

The Kentucky Press

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

VOLUME SIXTEEN

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NUMBER ELEVEN

National Newspaper Week, October 1 to 8

National Newspaper Week has been an annual affair sufficiently long that publishers need not be informed of its objectives or the many and varied ways in which it can be observed. It is distinctly a mass public relations movement intended to develop greater public interest in the newspaper and what the newspaper does for the community in which it is published. The importance of the week is appreciated all the more from the fact that for several years it has been on the agenda of special events observed by the Kiwanis Clubs of the United States and Canada.

There are thousands of people who have never seen the production line of a newspaper office. Many have no understanding of the vast amount of work required to produce a newspaper. Countless numbers read about the advantages of a free press but they have no understanding what the term means. Too many consider a newspaper as just a commercial enterprise and have no conception of the services which are given gratuitously by the newspaper.

These are some thoughts that might well be considered in planning a program for the observance of National Newspaper Week. Public attention has been detracted from things close to home for several years. The public is in the mood for a rebirth of interest in local activities. This is particularly true of the young people who have been going through a trying period. Every newspaper has a mission to perform and the first week in October presents the opportunity to get started. It amounts almost to an obligation that every newspaper have some sort of



public relations program during the week.

Here are some of the facts that show some newspaper contributions in the war. Feature these in your story of Newspaper Week:

1. Thirty-one correspondents and photographers were killed during the war. Twenty-nine were wounded, while five were captured by the enemy.

2. The newspapers have served as a prompt and efficient medium of communication between the government and the people. Through this instrumentation of information and inspiration, the American people have bought more than \$40,000,000,000 worth of war bonds, collected vast stores of scrap steel, saved millions of gallons of fats, and gathered millions of bales of waste paper.

3. Newspapers during 1944 assisted in collecting 7,036,000 tons of waste paper which was processed into newsprint and implements of war.

4. The War Advertising Council reported that American Business during 1944 contributed \$302,248,775 worth of its own advertising to support government and home front information campaigns. This figure represented a 6 percent increase over the volume of 1943.

5. Newspaper support for the Seventh War Loan Drive reached an all time high. Statistics show more sponsored advertising in daily and weekly newspapers as well as more news and editorial support. Without the serious participation of the newspapers, the 88 percent oversubscription of the \$14,000,000,000 goal would have been impossible. Nearly 62,000,000 lines of news, art and editorial support that were devoted to the Seventh War Loan Drive—none of it sponsored or purchasable by any person—was the contribution of the newspapers. This volume represented 26,999 full pages. War Bond messages appeared in daily newspapers' news columns 495,525 times. Dailies and Sunday papers devoted 32,895,000 lines to the campaign while weekly newspapers gave 29,058,000 lines to the drive.

6. There were 1,193 correspondents assigned to Supreme Headquarters of the American Expeditionary Forces.

7. Between eight and ten newspapers now are being published in the part of Germany occupied by the United States. Circulation averages more than 4,000,000 copies weekly.

8. During the war several hundred service publications have been issued to men in the armed forces throughout the world. The China Lantern, a 12-page Tetterpress paper recently was judged the best of all service

publications. Local news was gathered by field correspondents in China and then forwarded to the editorial office in Kunming. Copy was flown over the Hump to Calcutta and set in type. Newspapers then were flown back to Kunming for distribution.

9. Newspaper carrier boys of the nation have sold two billion war stamps since Pearl Harbor. This represents \$200,000,000 and 10 percent of all war stamps sold.

10. The United Nations Clothing Collection last April received the wholehearted cooperation of American newspapers. In fact, the drive was so successful in the United States, that Canada now is in the midst of a similar campaign.

We are restating the Press Code of Ethics which we suggest should be run as an editorial, or boxed on your front page, or as a promotional ad over your newspaper signature:

We believe that journalism is an honorable profession, essential to the welfare of society in War as in Peace.

We believe that the success of democratic government depends upon sound public opinion, and that the newspaper should aid in creating and maintaining sound public opinion by publishing significant news and editorial interpretation of news.

We believe that newspaper writers and editors should be adequately prepared for the great responsibilities placed upon them.

We believe that a newspaper should publish the truth, the whole truth, and nothing but the truth concerning all matters of importance to readers as citizens of the community, state and the nations.

We believe that a newspaper that goes into the home should publish nothing that cannot be read aloud in the family circle.

