

The Kentucky Press

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Proposed Rate Is Detrimental To Papers

Publication of testimony on book postal rates recently disclosed that C. A. Heiss, special consultant to the Postmaster General, anticipates that placing newspaper postage on a self-sustaining basis will require a selling price of 7 or 8 cents per copy. The prediction, made in an executive committee session, was revealed in a spirited colloquy between the postal official and Rep. Hartley (R), of New Jersey, ranking minority committee member. Heiss admitted at the public hearing: "To place newspapers on a self-sustaining basis now it would be necessary to increase the postal cost several times, though there are other ways of going about it. You could step up the cost by annual steps." Apparently referring to Heiss' comments in private committee sessions, Representative Hartley reminded him: "Your statement was to the effect that in order to put newspapers on a self-sustaining postal basis it would be necessary to charge 7 or 8 cents for a newspaper and that would put them or many of them out of business." Weekly newspapers sent by mail now average 3 or 4 cents per copy at \$1.50 or \$2.00 a year subscription rates.

In attempting to justify his newspaper postal rate, Heiss referred to information he received from "one weekly newspaperman printing a sizeable paper that he could step up to a self-sustaining basis and he thought he should." The unidentified publisher was quoted by Heiss as suggesting: "If newspapers would collect all subscriptions to which they are entitled they could go a long way toward paying the cost to the government of handling newspapers." Just how collection of subscriptions in arrears would

pay future postal charges is not clear. Postal regulations allow publishers one year to obtain renewals or remove the delinquent subscriber from second-class rate mailings. The department's schedules showing the "increases per unit of paid circulation" on typical daily and weekly newspapers carried the significant footnote that the extra mailing cost be "required from subscription and advertising revenue or from profits." In other words, if the added postal charges are not passed on the readers or advertisers in higher rates, the publisher must meet the advance "from profits."

The Heiss testimony was presented before he submitted his extensive report on second-class rates (summarized in NEA Legislative Bulletin, July 18). Heiss informed the committee, "I am absolutely opposed to subsidies." It is noteworthy that the committee in reporting the book rate bill as part of a series to make all classes self-sustaining endorsed the department's cost ascertainment report (upon which the proposed newspaper rates are based), claiming it "accords full faith and credit to the soundness and authenticity of such study."

However, the first split in the committee ranks occurred when eight of the 25 members filed a minority report in which they emphasized: "We wish to make it perfectly clear that our concern is not the effect that this measure will have upon the publishers of books, but rather the effect that this increased cost will have upon the purchasers of books, especially those in the low-income groups." Similarly heavy increases in newspaper subscription rates would be borne by the readers. Symptoms of committee division

on the heretofore unquestioned acceptance of the cost ascertainment report were evident in the minority report. In considering prospects of overcoming the department program for newspaper rate increases, the cold fact is that almost two-thirds of the House committee subscribed to the majority views which stressed their approval of this policy: "Those who use the postal service for the transportation and delivery of mail of a strictly business character should be required to pay postage rates sufficient to cover the cost of the service rendered to them."

The number of newspapers handled in 1944 was approximately 1,484,000,000, and the number of pieces handled was upwards of 4,633,000,000. Two examples of the effect of postal rate changes were given in NEA Legislative Bulletin, July 18. To illustrate the rates, here are others from the department's schedule and based on their tests: A daily newspaper with 13,652 copies in the mail today weighing 4.7 ounces per single copy pays a yearly postage of \$19,544. Under the proposed rates, this publication at the same weight per copy but paying one-fourth cent minimum per copy would have a postage bill of \$33,328 for the first year or an increase of \$13,784. When the graduated per copy increases reach the final step or eighth year at two cents per copy, plus pound zone rates, the daily would pay \$111,631 annually for the same number of copies or an "increase per unit of mail circulation of \$6.74."

