

# The Kentucky Press

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

VOLUME SEVENTEEN

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NUMBER FIVE

## State Dailies Plan Many Improvements

Thomas Adams, circulation manager of the Lexington Herald-Leader, attended the convention of the Central States Circulation Managers Association in Chicago recently. He made a report at the meeting on post-war plans for Kentucky daily newspapers. This report continues:

Thousands of dollars will be spent in Kentucky in 1946 by Kentucky Newspaper Publishers on New Buildings, Man Power, and Machinery.

### BUILDINGS

One Kentucky publisher has already started building one of the most modern printing plants in the South—which will house two newspapers and two radio stations. Another paper has bought an adjoining building to increase their demand for space; another paper has planned to increase the size of its present news room, add a library, and establish an engraving plant.

### EDITORIALS

A. We have added two new members to the editorial department and will probably purchase additional features when more newsprint is available.

B. We are trying to strengthen the circulation by improving our coverage of local news, which has been pretty weak during the war years because of the help situation. We now have a pretty good organization and expect to devote about 90% of our time and space to local news.

C. We hope to expand the county circulation by increasing the news coverage to include the smaller towns in the county which have no paper. The county circula-

tion is where our largest increase has been and with more adequate news coverage in the rural communities, the circulation should grow by "leaps and bounds," I hope.

D. We intend to add two returning men to our staff to increase local news.

E. We have added several new editorial page features, Paul Mallon, Editorial Research Reports, we are running more local news and feature pictures as our paper situation has improved. A concentrated effort is under way to build up the Sunday issue with each staff member under instructions to turn in a by-line story regularly for each Sunday.

### CIRCULATION

A. Our circulation has shown a steady growth without premiums or high pressure selling and has doubled in the last eight years reaching 9,000 ABC this month. We expect this trend to continue at an accelerated pace when paper becomes more plentiful.

B. When more news print is available, we intend to add one more man to our circulation department to work adjoining counties where we have never had circulation before. We intend to add several motor routes.

C. As a new and growing paper, we fully expect to keep our circulation growing especially as we are able to secure more and better boys.

D. At the present time, we are printing on a flat bed press—approximately 5,000 circulation. We intend to install a rotary press and we will be able to double our circulation within a very short time. We

will be able to publish a late morning edition for the distant points of the county ahead of any other outside competition. We also plan to put on our own delivery system. At the present time, we rely on buses and too many times a bus driver fails to toss off the bundle at the right spot.

E. Our circulation is at an all time high—we have set a goal of a 10% increase by December 31, 1946. We intend to improve our Sunday delivery service and make it available to every subscriber in our county on the day of publication.

### PROMOTION

A. We have specific plans to improve the quality of our delivery service which has been a little unsatisfactory during the war.

B. We are planning a contest, "King for Two Days." We are also planning a mail campaign at an early date.

C. We hope to be able to get and build around the best class of boys possible, giving them such incentives as theater tickets for good service and additional customers.

D. We are planning carrier boy competition with prizes for achievements.

E. Trips for carriers to Chicago, St. Louis, Louisville, and Nashville, entertainments and dinners are part of our educational plans for new carriers. Right now we are looking for some good plan to re-educate our old "War Time" carrier to give better delivery service. All our new carriers are doing good work, but our boys are still careless.

F. Carrier promotion will probably follow lines used in the past. Use of a gymnasium one night weekly, service contests



with bonuses based on the type of service given by carriers. Our theory is to concentrate on keeping the subscriber happy as the best means of building circulation.

#### RATES

A. We raised mail rates from \$5.00 to \$6.00 per year. No loss in circulation.

B. Our rates are now 20c per week. No loss in circulation.

C. We increased our rates January 7th from 15c to 20c per week by carrier. We gave 2c of the increase to the carrier and kept 3c—we are having considerable trouble holding carrier salesmen but since our raise have not had one single carrier to quit.

D. We are now selling at 20c but plan to go to 25c with more profit to the carrier. We have lost some carriers to outside papers, but have found that boys would rather carry our papers if the profits were the same.