We believe that news of crime, scandal and vice should be presented in such a manner as to deter readers from attempting to imitate the criminal and the vicious.

We believe that all persons and all organizations are entitled to fair play in the columns of the newspaper.

We believe in the right of privacy of individuals in all matters not of public concern.

We believe that no propaganda or publicity matter should be published unless it contains information to which readers are entitled, and that whenever such material is printed, its source should be plainly indicated.

We believe that neither the business interests of a newspaper nor any outside influence should interfere with the publication of the truth in news or editorials.

We believe that the purpose of newspaper advertising is to create a demand for com-

modities or services, to inform readers, not to mislead or defraud them.

We believe that editorials should present the truth as the writer sees it, uncolored by bias, prejudice or partisanship.

We believe that advertisements should be clean and wholesome as news and editorials and that such advertisements are essential to the development of our high standards of living.

We believe that rates for subscriptions and advertisements should be sufficient to insure the publisher a fair profit.

We believe that all statements of circulation should give the actual number of bona fide subscribers.

We believe that only such newspapers as maintain the highest standards of truth, honesty and decency in news, editorials and advertisements deserve the support of the community.

We believe that if business is worth having it is worth going after, and that a prosperous newspaper can do more for its community than one that is "ill-equipped ill-housed and ill-supported."

We believe in our state and its unlimited possibilities and will do all in our power to sell it to our people and the nations.

We believe that World unity, progress and peace depends upon free access to all news sources and uncensored fair dissemination thereof.

We believe that "A FREE PRESS IS THE TORCH OF WORLD PEACE."

Cooperating with newspapers are various agencies in furnishing material for newspaper week as Kiwanis International; Metro Associated Service; Editor & Publisher; Meyer-Both; Publishers Auxiliary; Kings Feature Service; Wire Service; ANPA; and Medill School of Journalism. In a letter from Kiwanis International to 2,300 clubs in the nation, the president suggests that newspaper representatives should be invited to the regular meeting that week and that some form of tribute should be paid to the newspaper profession.

The Press hopes and believes that every Kentucky newspaper will observe Newspaper Week in some form or other.

Local News Field Is Papers' Salvation

Local News and community leadership are the two chief functions of the community newspaper essential to success in the postwar period.

The local news field is the one area where the local newspaper reigns supreme. The community newspaper must rebuild a competent and experienced news staff. If it sticks

to those functions which it can do better than anybody else, it will survive.

The community newspaper will have to have a competent photographer and photographic equipment. The editor can no longer rely on amateurs, on pictures from local residents, or the local commercial photographer.

Local news will have to be presented more interestingly and attractively. You cannot afford to tolerate long, dull, intricate writing. Local news must be reported factually and accurately, and it must be enlivened by graphic, vivid and concise prose.

The successful postwar editor must be avid and persistent in ferreting out local news regardless of persons or organizations involved. This is a news as well as an editorial job. If your community is failing to provide employment, if your local police and courts are incompetent, if your schools are not entirely efficient, a factual report of such shortcomings is local news.

The local newspaper will never regain its leadership in the community unless it is willing to take a stand on the issues of the community. There is no objection to considering both sides of a question, but the aggressive editor, after considering both sides, should make up his mind which side is right and then proceed to convince his community accordingly.

The chief enemy of freedom of the press in the future will be the highly organized pressure groups, with power and numbers to intimidate the newspaper publisher. This pressure group may take the form of a labor union, or a citizens' committee or a chamber of commerce, but whatever form it takes, it is the enemy of the freedom of the press when it seeks to bring pressure on the newspaper. Strong and determined editors must resist these pressures.

Observance of National Newspaper Week from October 1 to 8 will afford an opportunity for many newspapers to pick up where they stopped when the outbreak of war caused a suspension or slackening in the observance of this important event. It will also be an occasion, for newspapers to celebrate a return of more normal conditions with a bid for renewal of public interest in local institution.

KPA Executive Committee To Meet, October 6

The regular fall executive committee meeting of the Kentucky Press Association is called for Saturday, October 6, at the Brown Hotel, Louisville. Besides routine business, plans will be made for the Victory Convention in January, and legislative matters will be discussed.

VISIBILITY CLEAR....

CEILING UNLIMITED

Just a year ago a sleek transport plane, laden with 6,000 pounds of fresh fruits from the West Coast, winged its way into Detroit to mark the first step in a year-long study of the possibilities of moving fresh fruits and vegetables by air.