Here are typical weeklies: A weekly newspaper with 2,351 copies in mails averaging 1.8 ounces per copy, now pays \$209 postage. Under proposal the postal charge would be

more than doubled at \$528 and at the end of the eighth annual rate increase the postage would be \$2,487 or about 12 times the present postage charge. The increase per unit of paid circulation is listed as \$1.09. The present "free-in-county" would be changed and a charge of \$35 levied the first year and \$277 the eighth year as a "piece charge only." Take a large weekly with 6,040 copies in the mails weighing 3.5 ounces per copy and paying \$786 postage today. The plan calls for postage of \$1,602 the first year up to \$6,187 at the end of the eighth year or an increase per unit of paid circulation of \$1.12 and the free-in-county charge to cost \$159 in first year and \$1,270 the eighth year at "piece charge only."

A semi-weekly newspaper with 3,699 copies approximate mail circulation and weighing 2.3 ounces per copy now pays \$783 but under the proposed rate would pay \$1,562 the first year and \$6,834 the eighth year or a \$2.19 increase per unit of circulation and a piece charge on what is now "free-in-county" amounting to \$241 the first year and \$1,932 the eighth year. In the department schedule under the caption "unusual publications" and grouped with a "social pamphlet" and "theatrical notice" appears a listing "suburban newspaper" which has a mail circulation of 3,274 copies weighing 1.7 ounces per copy and paying \$214 postage at present. The plan calls for postage of \$688 the first year and \$3,726 the eighth year, an increase per unit of paid circulation of \$1.06. Presumably as it is not eligible for "free-in-county" no such assessments are listed. The average small daily and weekly fall within these categories and the publisher can easily calculate the proposed increases from the number now in the mails by substituting his own mail data for those listed above.

Breakdown of Weekly Circulation Figures

The Heiss report contains a table showing "approximate paid circulation of weekly newspapers published outside metropolitan cities, computed on basis of information for a representative state each geographical area." The totals for all regions grouped by circulation showed 9,763 weeklies with paid subscribers. Of this total 880 were under 500 paid circulation; 1,475 had from 500 to 750 paid subscribers; 1,488 weeklies with 751 to 1,000 subscribers; 2,090 papers from 1,001 to 1,500 subscribers; 873 weeklies from 2,001 to 2,500 subscribers; 651 weeklies from 2,501 to 3,000 subscribers; 239 from 3,001 to 3,500 subscribers; 134 weeklies from 3,501 to 4,000 subscribers; 81 weeklies from 4,001 to 4,500 subscribers; 100 weeklies from 4,001 to 5,000 subscribers and 463 weeklies over 5,000 paid circulation.

That even the 880 small weeklies having less than 500 paid circulation in the mails will be affected by the postal rate plan is obvious for a weekly with 296 mail circulation and a single copy weighing approximately two ounces now has a yearly postage bill of \$12. The proposed rate change will double the postal bill to \$24 the first year and to \$97 at the end of the eighth annual increase. In addition, what is now "free-in-county" would cost this weekly \$29 the first year and \$227 "piece charge only" at the eighth year. The Post Office department argues: "When the number of pieces to the pound is large the postage on some pieces amounts to less than 3 per cent of their cost of handling, while others pay from 35 to 40 per cent thereof. The average payment ('free in county' excluded) is about 23 per cent of cost of handling." Newspapers account for 99 per cent of all "free-in-county" mailings. Smaller dailies with more frequent issues exceeded the weeklies' use of "free-in-county" by more than 2 to 1. Average weight of pieces mailed "free-in-county" was 2.74 ounces compared with 5.31 ounces for paid second class. The "free-in-county" averaged 5.83 pieces to the pound against 3.01 pieces for paid second class. The expense for paid second-class mailings averaged 8.99 cents per pound, and for "free-in-county" mailings 12.26 cents per pound, the latter reflecting the greater number of pieces to the pound requiring handling and delivery. The expense per piece for paid mailings was 2.98 cents, and for free mailings 2.10 cents.

The department proposes to recover handling cost of second-class mail in eight steps by levying a progressive piece rate from one-fourth cent to 2 cents while the ultimate pound rates for individually addressed pieces are reached in four steps. The pound rates proposed for the first step exceed the present pound charges for publications with 50 per cent advertising. One program expects to raise \$94,485,579 in eight annual steps (excluding free-in-county). But if "piece rates" only were charged in publications now going free, the extra cost would amount to \$6,859,352 at the end of the eighth year. Another schedule which would levy \$52,313,197 in "piece" and "pound" rates would also charge \$3,429,676 for "free-in-county."