E. We expect to maintain our present circulation rates and hope that all daily newspapers will not return to the unbusinesslike circulation practices and inexcusable low rates of the past.

F. Increase mail rates in all zones immediately city and suburban carriers later in the year.

G. Raised to 20c and had a very small loss.

### ICMA Establishes \$750 Scholarship

A scholarship valued at \$750 for research in circulation management will be offered this year by International Circulation Managers' Association. According to the organization's educational committee, Thomas Adams, Circulation Manager of the Lexington Herald-Leader, recently announced.

Graduate students in Class A schools of journalism, seeking a masters degree, including returning veterans who can qualify, will be eligible for the award.

Selection of the recipient of the scholarship will be made by representatives of the American Association of Schools and Departments of Journalism and the I. C. M. A. Educational Committee, whose members include Walter Andrews, Fort Wayne, Ind., News Sentinel, chairman, and Thomas L. Adams, of the Lexington Herald-Leader.

### Poll Indicates Readers' Preferences

A public-opinion poll by mail was conducted recently in South Carolina by the Medill School of Journalism, to determine the likes and dislikes of the average reader. Its findings are indicated in percentages in answers to the following questions:

Which is the more reliable source of information, newspapers or radio? Newspapers, 54.4; radio 11.3; no answer, 34.3.

Do you read a church or religious publication regularly? Yes, 46.6; no, 29.9; no answer, 23.5.

What is the most important community development your newspaper should sponsor? Better housing, 43.2; new hospitals, 16.2; new schools, 11.4; civic centers, 7; recreation centers for youth, 4.9; no answer, 9.3.

What size newspaper do you like best? Regular, 93.1; half-size, 3.4; magazine size, 2.

Should a newspaper express its own opinions on the editorial page? Yes, 70.1; no opinion, 10. Should it permit its columnists to express any opinion they wish? Yes, 56.4. Should it have no responsibility for its columnists' opinions? Yes, 34. Should it be fully responsible for its columnists' opinions? Yes, 14.

If you could have your newspaper print just the thing you want most, what would you like to have that is not now being printed? More local news, 13.7; more detailed national news, 5; more columnists, 4.3; more editorials, 4.3; more and better comics, 3.4; more sports, 2.6; daily fiction story, 2.6; no answer, 42.6.

What would you eliminate from your newspaper? Liquor advertising, 37.1; vulgar pictures, 7; scandal, 6; tobacco ads, 3.5; so many ads, 4.3; no answer, 43.

What is your preference in type? Larger, 53.4; smaller, 2.9; no answer, 43.6.

Would you like shorter news stories? Yes, 40.7; longer news stories, 16.7; no answer, 42.7.

Would you like more local stories? Yes, 69.1; fewer local stories, 11.8; no answer, 19.1.

Would you like more pictures? Yes, 60.8; fewer pictures, 12.7; no answer, 26.5.

Would you like more local pictures? Yes, 52.9; more sectional pictures, 25.5; more national pictures, 28.9; more world-wide pictures, 35.3.

Would you like more sport news? Yes, 34.8; no, 39.2; no answer, 26.

Would you like more farm news? Yes, 62.3; no, 12.7; no answer, 25.

Would you like more religious news? Yes, 65; no, 13.7.

Would you like more market news? Yes, 39.7; no, 34.3; no answer, 26.

Should your newspaper publish all crime news? Yes, 48; no, 43.6.

Should your newspaper publish the names of all persons arrested? Yes, 38.7; no, 46.

Should your newspaper publish the names of children arrested? Yes, 23.5; no, 70.

Should the newspaper publish the names of habitual offenders? Yes, 72.

Is your newspaper fair in editorial columns? Yes, 17.6; no, 2.9; most of the time, 56.9. If not fair, to whom is it unfair? To "opposition," common people, "those they fear," police department, New Deal, movements for racial and religious tolerance, politicians, public service companies.

Is your society news democratic? Yes, 65; no, 26.