In that first test, a variety of tree- and vine-ripened perishables were picked in California on Sunday and analyzed in Detroit on Monday. In successive months, air shipments continued to arrive in Detroit from producing areas throughout the United States for exhaustive tests by Wayne University in cooperation with United Air Lines and A & P Food Stores.

Each cargo was studied carefully by a research group of 38 persons, including housewives, home economics, produce, merchandising and transportation experts. Flavor, appearance and condition of the produce were compared with that of the same foods shipped by conventional means. Laboratory studies were made on vitamin and sugar content, deterioration and weight loss. Special attention was given to packing and causes of damage in transit.

Recently, on the first anniversary of the Wayne study, another plane—this time a Consolidated-Vultee Model 39, one of the largest cargo ships in the world—landed at Romulus Army Air Field with an 18,000-pound load of Salinas fruits. The "flying boxcar" had covered the 2,600 miles between California and Detroit in thirteen hours, and its cargo, the first of five totaling 100,000 pounds to fly on a regular sustained air-freight schedule, went on sale at twenty A & P supermarkets a couple of hours later.

A & P cooperation in this pioneering effort to bring the fields and orchards of America closer to your kitchen is another example of how A & P, for 86 years, has been striving to eliminate unnecessary in-between steps and handlings in nutritious foods at lower prices.

It is this kind of achievement that enables the men and women of A&P to do the nation's most efficient job of food distribution.

A & P FOOD STORES

The Kentucky Press

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Victor R. Portmann, Editor-Publisher

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Chauncey Forgey.....Independent, Ashland
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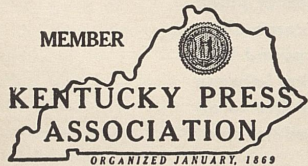
Victor R. Portmann.....U. of K., Lexington
Secretary-Manager

Executive Committee, Districts

Harold A. Browning, *Whitley Republican*, Williamsburg (Ninth), Chairman; First, Joe LaGore, *Sun-Democrat*, Paducah; Second, John B. Gaines, *Park City News*, Bowling Green; Third, J. M. Wynn, *Courier-Journal*, Louisville; Fourth, James M. Willis, *Messenger*, Brandenburg; Fifth, Virgil P. Sanders, *News-Democrat*, Carrollton; Sixth, Enos Swain, *Advocate-Messenger*, Danville; Seventh, Walker W. Robinson, *Herald*, Paintsville; Eighth, J. W. Heddon, *Advocate*, Mt. Sterling; Tyler Mumford, *Advocate*, Morgantown, State-at-Large; Seymour B. Goodman, *Enterprise*, Elizabethtown, State-at-Large; Immediate Past President, Joe Richardson, *Times*, Glasgow.

Kentucky Press Women's Club

Miss Mary E. Hutton, *Herald*, Harrodsburg, President; Miss Mildred Babbage, *Breckinridge News*, Cloverport, First Vice-President; Mrs. J. O. Young, *Journal*, Dixon, Second Vice-President; Mrs. Mary Henderson Powell, *Record*, Stearns, Third Vice-President; Mrs. J. R. Wallace, *Advertiser*, Walton, Recording Secretary; Miss Urith Lucas, *Independent*, Maysville, Corresponding Secretary; Mrs. J. L. Bradley, *Journal-Enterprise*, Providence.



Volume Sixteen, Number Eleven

Newspaper Week— Why Observe It?

What's the use anyway! The public doesn't give a rap whether there is a local observance of National Newspaper Week. The public is too busy to be bothered with learning more about what the newspaper means to the community. Why should the publisher of the local newspaper go to the trouble and perhaps some expense of arranging a National Newspaper Week program when everybody seems perfectly satisfied if they get their newspaper regularly.

These are just a few of the thoughts that many newspaper publishers will be having as the annual event of National Newspaper

Week approaches. This year the dates are October 1 to 8. The Kentucky Press Association has never been a devotee of fanfare. Nor does it believe that a public relations program one week each year is sufficient any more than one advertisement a year would be an effective advertising program unless the advertiser is going out of business.