In advocating these programs to the House Post Office and Post Roads committee, the Heiss report points out: "It has been stated that rates for 'second class' matter cannot be increased to produce substantially more revenue than at present because of its possible effect on some publishing houses. This view cannot be accepted if the present indefensible 'second class' situation is to be corrected. The approach, however, must be

Help Still Needed By Most Newspapers

Concluding a survey for the state of Missouri with particular emphasis on the rural newspaper, a recent pamphlet by the Missouri Press association had this to say:

"Even without a wartime emergency it was inevitable that the printing industry should experience a shortage of skilled labor. Not for many years have the graphic arts trained young men and young women in sufficient numbers to replace the aging workers. The average attained age (last birthday) of 42.4 years in Missouri's country newspaper plants may be compared with the average of 46. years as reported by Jacob Loft for members of the Typographical union in 1939. The average age of the group under wartime conditions, is even higher now . . . Pointing out that the I.T.U. membership over 60 years of age increased from 11.8 per cent in 1925 to 20.02 per cent of the total membership in 1939, Loft is convinced that the I.T.U. membership will continue to age on the average.

"Obviously an industry dependent upon elderly craftsmen offers many opportunities to young workers. Printers have long been the aristocrats of labor. Even in the rural communities . . . the printers are better paid than workers in most other fields, including teaching and merchandising . . . Young men seeking a trade offering steady employment and future advancement may be assured of opportunities equal to their qualifications."

Copy-Fitting Method In Pocket Edition

The Linotype Company has just issued a pocket edition of its useful and popular "Copy-Fitting Method," and copies of the booklet may be had on request from Brooklyn headquarters or the nearest Linotype agency.

The new edition of the booklet that tells you easily and quickly how many lines of what face will go in which measure contains all the features that made previous editions so popular, plus more convenient size-size that may be carried in the pocket or slipped easily into specimen books or text books.

a practical one, which gives the publishers opportunity to adjust their financial programs to meet the increases found desirable. Furthermore, the department says that Congress wants a limited subsidy "it should not be such as to enhance the profits of publishers at the expense of users of other mail services or the United States Treasury."

Another Step Towards Reduction Of Food Waste

Today, with the nation's food supply one of the top-urgent problems, it is a tragic fact that more than \$500,000,000 worth of fresh fruits and vegetables alone go to waste annually.

This means that the product of one out of every four acres of America's farms is going to waste . . . that one out of every four hours the farmer works is wasted . . . that one out of every four dollars the average housewife spends for food goes to pay for this waste.

For years, agricultural leaders and food distributors have been trying to find means of cutting down waste. Two of the principal types of waste are in transportation and spoilage: **THE TRANSPORTATION INVOLVED IN MOVING HUGE QUANTITIES OF NON-EDIBLE MATERIAL—CARROT TOPS, OUTSIDE LEAVES OF CABBAGE, AND THE LIKE; THE SPOILAGE OF PERISHABLES IN THE VARIOUS STAGES OF DISTRIBUTION.**

To combat these wastes, A & P Food Stores and Ohio State University, together with a group of Ohio growers, have recently embarked on a program to determine the extent to which pre-packaging and refrigeration of produce can give the consumer a fresher, more nutritious product, and give the grower a greater return for his labor. All types of produce, except citrus and potatoes, are being carefully trimmed, and wrapped in consumer-size cellophane packages. Then they are placed on sale in specially constructed open refrigerator cases where they remain fresh and untouched until purchased by the consumer.

The next step in this program contemplates the trimming and packaging of produce right on the farm. Test shipments of pre-packaged strawberries from Tennessee, and peaches from South Carolina are first moves in this direction.

During the year or more this experiment is to run, careful records are being kept of freshness, vitamin content, cost of transportation, and salability, in order to develop methods which will benefit producers and consumers—and will combat the waste of precious food.

These experiments are further evidence of A & P's constant efforts to improve the movement of food from farm to dinner table . . . efforts that today make it possible for the men and women of A & P to do the nation's most efficient job of food distribution.