Does your newspaper correct errors as soon as they are called to its attention? Yes, 87.8; no, 1.5.

Do you write letters to the editor on important, timely topics? Yes, 12; no, 63.

If you do not write, why not? Negligence, 9; don't have time, 9; can't write well enough, 7; don't like publicity, 6.4; wrote a letter and it wasn't printed, 4.4; don't like the idea, 2; yes, but didn't like the reply, 2; "editor's doing all right without my help," 2; letters wouldn't be published, 2; crackpots write letters to the editor, 2; was never invited to write, 2.

Do you consider your newspaper delivery good? Good, 56.8; fair, 23.5; poor, 14.

Do you think that your subscription price is reasonable? Reasonable, 64; too high, 13.

What kind of advertising do you consider most useful? Newspaper, 39.7; direct mail, 16.2; magazine, 16; radio, 15.7.

Most distasteful? Handbills and circulars, 27; billboards, 19.8; transportation (bus, street-car, etc.), 15.4; theater (screen), 18.1; newspapers, 2; magazines 8/10ths of one per cent; radio, 9.

Do you think South Carolina newspapers should print alcoholic beverage advertisements? No, 61.3; yes, 28.9.

### Committee To Meet

The regular spring meeting of the Executive Committee of the Kentucky Press Association will be held April 27 at the Brown Hotel, Louisville, starting at 10:00 a.m.

Purely Personnel: Berry Bingham has been appointed to the board of regions of the Louisville Municipal University. . . . Editor Tom Wallace has been signally honored by his election as president of the National Isaac Walton League—William C. Caywood, Jr., will continue as editor of the Winchester Sun after a brief leave of absence. Caywood, a member of the Sun's staff for 17 years, had announced his retirement, but will continue on the job. . . . The machinery and equipment of the former Glasgow Daily News plant, suspended in September, 1943, after a majority of its personnel entered military service, was sold to a Tennessee newspaper man by Mr. and Mrs. Edward Strode.



# Agriculture's Future Is In Capable Hands

**A few months ago at Cincinnati delegates to the National Junior Vegetable Growers convention hailed as their champion an eighteen-year-old boy from Salem, Oregon.**

**By raising and marketing \$5,300 worth of vegetables on a 12-acre plot he won first place in the \$6,000 production and marketing contest sponsored annually by A & P.**

**This young farmer is not an exception. He is typical of thousands of farm boys and girls who, doing man-sized duty in the fields and orchards of the nation during the war, proved that the future of agriculture is in capable hands.**

**With the aid of agricultural agencies and their own farm youth groups, tomorrow's farmers are learning to turn out better products at less cost . . . learning to be even better farmers than their fathers. Their achievements promise better food for American consumers and better returns for American farmers.**

**But since food is valueless until it reaches the consumer, agriculture alone will never raise national living standards. Efficient production must be matched by, and dovetailed with, equally efficient distribution.**

**That is why the men and women of A & P constantly strive to improve upon their 86-year record of doing the nation's most effective job of food distribution.**



## A & P FOOD STORES



# The Kentucky Press

*The Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth in the Canons of Journalism. It advocates strict ethical standards in its advertising column. It opposes the publication of propaganda under the guise of news. It affirms the obligation of a newspaper to frank, honest and fearless editorial expressions. It respects equality of opinion and the right of every individual to participation in the Constitutional guarantee of Freedom of the Press. It believes in the newspaper as a vital medium for civic, economic, social, and cultural community development and progress.*

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### Kentucky Press Association Officers