However, the observance of National Newspaper Week does afford an opportunity to concentrate public attention on a leading institution in the community and the effect of that can be utilized through the year. Perhaps the public cares more than the publishers realize. There is even the possibility that the publishers have not let the public in on the power which the public exerts through its newspapers. For instance, the 1945 National Newspaper Week slogan is "The Free Press — Torch of World Peace," which is turned to the hope there will never be another world war. But the public must be told how a free press can accomplish that end and how difficult it is to achieve a world free press with only a small portion of the people of the world having a faint understanding of the real meaning of a free press. The public should also be told that even with a guaranteed free press as basic law there is danger of its loss, or the weakening of its influence as evidenced in the recent opinion of the Supreme Court Justice that dissemination of news is a public utility, thus giving the inference it is subject to government control and regulation.

Yes, there is every reason for every newspaper to follow some form of observing National Newspaper Week. The public may seem apathetic, but that may be the fault of newspapers. The event can well serve to revive the thinking of the public concerning this institution which is the product of the Constitution and the servant of the public.

Contributed Articles

The Press needs your help in improving its service to Kentucky newspapers; we want your suggestions and criticisms. The Press will welcome articles and personal items about yourself, your plants, and your staff members that would make this magazine even more interesting and readable. We would appreciate articles on what your plant is doing; articles on time and labor saving devices; your boys in service; on any pertinent topic relating to community newspapers and commercial printing plants. Historical sketches about your newspaper will be appreciated. We invite half-tones and will use a limited number of photos which should illustrate your articles. Let's have your con-

tributions and make the Press, as James Gordon Bennett said, "livlier, saucier, and more spicy" than ever.

Leaders State Plans For State Adverising

Appearing before the state Legislative Council, Harold Browning, State Conservation Commissioner, Russell Dyche, State Parks Director, and George A. Joplin, Publicity Director, urged that augmented state appropriations be made to advertise Kentucky, nationally and locally, and to improve our Kentucky park system—all looking forward to the tremendous influx of tourist that will come in future years. Our state newspapers should give editorial and personal support to these important projects.

Browning, quoting "Kentucky has a surplus; why not invest that in Kentucky," stated that money spent in developing the State's parks, forests, and other natural resources would yield a cash return, to help meet education and welfare appropriations—no better way to invest \$1,500,000 to \$2,000,000.

Browning and Dyche said best estimates were that Kentucky's tourist trade brought in \$68,000,000 in 1941, last normal year, but predicted that the investment Browning proposed would raise that to at least \$150,000,000 in a few years. It would begin at once, Browning said, to bring in more revenue from the gasoline tax, hunting and fishing licenses, park fees and in profits to operators of filling stations and hotels. They in turn, he added, would pay more taxes to the State.

Director Russell Dyche, whose unit is a part of the Conservation Department, asked for an annual \$75,000 appropriation for current operations in place of the present \$34,000. He also requested an additional \$4,800 a year to employ a supervisor of recreation for the parks and \$11,000 to grant employees a 20 percent salary raise.

He asked for \$368,275 as necessary to improve state parks, including a proposed expenditure of \$241,000 at Kentucky Lake, and submitted other park work which he said was desirable which brought the grand total to \$1,058,775. Much of it would go for new buildings and equipment and repairs.

George A. Joplin, Jr., asserted only farm and mine products outranked tourist trade in revenue.

"The tourist dollar is cash," he added, "and most of them are brought in from outside the state."

Joplin said Kentucky's appropriation for

publicity was \$17,500 while Florida, for example, spent \$825,000.

He proposed a six-point program to advertise the state, including:

1. Increasing circulation of the State magazine from 50,000 to 100,000 copies.
2. Employing a full time photographer.
3. Employing a feature writer to provide stories on Kentucky for metropolitan daily newspapers and national periodicals.
4. Exploiting state attractions through paid advertising in daily papers, periodicals and radio.
5. Advertising through folders, booklets and direct mail advertising.
6. Establishing an information department to help bring new industries to the state.

Don Eck Discusses Promotion Bureau

BY DON ECK

The Weekly Promotion and Research Bureau was founded after one of our early sessions with the Weekly Newspaper Committee of the AAAA. This group suggested that the NEA establish a "weekly press bureau"—one in which material could be developed to provide research material on the weekly newspapers for the use of the advertiser and his agency. Formal action was taken at the Advisory Council session in Chicago last October and on November 18 the first announcement of WP&RB was sent out to publishers. Since that date 223 publishers in 41 states have invested on the basis of one cent a subscriber in this program.