A & P FOOD STORES

Official Publication of the Kentucky Press Association

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NATIONAL EDITORIAL ASSOCIATION
1945 *Active Member*

MEMBER
KENTUCKY PRESS ASSOCIATION
ORGANIZED JANUARY, 1869

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National Newspaper Week, October 1-8

By John B. Long

Chairman, National Newspaper Week

National Newspaper Week hits stardom in this year of our Lord 1945! Never in history has the glorious opportunity of a free press to be the true torch of world peace been so brilliant.

Man's cruelest debauch in mass murder has just reached the hangover stage and yet man's noblest effort to disinfect the world of the germs of War has been launched under most favorable signs of the times:

The World Charter of the United Nations Conference on International Organization.

Signed, sealed and delivered in June at San Francisco, it was ratified by an almost unanimous vote of the United States in July!

And to the everlasting credit of the State Department of the United States may it be pointed out that public sentiment on that Charter was the result of complete and unrestricted news coverage of that Conference and the deciding factor in the prompt action of the United States Senate.

This enlightened action by the State Department was the result of resolutions adopted by The Congress and many state legislatures urging that free and unrestricted interchange of factual news among the nations of the world be part of the peace agreements.

Arrival of such open international news coverage for the first time in history at the San Francisco Conference is the finest tribute the really true free press of America since that could be paid to the development of the trial and acquittal of John Peter Zenger in 1733.

The American free press has withstood subversive and open attack during those years and its mightiest victory of all is the unblemished record of service to the people under a voluntary code of censorship through the most horrible of all wars.

The American free press is editorially free because it is economically free and the American system of competitive advertising, as contrasted with direct or indirect government subsidy in other nations, has weathered its full share of assault from underground termites seeking to destroy it.

National Newspaper Week in 1945 creates a just pause for recapitulation. The story of the War job of American newspapers should be told to the people.

From the supreme sacrifices of 33 American War Correspondents on the battlefields, protection of America's security even under voluntary wartime censorship while keeping the home front fully apprised of the progress of American arms throughout the world. War bond advertising, scrap metal drives, scrap paper campaigns, the Blood Bank, waste fat drives, up-to-the-minute regulations regarding selective service, rationing of gasoline, food, shoes; proclamations and exhortations from military and civilian leaders; the sale of War stamps and bonds by our Little Merchant Carrier boys; and the maintenance of morale among our fighting men by getting their hometown newspapers to them at their flying bases, on their battleships, or in their foxholes!

And all the time on rationed newsprint! You haven't the time, nor the energy, nor the material with which to celebrate properly V-J Day National Newspaper Week! Then you haven't felt the Victory surge;

you've lost your romance; the zest of the newspaper game has withered and died in your soul.

Ah, but you will!

Remember, the Germans thought New York had been bombed out; the Japs thought that San Francisco had been annihilated; but We Knew—the bad news with the good.

Let's share our blessing. A Free Press—Torch of World Peace.

KPA Mourns Loss Of Executive Committeeman

The Kentucky Press Association and its officials mourn the sudden death of Walker Robinson, publisher of the Paintsville Herald, for many years a member of the executive committee representing the seventh district. He has been a faithful member of the association and has given unstintingly of his time to the executive committee. The entire membership of the association unites in extending sympathy to the surviving family.

Paintsville Publisher Dies Suddenly In Indiana

Walker Robinson, 41, owner and publisher of the Paintsville Herald, died unexpectedly of heart failure Monday night, August 27, at West Baden Springs, Ind.

Survivors include his wife, Mrs. Bernice Edwards Robinson; two daughters, Donna and Sandra Robinson; his father, George D. Robinson, Lancaster; a sister, Mrs. Will Mac Elliott, Lancaster; and a brother, Alexander Robinson, Los Angeles, Calif.

Mr. Robinson, Democratic nominee for circuit judge, in the 24th judicial district, owned coal and gas properties in eastern Kentucky.

He attended the University of Kentucky, where he was a member of Kappa Alpha fraternity, and he received his law degree from George Washington University. He was a member of the Kentucky Press Association executive committee for the seventh district.

Mr. Robinson was a native of Lancaster, Garrard county, and published a paper at Danville, before removing to Paintsville. He arrived in West Baden Springs Sunday for treatment and rest.

Funeral services were held August 30, with interment in the Lancaster cemetery.