Harold A. Browning, *President*  
Whitley Republican, Williamsburg

Fred B. Wachs, *First Vice President*  
Herald-Leader, Lexington

Tyler Munford, *Second Vice President*  
Union County Advocate, Morganfield

Victor R. Portmann, *Secretary-Manager*  
University of Kentucky, Lexington

*District Executive Committeemen*

*Chairman, James M. Willis, Messenger, Brandenburg, (Fourth); First, Joe La Gore, Sun-Democrat, Paducah; Second, John B. Gaines, Park City News, Bowling Green; Third, J. M. Wynn, Courier-Journal, Louisville; Fifth, Virgil P. Sanders, Sun-Democrat, Carrollton; Sixth, Enos Swain, Advocate-Messenger, Danville; Seventh, Norman Allen, Floyd County Times, Prestonsburg; Eighth, J. W. Heddon, Advocate, Mt. Sterling; Ninth, Kyle Whitehead, Enterprise, Harlan; State-at-Large, Seymour B. Goodman, Enterprise, Elizabethtown; Immediate Past President, Chauncey Forgey, Independent, Ashland.*

NATIONAL EDITORIAL  
1946 ASSOCIATION  
Active Member

### Dailies Are Ruled In Interstate Commerce

The recent wage-hour decision of the Supreme Court means that every daily newspaper, no matter how small, is in interstate commerce if even only one copy is distributed across state line, thereby making it subject to the minimum wage law.

A small town publisher of a newspaper with 5,000 circulation tells on another page of this issue of the injustices this will work on his operation and how much more severe the hardships will be under the proposed new minimum wage regulation. He is now paying higher wages for apprentices and experienced help than the stores or organiza-

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Victor R. Portmann, Editor-Publisher

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tions with which he does business. Application of the new minimum wage law to his plant will double the pay to his apprentices, raise the pay of other employees, while at the same time contemporary businesses in his town which are declared to be intrastate in character continue salaries at the old levels.

The net effect is to lump all newspapers into one minimum wage scale, making small town publishers pay the same as metropolitan newspapers, and forcing an almost impossible economic burden on the small publisher.

On top of this, the decision of the Court in the wage-hour case makes any daily newspaper that distributes one copy across a state line liable to claims for back pay. Such claims can go back as far as Oct. 31, 1938.

The ultimate effect will be a Court-imposed restriction on the freedom of disseminating news and a Court-applied economic penalty for newspapers that distribute over state lines.

Ninety per cent of the newspapers in the United States, irrespective of volume of circulation, distribute less than 2% of their total daily issue outside of the state of publication. The only way these newspapers can avoid astronomical claims for back pay and the necessity of paying exorbitantly higher wages than contemporary businesses in small towns is to cancel every out-of-state subscription.

If the 90% of the daily newspapers in this country, including some of the very largest, which have less than 2% out-of-state circulation, would cancel those subscriptions and notify their subscribers why, it might awaken the Court to the dangers contained in the restraint it has effected in its decisions.—Editor & Publisher.

ABC is advertising insurance.

### New Program Proposed On 2nd Class Rates

It is obvious from the testimony of Joseph F. Garland, Director of Budget and Administrative Planning at the Post Office Department, before the House Appropriations, that a revised program for increasing second-class postal rates will be submitted to Congress at an early date. The Department's spokesman stated: "Data are being prepared by Mr. Heiss for requested studies of rates on first, second, and third-class matter." \* \* \* "Mr. Heiss, who was with us during the fiscal years 1944 and 1945, is also continuing his work during fiscal year 1946. He is completing his study of the postal rates and is working on second-class postage rates at the present time."

It will be recalled that the original Heiss proposals to the House Committee on Post Offices and Post Roads called for swooping increases in the postal charges for newspapers and other second-class mail. Protests from newspapers reached a point which convinced the committee that the early Heiss proposals would put the average publication out of business if the Heiss rate schedules were approved by Congress.

### Taxes Not Assessed On Training Veterans

An interesting question recently arose on the application of the Social Security Tax and Federal income withholding tax to wages paid veterans being trained under an "in-plant" training program. These taxes apply only to the amount paid by the employer. For instance, if you have a veteran in training whose maximum wage is \$40 a week of which you pay \$20 and the government contributes \$20, you will deduct the Old Age Benefit tax and withhold income tax only on the \$20, which you pay the employee veteran.

If he is one of more than 8 employees, you contribute to the Unemployment Compensation Fund only on the \$20 you pay. That part of the wage received by the veteran from the government is his own obligation to settle as required by the Social Security Division and the Internal Revenue Division.