Score Card Plan

At a meeting in New York in January, our action was formerly laid before the AAAA committee and another program to evaluate the weekly newspapers was suggested; one it was deemed feasible to place ahead of the contracts with the Advertising Research Foundation for the study of the weekly newspapers. The AAAA committee made up a tentative scorecard, not final in any respect, but one which they felt could be built into a real workable plan to improve the newspapers:

1. Sworn or ABC circulation on circulation.
2. Circulation net paid at not less than 50 per cent of published rates, and coverage of trade territory should be 50-60 per cent of homes.
4. Locally written editorials on state and local subjects.
5. Human interest features, including especially locally-written columns.
6. Attractive page makeup with modern typographic principles.
7. Sufficient local advertising to be repre-

sentative of all classes of retail establishments in the town.

8. Illustrations and typography of local ads comparable to finished work of national advertising.

9. Size of paper (i.e. number of pages) commensurate with size of town and county where published.

10. Community services reflected in specific news stories, editorials and advertisements.

11. Reasonable volume of classified advertising for any paper in a town of more than 2,000 population.

12. General good printing.

Three-Man Committee

Following the meeting in January it was agreed that a committee of three publishers would be appointed to meet with the Research Foundation; one to carry the improvement program, the other publisher information and the third, to act as the chairman on all matters in the study of weekly newspapers with three advertising agency executives and three advertisers. These nine men will make up a committee on the study of weekly newspapers.

The reason for these activities is due to the fact that such reports as have recently been carried in trade publications indicate the necessity of the weekly newspapers as a media telling its story to those who have the advertising dollar to spend. I quote from the April 16 issue of Advertising Age:

"Advertising Age on April 16 carried a breakdown of national advertising revenue for newspapers, magazines, outdoor and radio on a year-to-year basis from 1914 to 1944. Whereas newspapers receive 58.9 per cent of the advertising dollar in 1914, they got only 24.1 per cent in 1944, according to studies made by Arno H. Johnson, director of research and media for the J. Walter Thompson company. From 1914 to 1938 (a pre-war year) the drop was from 58.9 to 34.7.

"On the other hand, magazines held steady, getting 33.7 of the total revenue in 1944, as compared with 30.2 per cent in 1914. Outdoor dropped from 10.9 in 1914 to 4.7 in 1944, although the total revenue was higher in 1944 than it was in 1936.

"The rise in radio is the sensation of the advertising world. From 1.1 per cent in 1927, radio has soared to leadership over all media with a total of 37.5 per cent. Newspapers, once in first place, now are in third place."

This program of WP&RB will be patterned after that now carried on by the dailies through their American Newspaper Publishers' Association Bureau of Advertising. The desire will be to encourage as many publishers as can possibly do so to have an ABC audit. In our meeting in April, an adver-

tising executive made the statement relative to ABC:

"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 experience of the agencies, even sworn statements of newspaper publishers of circulation will always be regarded as insufficient and sub-standard—ABC circulations 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 only in ABC membership lie their hopes to enter definitely in the national advertising picture."

The Tulare (Calif.) Bee, a weekly publication published by Fred D. Allen Publishing Co., Inc., has been enjoined by the superior court of the state of California, in a temporary restraining order, from misrepresenting the circulation of the publication and from claiming to be "the largest circulation of any Tulare newspaper."

The action was brought under a division of the Business and Professional Code of the state of California dealing with false advertising, one section of which reads:

"17533. Misrepresentation of newspaper or periodical circulation: It is unlawful for any proprietor or publisher of any newspaper or periodical willfully and knowingly to misrepresent the circulation of the newspaper or periodical, for the purpose of securing advertising or other patronage. (Added by Stats 1941, ch 63, Sec. 1, p. 729).

Publisher of the Tulare (Calif.) Times and Advance Register has brought suit for \$50,000 damage against the Fred D. Allen Publishing Co. on the grounds that the circulation claims have resulted in loss of advertising and other damages.

While it won't be possible for all weeklies to go ABC for quite some time, there is another step that the NEA is taking, en-

couraging the passage of Bill HR 2543 in Congress, requiring weekly newspaper publishers to provide a sworn statement the same as dailies must do. This will go a long way toward improving the circulation statements as provided by the National Directory of Newspapers.