Regardless of any or all anti-newspaper crusades, the pay-off is that the circulations are largest in history and people are paying more for the newspapers.

Automobile Advertising Will Be Increased

Reports from publishers and advertising managers indicate that the automobile manufacturers are planning to use as much and probably more space in newspapers than in the pre-war period, if obtainable. With the necessity of having to ration all classifications of advertisers that have been using space consistently during the war period, meeting the requirements of the automobile advertisers coming back into the papers is proving a problem. One publisher in discussing the matter said it was his thought that the newspapers should figure out a rationing program for automobile linage based on 1941 linage.

The contention of the advertising agents placing automobile accounts is that the automobile manufacturers went out of business and have been out of business since 1941, therefore, they must re-establish themselves. It has been pointed out that hardly any of them used full page ads in the pre-war period. They are now seeking full page ads and taking the position that newspapers should do everything necessary to let them have this space in the papers in the amount they want to run.

Publishers naturally want to do everything possible toward carrying this very desirable classification of advertising and assisting the manufacturers in re-establishing themselves. The problem is that of providing space for the accounts coming back into the papers and at the same time be fair to the regular advertisers. The space for department stores and others is already being rationed and the publishers will be reluctant to ask the local merchants to take a further reduction in space in order to accommodate accounts that have been out of the paper for several years.

The slight relaxation of newspaper quotas under the latest amendment to L-240 will help some. The increase may enable some papers to take care of the automobile copy to a limited extent. One advertising manager has called attention to the fact that from now on there will be less full pages in the interest of the war effort than heretofore and some of this space can be taken into consideration in any allocation of advertising.

Other classifications, such as household appliances, have been out of the newspapers. They, like automobile accounts, are coming back. The demand for space by these will make the problem even greater than at present. The only hope is in a further relaxation of quotas. The WPB has, however, emphasized that the overall paper shortage will continue for some time to come.

Publisher Must Serve As Advertising Counselor

While not on their social security records as such, you as publisher of the home-town newspaper are in fact the advertising manager, or counselor, of most of the independent advertisers in your town. That has been said before, many times. But, admitting the responsibility, what is going to be your advice to stores during the transition period now confronting us? Will you take the easy way, and set up ads with the least "fuss and feathers," using the obvious appeal of now-it-can-be-had-again-so-come-and-get-it? Or will you coach your smaller merchants on the somewhat harder technique of giving good "reason why," even when the pent-up demand is sufficient to move their early merchandise anyway?

The foregoing poses a very real problem to the overworked publisher. Admittedly almost any kind of ad will move merchandise which has been scarce during the war. Therefore, you may ask with good reason, why should I concern myself with the more difficult type of ad at a time when any display will sell? Let us look for a moment at the other side of the picture.

Chain stores, with high priced advertising talent somewhere up the line, have for several years been devoting a portion of each message to telling people why their merchandise was superior and their service the best. Why did they do this, when their prices were more than competitive? For the very good reason that the chains recognized that something more was desired than merely moving today's merchandise. They wanted permanent good will and steady customers. That this doctrine was sound is amply proved by recent war years. Their consumer good will carried them over the period when prices, for many lines at least, were more or less fixed. Customers stuck by them, even when the plain price appeal lost much of its advantage.

The smaller stores, owned individually, could profit by the same sound tactics. Each advertisement should contain some mention of two very important things: (1) why this or that particular merchandise is superior, and (2) some good will copy for the store. The latter need not be argumentative; mere mention of some special service of the store is sufficient for the individual ad. If this practice is consistently followed throughout the year, it is amazing how well the cumulative effect works in building and holding consumer loyalty.

So, fully aware of the many duties and responsibilities already on his bended shoulders, the weekly publisher is urged to perform this additional service to his smaller

advertisers: See to it that their advertising copy not only sells today's merchandise, but that it also sells the store-as-a-whole to its community. Only in this way can permanent advertising success be built.

John W. Maston Sells Hancock Clarion, Hawesville

John W. Maston, for many years publisher of the Hancock Clarion, Hawesville, has sold the paper to Roscoe I. Downs, and will devote his time to other interests. Mr. Downs will take possession on September 1.