### Handling Publicity

The editor of a newspaper gives the following formula for handling publicity bulletins. This editor says he has two rules in his office. The first is "If they want it in the paper, it's publicity—if they don't, it's news." The second, "If anyone makes any money out of the enterprise, whatever it might be, so do we."



**Check Wage-Hour Regulations Carefully**

The central office of the Oklahoma Press association warned member newspapers this week that broad interpretations of the wage-hour laws may make them guilty unwittingly of offenses unless they take careful precautions to abide by regulations.

Several Oklahoma newspapers, Vernon T. Sanford, secretary-manager, said in a service bulletin, have been assessed heavy penalties in back salaries "on employes and former employes whom the publishers thought were not covered."

Sanford emphasized that weekly newspapers with more than 3,000 circulation are fully covered by the law. Those with less than 3,000 circulation whose income from advertising and subscriptions doesn't constitute more than 50 percent of their volume of business also are covered by the law.

In other words, Sanford said, although the law exempts weekly papers with less than 3,000 circulation, practically all of them are subject to regulations anyway because of interpretations of the wage-hour division.

Sanford said board interpretations have ruled that merchant-carriers are considered employes and subject to the wage-hour scales if they have to come to the newspaper plant for their papers.

Outside salesmen in circulation or advertising who spend 80 per cent or more of their time "outside the newspaper office" also are covered by the wage-hour law. Interpretations also specify that city editors and advertising managers, when drawing less than \$200 a month, are considered as employes and not executives and therefore subject to hours of work and overtime pay based on a 40-hour week.

**Careful Records Urged**

"Our advice, here and now," Sanford stated, "is for you to put everybody in your plant on an hourly pay basis, if at all possible, to keep complete records on each person, and to get your entire plant in order for an inspection, because it is coming and it will be."

A poll of Oklahoma representatives in Congress indicated that they probably will vote for a new bill now pending which would raise the minimum wage to 65 cents an hour, with a provision to increase to 75 cents in a few years.

State publishers were urged to make their interest in the provision of forthcoming wage and hour legislation known to representatives and senators.

Your paper is worth \$2.00 or more. Why use money at \$1 or \$1.50?

**Prices Must Meet Increasing Costs**

Now is the time for the country printer to get his prices on job work on a paying basis.

**Some publishers have had to meet cut-throat competition of mail-order houses, and through carelessness or force of habit, they are still printing at these prices.**

The cheap mail-order houses have been forced to pay the same price for paper as you do through the ruling of OPA. The only advantage they have is in quantity discounts and these are not enough to cause the average printer much worry.

**You can now charge prices which will make a substantial profit and the printer who does not carefully check his cost is losing money needlessly.**

If the printer does not make money now, he may as well close up shop and go into some other business where he may live nominally without worry.

**Figure your increased labor costs, not at the actual but at a profit. If your labor costs have gone up 25 percent, add 35 per cent to the price of your product.**

You are going to have to pay more for your labor in the future and you can take this into consideration when making your revised price list.

**Paying more for your labor will not be a handicap if you will pass it on to the customer, to whom it rightfully belongs. Higher wages for your printers will actually benefit you in the long run. Your men will be better satisfied and they will have more money to spend with your local merchants.**

Present strikes and other factors which are now causing much unrest in the labor field will also affect the country printers.

**This situation can be met by keeping your advertising rates on a profitable level. If your subscription rates are too low, revise them also. Other small newspapers have raised their rates with little or no complaints from their subscribers.**

**Send In Your NEA Contest Entries Now**

Rules and labels for entries in the annual National Editorial Association newspaper contest are being sent direct to newspapers by NEA. Extra copies of the rules may be obtained by writing NEA, 188 West Randolph, Chicago. We hope that Kentucky will be well-represented in all the divisions. In addition to the opportunities for promotion, both locally and nationally, that comes with winning an NEA award, U. S. Savings Bonds are offered to the winners.

