,095 for new construction in Kentucky—not counting payroll or regular maintenance.
4. \$20,457,092 in local, state, and federal taxes.
5. \$1,341,720 in retirement funds and insurance—voluntary contributions to employee welfare.

In addition, we used

2,979,320 tons of Kentucky coal—hundreds of thousands of man days of work for Kentucky miners and railway employees.

During the same period, we saved the people of Kentucky

\$15,648,887 by permanent reductions in electric rates. This figure would be even higher if the tremendous increase in the use of electricity during these years was included.

During the past 12 years while K.U. was bringing the cost of electricity down and down to where you now get twice as much for your money, it was also bringing additional benefits to Kentucky.

\$77,295,250 of K.U.'s income was poured back into the economic bloodstream of our country and our state.

We believe that these figures will show that Kentucky Utilities Company is one of the state's important industrial assets. Not only our industry, but all tax-paying, business-managed, job-providing industry deserves the protection and encouragement of our public officials.

KENTUCKY UTILITIES COMPANY

Incorporated

1300 Men and Women Whose Job It Is To Serve You Better

VOLUME
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Lexington