Mr. Downs is a former Kentuckian and is returning to his native state. As a boy, he edited and published the Livermore News which name was later changed to the Kentuckian Citizen. He was a member of KPA in 1907-09. Later he worked as printer and foreman of the Cynthia Log Cabin, Georgetown News, Kentucky State Journal, and Estill Herald, Irvine. He then worked on various newspapers in Indiana and Ohio. For the past fifteen years he has been employed as a compositor in the Government Printing Office, Washington. He says:

"I was first a member of the Association more than thirty-eight years ago as editor of the Kentucky Citizen, published at Livermore, and attended the mid-summer meeting at Estill Springs in June of that year on my honeymoon, though the members of the Association were not aware of my new venture in matrimony until I had departed from the meeting, thus we escaped the good-natured hazing we would have otherwise received."

"I am truly glad to get back in the harness of my first love and give the remaining years of my life to the country newspaper game. I am relieving a good man in John W. Maston and I realize that I must put forth the very best that is in me to properly fill his place with the Clarion."

Printing Trade Needs New, Younger Blood

During the war most papers have run shorthanded. Several papers have been compelled to suspend because they could not get mechanical help, while others were for sale for the same reason.

Now the situation may have changed. Publishers heard from are hopeful that printers, linotype operators, pressmen, and others will be available within a reasonably short time. If publishers having reserves, made unnecessary by the return of veterans, will notify this office, effort will be made to bring surplus to the attention of other publishers.

J. W. Hedden Consolidates Mt. Sterling Newspapers

J. W. Hedden, editor and publisher of The Mount Sterling Advocate, purchased The Mount Sterling Sentinel-Democrat, August 28.

Hedden, whose family founded The Advocate in 1890, will publish the two papers, both of which are weeklies, at the plant of The Advocate. He will use two separate staffs, he said. The Advocate, which was reduced from a semiweekly to a weekly at the beginning of the war, will continue to be issued Thursdays, Hedden said, and The Sentinel-Democrat will be published Tuesdays.

The Sentinel-Democrat was bought from Ed A. Perry, owner of the paper since last September. Hedden will take possession September first.

Fat Salvage Campaign Must Be Continued

The American Fat Salvage Committee was given an official government mandate today to accelerate the collection of used cooking fat to offset the most serious fats and oils shortage in this country's history.

It has been officially stated in Washington that it will be a considerable time before imports of fats and oils from the South Pacific can be resumed. It may be many months before oil plantations are back in production and before workers and shipping are available.

Meantime, the Office of Price Administration is promising more meat during the fall months. Housewives are admonished to get full food value from this meat, but to continue to scrape, scoop and skim every drop of used fat salvage.


The Fat Salvage Committee points out that it is not only patriotic, but in their own best interest for housewives to save used cooking fat. The by-products of fats and oils make paints, synthetic rubber, soap, fabrics, linoleum, pharmaceuticals, varnishes, paper, lubricating oils, and thousands of other everyday necessities.

Housewives can hasten the return of housekeeping supplies that have been short during the war years, by keeping kitchen grease pouring into the fat salvage can, and turning in every precious drop to meat dealers who are still authorized to pay out cash and red points for every pound.

Sworn Circulation Bill Is Reported Favorably

The House committee has reported out favorably the so-named Murray bill requiring weekly, semi-weekly, and tri-weekly

THE FRANKLIN PRINTING CATALOG




- 1—Furnishes a plain guide to all the details of valuing printing.
- 2—Is reliable always. For 28 years it has served thousands of successful printers.
- 3—Helps avoid the pitfalls of error common to the pencil-and-scratch-pad method of figuring. The Catalog remembers when you forget.
- 4—Is simple yet complete and understandable.
- 5—Is constantly in the process of revision—keeping always abreast of costs and changing processes.

Test the Catalog in your own office.
Send for the free trial offer.

PORTE PUBLISHING COMPANY
Salt Lake City 5, Utah

newspapers to include sworn circulation figures in their published statements. Daily newspapers have done so for years. Lack of adequate proof of circulation is believed by AAAA to be one of the reasons why community newspapers have been receiving little national advertising. Of course, ABC automatically takes care of the situation.