**Pepper Wage Bill Tentatively Approved**

The Pepper bill (S.1349), which would provide new minimum wage standards, broaden the coverage and raise the exemptions of the fair labor standards act, has been tentatively approved by the senate committee on education and labor to provide for a minimum hourly rate of 65 cents during the first and second years, not less than 70 cents an hour during the third and fourth years and not less than 75 cents an hour after expiration of four years. The maximum workweek would remain at 40 hours with time and one-half for overtime.

**Former Greenup Editor Dies In Ashland**

William H. Ward, 63 years old, who had edited and published the weekly Greenup News for nine years until he sold the property late in February, died March 2 at an Ashland hospital following an operation.

Ward, who had been a printer specializing in advertising make-up on several metropolitan newspapers, was employed for a number of years by The Courier-Journal before establishing here.

The Greenup News was purchased by William Cruther, who also publishes two weeklies in Morehead.

Ward is survived by his wife, the daughter of County Judge G. W. Burchett. The Press extends the sympathy of the Association to Mrs. Ward.

**Two New Weekly Members Of ABC**

Advices state that the Eddyville Herald, Gracean M. Pedley, publisher, and the Hodgenville Herald-News, Dalph Creal, editor, are the latest Kentucky newspapers to join the Audit Bureau of Circulation. The Press congratulates these editors on their progressiveness. Sixteen state weeklies are now ABC members.

**Over Two Billion In Newspaper Advertising**

The annual advertising volume in all media amounted to \$2,386,000,000, an increase of more than 5% over 1944 and within 8.5% of the 1929 record, according to a report by Mr. Wold, research director for McCann-Erickson, Inc. Newspaper volume was estimated at \$660,000,000, a 2.3% increase over 1944. According to the report, newspapers received the largest share of the advertising dollar, 25%, with radio in second place receiving 17%.



### S. O. Explains Use of Newspapers

Wesley I. Nunn, advertising manager of the Standard Oil Company of Indiana, delivering an address on "The Economic Value of Advertising" at the mid-winter meeting of The Inland Daily Press Association recently, presented some of the specific reasons why newspapers are a basic advertising medium for his company. Here are the seven points:

1. Newspapers are the nation's No. 1 source for news. Everyone who reads, reads a newspaper. The 35,000,000 families in America buy 43,000,000 newspapers.
2. Newspapers provide a territory-wide coverage, with extreme flexibility. Newspapers may be selected for purely local or wide coverage and schedules varied from small amounts to large amounts.
3. Newspapers provide a medium which is more nearly adjustable to local sales, and potentials, than any other major medium.
4. Newspapers provide a local touch impossible with any other medium in that our advertising appears with that of local merchants as well as with local news featuring local people, etc.
5. Newspapers in most cases are local or sectional institutions—a part of the life of every community. They help mold public opinion. The generally favorable reputation of newspapers tends to influence favorably advertisements appearing in them.
6. Newspapers provide an opportunity for dealers to identify themselves with the Company through their local tie-in ads. Spot checks from time to time prove that there is tremendous volume of this.
7. In a newspaper advertisement a complete story can be told, in both words and illustrations.

### Advertisers Must Be Sold Again And Again

If you do not sell a prospective advertiser the first time you call on him, don't get discouraged. Usually the man who is easy to sell is just as easy for your competitor to unsell.

Advertisers who require consistent effort to sell will be much more reliable and will keep their advertising in your newspaper. They will not have to be re-sold whenever an ad fails to pull as much business as they expected. They will stay with their schedules because their minds were made up before they signed their contracts.

An insurance agent called on one prospect for ten years before he sold him a policy. This salesman knew that his prospect

needed insurance, and he knew that if he took this man's "no" for an answer, some other insurance salesman would eventually get him to say "yes."

If you believe that a merchant needs your advertising, keep after him. Show him how other merchants he knows have increased their sales through advertising in your newspaper. Result stories, especially in his own line of business, are certain to impress him, whether he admits it or not.