Another suggestion that has been made on numerous occasions is that publishers of weekly newspapers consider a national advertising rate divisible by seven, so that their rate can be put on a line basis rather than an inch basis as at present. For example, the 35 cent per inch rate is 2½ cents per line; 42 cents per inch is 3 cents a line. Inch rates in between these figures require several decimals to compute on a line basis.

We wish to encourage your participation in WP&RB. It is offered at a very nominal investment to the publisher based on one cent a subscriber. It is expected in the first four years that approximately \$40,000 will be needed to carry on research and studies with the Advertising Research Foundation providing the same standardized form of readership material as that used by the other media.

The prospects for postwar advertising in the national field for weekly newspapers appears at present to be very fine. As weekly newspapers we must get our house in order and provide a service similar to that given by other media. We must also promote and provide research material so that all concerned will be advised of what the market represented by 52 per cent of the people has in the way of buying power and stability.

There are, or will be in near future months, so many new and amplified prospects for advertising—retail, general, and classified—that it is impossible to list more than a small fraction of them. This is unnecessary, anyway; you know who they are.

Men's clothing should be much more active due to larger supplies and the return of service men. Expanded sales opportunities should apply to shoes, hosiery, and many other clothing items—radios, numerous electrical appliances, automobiles, gasoline, building materials, heating equipment, furniture and furnishings, musical instruments, sporting goods, real estate, confections, cigarettes and cigars, many food products, hotels, resorts, transportation facilities, publications, etc., etc.

There will be new manufacturers, new and improved products of established factories, new and expanded retail stores and service establishments (some in unexpected locations and with surprising ownership), new merchandising methods and intensive competition. All of this will stimulate adver-

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

tising—BUT—newspapers will face greater competition for appropriations. Get in on the ground floor NOW and start your dealer contacts—especially in the national advertising field as your dealer can demand local appropriations if you show him the way.

ABC insures circulation futures.

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



VITAL STATISTICS

Have you studied the vital statistics of the Linotypes in your composing room? Or their individual production records? You should. It is possible that it may pay you to rejuvenate your Linotype equipment. We suggest that you look into it.

It was Oliver Wendell Holmes who wrote (in the *One-Hoss-Shay*), "There's nothing that keeps its youth, so far as I know, but a tree and truth."

Actually, machines are youthful, responding with vim and vigor; or, they are in their prime, performing dependably; or, they are aged, striving to keep up the pace of their earlier years. Yes, machines do grow old!



29 RYERSON STREET • BROOKLYN 5, N. Y.
Linotype Garamond Bold No. 3

Hazard Herald Sold To Indiana Publisher

Sale of the daily Hazard Herald was announced by Bailey P. Wootton on September 3 to George L. Carey, Clinton, Indiana. The Herald has been published for 35 years by Mr. Wootton, its founder, who now retires from journalistic work to devote full time to his legal practice.

The new publisher, also owner of the Clintonian, Clinton, is not new in Hazard, having purchased one-half interest in the Hazard Daily Times some months ago although he does not intend to be personally associated with the Times.

R. W. Griffith, who was associated with the Herald, has severed his connection. Mr. Carey states that he will replace Mr. Griffith with a new managing editor, acting in that capacity himself for the time being.

We welcome the new publisher to Kentucky Fourth Estate and hope that he will take an active interest in the Kentucky Press Association as Mr. Wootton has done. We regret that Mr. Wootton is retiring from his journalistic activities, but hope that he will continue his personal interest in the field which he served well so long.

Richardson-Helliwell The Press Wants

The Glasgow Times carried a news story that the Joe Richardson's were entertained by the postoffice force, but we failed to find a formal announcement of the wedding of its publisher, genial Joe Richardson and Mrs. Edith Helliwell which occurred in Louisville, Friday, September 7. The Press joins their host of friends in wishing them a long and happy married life—the Press adds its congratulations.

Newspaper Meetings Called In Chicago

The third week in Chicago will be newspaper meeting week. The Inland Daily Press will meet at the Congress Hotel, Oct. 17-18; Newspaper Association Managers will meet at the Morrison on October 20-24; Audit Bureau of Circulation, Oct. 25; NEA Board of Directors, Oct. 25, and NEA Advisory Council, Oct. 26-27 at the Morrison. KPA President Chauncey Forgey and Secretary Portmann will attend the NEA and NAM meetings.

Congratulations to Neil Dalton, on leave from the Courier-Journal, on his advancement to head of Office of War Information, succeeding Byron Price.