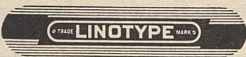
The McClure Agency
Phone 4431 Eminence, Ky.
Kentucky Newspaper Sales
Appraisals Consultants



**MACHINES, Like Humans,
GROW OLD**

Youth is largely a state of mind, and vigor the freshness of health. Only the lack of a reasonable amount of care frequently determines the difference between actual youth and real old age—whether it be human or mechanical.

In your own interests, now is the time to plan for the future and to determine the effectiveness of your machines in the light of the responsibilities to be placed upon them. Faithful members of your organization—whether mechanical or human—deserve your careful consideration. Perhaps you would like to talk with your Linotype Production Engineer about these matters.


29 RYERSON STREET • BROOKLYN 5, N. Y.
Linotype Garamona Bold No. 7 and Electra Bold

Plan To Maintain Present Circulation Rates

Many a weekly newspaper publisher, who formerly thought of circulation as merely a "prop" to sustain advertising rates, today recognizes circulation as an important and much appreciated source of newspaper revenue. Few Kentucky weeklies cling to the \$1 per year rate—which is less than 2 cents per week for the service of a complete newspaper. Many \$1.50 weeklies have gone to \$2, and not a few of the \$2 papers have increased to \$2.50. Even at \$2.50 per year, what other product, high in consumer enjoyment, can be purchased for delivery to the front door at the low unit cost of approximately 5 cents per week?

The war-time trend, accelerated by increased cost of newspaper production, has been to ask the reader to carry a larger share of the cost of putting out the newspaper. And the significant result, almost without exception, is that newspapers have lost NO circulation by so doing; in fact, most of them have the highest circulation lists in their long histories, and are beginning to wonder why they did not abandon old-time rates long ago.

With V-E and V-J days, however, the war-time boom may come to an end. With a decline in consumer purchasing power, should newspapers maintain present war-time rates? That's the question many a publisher is quietly asking. While the answer is to be written in the future, we believe it would be safe to venture this forecast: Many newspaper publishers are going to **TRY** to maintain present circulation rates. And here's why.

Production Costs Are a Factor

All advice from Washington emphasizes the point that the postwar economy may expect a continuation, for some years at least, of fairly high costs in labor and material. President Truman is said to be thinking in terms of high consumer purchasing power at home as a requisite for a sufficiency of federal tax revenue which, in turn, must sustain the heavy interest load (running well into the billions) on our postwar national indebtedness. There is a tendency to cushion the economic shock of reconversion with a small dose of inflation—more unemployment compensation, for example, whereby Washington would supplement state benefits and eligible workers would be entitled to 26 weeks of checks with not less than \$25 a week for a worker with dependents.

If this theory prevails, then the cost of labor may continue for some time at present hourly rates. Dr. Charles L. Allen, Medill School of Journalism at Northwestern university, cautions: "Plan to keep your wage

scale about as high as it is now. Wages will never go all the way back to pre-war levels. There may be a slump in business, but wages will not stay down permanently."

It is also possible that Congress may adjust second-class mailing rates, increasing production costs still more.

Modern Direct Mail Technique

One key to the question of whether war-time circulation rates should be, or will be, continued in the post-war era may be found in the development of techniques for direct mail.

Instead of the old-time circulation contests where the newspaper gave away merchandise by the truckload and instead of the personal solicitor who required from 25 per cent on renewals up to 50 per cent on new subscriptions, the post-war newspaper may be able to utilize the newly developed "science" of direct mail methods to good advantage in maintaining its circulation lists.

It is the conviction of Floyd Hockenull, publisher of Circulation Management magazine that the prospect list is very important. In fact the prospect list is the "vein of gold," he said.

Hockenull said the AIDA formula could be followed for presentation of copy in direct mail letters. The sequence: Attention, interest, desire and action. He said teasers were ticklish to use; sometimes they work and sometimes they don't. A good teaser was better than none, but a poor teaser was ineffectual and often boomeranged.

The lead-in device is used frequently for good sales letters. This calls for a short, pertinent, stimulating sentence or paragraph. "Time" employs stars * * * * in the middle of letters.

The hardest task of the letter is to induce action. It is human to put off action until tomorrow. Frank Egner, McGraw-Hill, says action must be hastened by inducement. Benefit for action now vs. penalty for no action. The "premium," he said, could be an editorial feature—reprint of something which had previously appeared in the paper, for example. A good inducement could be a few extra issues. A "premium" offer of this type will double or treble results at a comparative small cost to a publication.