The saying, "Patience and perseverance attain success" can be applied to selling, with better results than to any other line of business. Prospective advertisers can change their minds at the least expected times. If you make your calls with REGULARITY, you will be the one to cash in on this change of mind. YOUR NEWSPAPER, not your competitor's will get this merchant's advertising.

### Decision On Bonus Sets On Hourly Basis

Further emphasis was given to the fact that a "regularly" paid bonus must be included as part of the hourly rate of pay for overtime purposes under the Wage-Hour Act, in a recent New York Circuit Court of Appeals decision. The court held such a bonus becomes a part of the regular rate of pay even though no understanding existed with employees that it would be paid regularly.

In the case at issue, the bonus was set aside by the employer and paid to the employees monthly. The court held that while the employees could not legally compel the employer to pay the bonus, there was an assumption it would be paid and therefore the employees had the right to expect the payment as part of anticipated wages.

The inference from this decision is that a "surprise" bonus paid at irregular intervals or once a year is not to be construed as part of the regular rate of pay. In order to avoid claims for overtime, based on the established hourly rate of pay plus the addition of bonus, care should be taken that employees do not get the impression that a bonus will be paid at regular intervals or to expect a specified bonus at a fixed time.

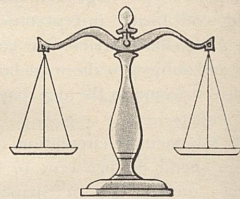
### Urges 2% Budget

The Ohio Hardware Association has recommended that their members spend 2% of sales on newspaper advertising. The secretary of the association states at the present time the average hardware spends about one-half of 1% of sales for advertising. The association office furnishes its members with a complete advertising service.

Rumor from Washington is to the effect that OPA is considering another increase in the price of newsprint. It is known that several U. S. mills have petitioned for an increase because of an average 15-cent an hour wage raise to mill workers. The last hike in price became effective January 1, 1946, when a boost of \$6 per ton sent the ceiling to \$67 a ton and was the fifth granted in five years.

### New Electro Print Process In Making

This age of electronics has brought about a revolutionary development in the process of printing. It is called electrostatic printing. In this new process, when the plate descends to the proper position, the ink jumps the gap between the plate and the paper. There is no contact between plate and paper. While this process is only in its development stage now, it may well revolutionize the printing industry.



Balanced  
**METAL**

Linotype  
Stereotype  
Monotype

at  
46 DISTRIBUTING UNITS  
OF YOUR PRINTERS'  
SUPPLY HOUSE

**WESTERN  
NEWSPAPER  
UNION**

Serving the Trade  
For Over 80 Years



### Catalog Houses Biggest Competitors

One of the biggest competitors of our local merchants is mail-order catalog houses. Those foreign competitors annually take a big slice of trade from our trade basins. They spend money to get this trade, too—plenty of money. According to our latest information (and it isn't too authentic), it costs the mail order house at least \$1.25 to place one catalog in the household. The mail order houses usually send out two catalogs a year. That makes at least \$2.50 a year per catalog. The two major catalog houses together will place as many as 1,000 catalogs each spring and each fall in many of our rural communities. That's an annual investment of \$2,500 that they spend to capture a part of the trade from our local merchants.

### Readers Spent Huge Sums For Newspapers

The people of the United States and Canada spent the huge sum of \$803,593,000 in 1945 to read daily and Sunday papers. That's an average of \$15,453,000 a week . . . \$66,077,000 a month. These 1945 expenditures represent an increase of 5.3% over 1944 and 19% over 1943. They spent additional millions during the year, of course, to read weekly newspapers. These huge expenditures became all the more significant when you remember that most of the purchases were made with pennies, nickels, and dimes. The weekday expenditure was \$611,662,000 and \$191,931,000 was spent for Sunday editions. This is a striking demonstration of the dependence of people on their newspapers. No other medium plays so vital and intimate part in people's lives. That is one reason why the medium is so effective in registering the advertiser's message on the readers' minds.