What Advertising Does

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

1. Good business today is no guarantee of future progress. We have a good business today, perhaps better than we have ever had, but eventually we will have a return to normal. Advertising builds not only for today, but for tomorrow. It is tomorrow we must build for.

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

3. Advertising will keep fresh in the minds of prospective buyers the construction and fundamentals of design of the equipment against the day when products will gain sell on their merits.

4. Advertising reaches new markets that are continually developing due to diversification, soil conservation and to changing farming practices.

5. Advertising effectively backs up the selling organization.

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

The three traditional objectives of a successful sales policy are:

- 1. To get new customers.
- 2. To get all of each of your customer's business.
- 3. To hold customers.

Advertising helps accomplish all three!

Enclosed find a news story and mat for your use during Newspaper Week on a radio program honoring the nation's editors.

Pike County News Sold To Pikeville Association

The Cumberland Publishing Company, publisher of The Pike County News, has been purchased by W. J. Ward and associates from Charles E. Grote and heirs of Harrison Bowles. It was announced September 22.

Ward, Pikeville businessman, was named president of the firm, which also operates a printing business.

Tom Holland, associated with The News for a number of years, was named company manager and editor of the weekly paper.

While newspapers dropped to third place in national advertising in 1944, the volume of local advertising brought up the total advertising volume in U. S. dailies and Sunday editions to \$628,000,000, of which \$412,000,000 was local and \$216,000,000 was national.



A NEW WNU FEATURE

Returning veterans and the families of servicemen are asking many questions these days. Because of the importance of these questions, Western Newspaper Union has extended its Washington Bureau to a degree to enable it to release a weekly column called "Veterans' Service Bureau."

This feature not only includes current information on subjects affecting our fighting men, but gives definite and authentic answers to questions submitted by servicemen and their families.

Questions may be addressed to WNU's Washington Bureau and they will be answered in a subsequent column.

Appeal to this important and growing group of readers. Order "Veterans' Service Bureau" for your paper. Plates, 90c. Mats, 80c.

★ ★ ★

**Quality Mats and Stereos
Presses, Linotypes
and Composing Room Equipment
Printing Papers
and Printing Inks
Linotype Metal
and Type Metal Tonic
ATF Foundry Types**

WESTERN NEWSPAPER UNION

Yardstick Competition

This advertisement appeared originally in "The Oklahoma Publisher," official publication of the Oklahoma Press Association, over the signature of Mr. George A. Davis, president of Oklahoma Gas & Electric Company. The statements in the advertisement apply here in Kentucky quite as well as they do in Oklahoma.

A survey of the light and power business shows a rather curious mixture. Eighty per cent of the Nation's 1944 requirements was supplied by business managed enterprises owned by investors and 20% was supplied by the facilities of various government-financed and subsidized agencies.

Fifteen years ago (in 1930) the business managed companies were doing about 95% of the Nation's electric business and the tax-financed agencies only about 5%.

This rapid turn toward government ownership is alarming to us. In fact, just as alarming as it would be to the newspaper fraternity if government-financed and subsidized Authorities were staking claim on 20% of the Fourth Estate and were measuring boundaries with a "yardstick" of their own accounting.

Federal Power Authorities have coined the term "yardstick" and have alloyed it with grants, appropriations and subsidies all gilded with a frosting of beneficence and grandeur to make it alluring to the man on the street. It has been effective.

Your business has not known "yardstick" competition. You have not known the effects of an Authority newspaper quartered in an edifice of impressive massiveness, selling advertising at rates below cost, charging a dollar for a year's subscription, employing top flight writers, buying the best news services, making deliveries by franked mail and giving six sections of comics on Sundays . . . and all because, they say, the people of your community are entitled to that kind of service.

We believe that if you were confronted with "yardstick" competition (and may you never be) that you, too, would look for the bugs under the chip and would devote your columns to facts and figures in an attempt to remove the gilt from the coin . . . or, at least you would attempt to get your competitors and yourself governed by the same set of rules.

And that is all we ask . . . THE SAME SET OF RULES. We welcome any competition we can meet under Marquis of Queensbury Rules but we do not believe we should be required to wear pillow gloves into the ring when the chap in the other corner is permitted to harbor a horseshoe.

KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street, Lexington 3, Ky.

Supplying Low-Cost Electricity To Home, Office, Factory