Color Is Recommended

Circulars and postcards are less effective than letters. Circulars are not effective with letters. A letter should look like a personal letter, and hence it should carry a signature, either facsimile or real. Extra color pays. Use black ink for the body of the letter, but print part of it in red, and perhaps indent some of the paragraphs. The extra cost of having part of the letter printed in red will be readily paid by additional results.

The order blank should be printed on stock of warm color, preferably pink. The reply envelope should be a different color, possibly goldenrod.

Long letters will get more results than short letters **ONLY** if they are very well written and hence very interesting.

Monday is the best day of the week for mailing direct mail letters.

One-cent postage pulls equally as well as 3-cent postage, and saves money, too.

Thomas H. Lane, Director Advertising, Press and Radio, War Finance Division, Treasury Department, thanks the newspapers for their part in the sale of bonds in these words: "No group has played a more important role in the successful financing of the war than the advertising people of America . . . and we are confident that we can count on you to see the job through for as long as the need exists." He points out to advertisers, agencies and media, that Victory Bond sales and Victory Bond advertising will continue indefinitely. He asks that all reference to bonds be made "Victory Bonds" rather than "War Bonds."

ABC Means Business— For Your Newspaper

"It is obvious that national advertisers, when and if they enter the community newspaper field (and they are now so planning), cannot economically use every community newspaper in the United States. They will naturally pick the best newspapers in the several states—newspapers that will give them the best desired coverage and territory. How will these newspapers be selected by the advertisers? The answer is again obvious—ABC newspapers are 'ready-made' for such planned advertising campaigns.

They will use ABC newspapers because they are guaranteed certified circulation, and, in most instances, qualified and satisfactory coverage. It is my opinion, based on years of experience as an advertising agency executive, that ABC newspapers will be accepted without further question and all, or the largest proportion, will always be considered in such campaigns."

Again, to a direct question, he stated, "Based on past experience of the agencies, even sworn statements of newspaper publishers of circulation will always be regarded as insufficient and sub-standard—ABC circulation will give authority and authenticity. Even as the daily newspapers recognized in the past that ABC membership was their guarantee, community newspapers must realize today that it is only in ABC membership lies their hopes to enter definitely in the national advertising picture."

F A I T H

In Kentucky Is Moving Mountains

The mountains which yield Kentucky's rich stores of coal and other minerals are truly "earth's undecaying monuments." But to the pioneers who sought and found the Cumberland Gap, these ridges were hostile barriers and symbols of the obstacles to be overcome.

Their faith carried them through—faith in themselves and in the new land before them. The lesson is there for us to profit by as our state and its people enter the uncharted postwar era. Mountains of doubt and uncertainty confront us. Can we solve the problem of achieving a balanced economy in an area which historically is predominantly agricultural?

In the record of new industries opening in the towns and smaller cities in the state lies the

answer. One of the largest manufacturers in the nation has just recently decided to locate two plants in one community. Other substantial firms are placing additional factories in Kentucky communities.

Our company's engineers will assist in locating these plants and will continue to serve these job-makers as they get into operation. We have faith in Kentucky and its future.

Why? Because we have every confidence that this state, with a variety of raw materials, adequate labor supply and all the other factors necessary to attract industry, can achieve new standards of prosperity.

In that forward march, the adequate, low-cost electric power supplied by this business-managed utility is playing its full part.

Farmers Need City Folks And Vice Versa

"When a farmer tells you city folks can't get along without him—he's right. Dead right! And when a farmer tells you he can't get along without city folks—he's even more right. And he's thinking—

"Thoughtful farmers throughout America today recognize that the question of farm-city dependence must be faced, and faced honestly.

"An agriculture which is not interested in the welfare of city millions—an agriculture that resists measures for full employment—and higher wages to low income groups—is killing the goose that can lay the golden egg.

"Prosperous and employed city millions hold the first answer to our farm problems."

Ohio Farm Bureau Federation

KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street, Lexington 3, Ky.

Supplying Low-Cost Electricity To Home, Office, Factory