### Job Shop's Best Bet is Personal Service

Small printers have to sell service and satisfaction. Customers can be held by little acts of personal attention on the part of their local printer. For example, if one of your customers is in the habit of ordering 500 letterheads three times a year, suggest that he place an order for 1500. In this way, he will have his year's supply and the saving he will effect will please him very much. If one of your customers forgets to re-order a certain form before his supply runs out, give him the copies from your file. These may be enough to take care of his needs until you deliver his new order.

This personal interest in your customer is your best asset. The big mail order houses can not compete with you in this respect.

It really pays to smile and seem happy and independent. When people realize you don't need them, they like you better.

ABC insures circulation futures.

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

### ATTENTION: New Printing Plants — Reopened Plants —



#### Returning Veterans

Here is your guide for Valuing Printing under CURRENT COSTS

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

Establish your business with the help of  
**THE FRANKLIN PRINTING CATALOG**  
 Test it in your own office. — Send for free trial offer.  
**PORTE PUBLISHING COMPANY**  
 Salt Lake City 5, Utah

# SO MUCH TO BE DONE!

The Press has a greater responsibility in the days ahead than at any time in our history—rehabilitation, reconstruction, education, rededication.

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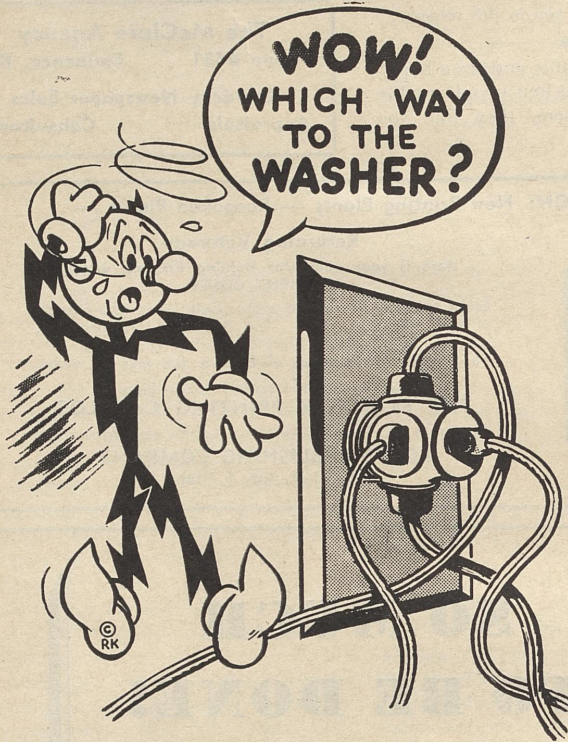
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**ADEQUATE  
WIRING  
AND  
ADEQUATE  
HOUSING**  
By  
**REDDY KILOWATT**  
*Your Electrical Servant*

During the next few years the United States will be faced with a need for more and more housing facilities. As communities meet or fail to meet their housing requirements, community editors will, from time to time, feel called upon to "view with alarm" or "note with pride."

As soon as some of its exponents stop emulating Stephen Leacock's character who "mounted his horse and rode off in all directions," we believe that the United States housing program will work itself out rapidly and adequately.

Meanwhile, we hope that the housing program in Kentucky will progress so satisfactorily that editors will "note with pride" the quantity AND THE QUALITY of the new homes arising in their areas of influence. Quality in a home is sometimes hard to recognize. It usually stems from a reputable con-

tractor, and a meticulous attention to detail.

Adequate Wiring provides one method for evaluating quality. Adequate Wiring means more than plenty of outlets, circuits, and switches so that the home owner can take advantage of all the electrical servants he will have in his home of tomorrow. It means more than the efficient delivery of all the current that lights and appliances need to give their best service. It means more than efficient usefulness.

Adequate Wiring means that the homes are modern, and WILL STAY modern. It helps to stabilize their worth to the individual and to the community. It means that the builder DOES pay meticulous attention to detail. He wires ahead.

**REDDY KILOWATT**

*Your electrical servant*

**KENTUCKY UTILITIES COMPANY**

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