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Indiana Groups Study Proposed Revision Of State Printing Laws

Defers Recommendations for Changing Or Amending Legal Advertising Law Because of Existing Opposition or Only Lukewarm Support from Indiana Publishers.

By WRAY E. FLEMING

Members of the commission named by Governor M. Clifford Townsend to conduct a study of the Indiana public printing contract law, as it operates in supplying state and county printing needs, and the state legal advertising law, have completed the preliminary work on which they have been engaged since last February.

Recommendations for sweeping changes in the method of buying printing and supplies used by the state and the county units of government were included in the report submitted to the Governor by the study commission. These followed the desires outlined by Governor Townsend that the undesirable practices operating by reason of the present printing law be corrected and that there be a wider distribution of state printing as a means of stabilizing labor conditions in the printing industry throughout the state.

Approval has been given by the Governor to the recommendations offered and members of the commission are now engaged in drafting the bill that will be presented to the state legislature in the coming session. If enacted, Indiana will have one of the most modern state printing laws in the nation and one that will serve as a model, it is predicted. The printing and legal advertising laws of 36 states were studied by members of the commission during the seven months in arriving at the recommendations.

Reduced to the simplest terms, the report submitted by the commission to the Governor, recommends repeal of the present state and county printing contract laws and abolition of the state printing board as now established in Indiana; the enactment of a new law providing for a printing board consisting of a director and two commissioners, all of proven, competency; all negotiations in the buying of printing and supplies to be in charge of this board; the law would abolish fixed times for purchases to be made, but would provide that printing and supplies are to be bought by the board as needed and upon ad-

vance requisition from departmental heads, with printers adequately equipped throughout the state being entitled to submit quotations. An innovation included in the recommendations is that the State of Indiana purchase all the paper stock used in the printing requirements of the state government, the printing commission to fix maximum prices for the work and materials, exclusive of paper and plates which would be state-owned. This arrangement would make unnecessary the present classifications of printing and supplies, which system drew particular censure from the state's chief executive.

County Contracts

The proposed state law would transfer the duty of determining classifications for the award of county printing contracts from the State Board of Accounts to the newly established state printing board, which would set up the classes and determine the items to be included in the various classes. In one state, there are 36 classes of printing in the county contracts.

Preference is to be given to the bid of the local printer or supplier if the quotation submitted is equal to or lower than the figures submitted by bidders from without the county. Furthermore, the new law will provide that bids for county printing contracts shall be received the first part of May each year, instead of the first part of December as now is the case. In addition, bids would be subject to public inspection for ten days after being received, during which time they may be referred to the state printing board on proper petition for final settlement of any controversy or irregularity.

The Legal Advertising Law

Included in the study of the commission was consideration of whether the existing legal advertising law, enacted in 1927, should be amended, changed or a new law be passed. Members of the commission decided to make no recommendations of any character at this time because of the absence of, or lukewarm, expressions, of Indiana publishers on the subject.

The investigation brought forth the following conclusions, pro and con, with respect to the legal advertising law:

1. That some public officials, town-

ship trustees particularly, are not conforming to the provisions of the law; 2. That the law is weak in not providing that the State Board of Accounts, or some similar official body, shall require proper publication of legal notices as established by the law; 3. That ambiguities in the law have made it possible for official decisions which weaken the five-year clause and place the burden on legitimate newspapers to perform the duties of public officials through court action; 4. That the intent of the law is being violated by those publications whose circulation often does not reach the governmental units affected by the legal published; 5. That the present law does not include some of the legal notices that should be published in justice to taxpayers.

Offsetting these points in favor of action to amend or replace the present law were the following against any action:

1. Study of the laws of the 36 states in the survey showed that Indiana has the strongest and most effective legal advertising law of any; 2. That the rates set up in the Indiana law are above the average in other states and that tampering with the existing law might open up the present rate structure to demands for a material reduction; 3. That the problems arising to date from the weaknesses and ambiguities of the Indiana law have been somewhat local in character and are not of sufficient number to require solution on a statewide basis.

While the commission has not closed its consideration of the legal advertising phase of its assignment it has decided to mark time on this question for a few months while gathering further expressions from the publishers of the state.

A national advertising campaign designed to sell small business to the American public was one of the chief proposals advanced at a meeting of the National Small Business Men's Association in Pittsburgh. The campaign would be modeled along the lines of that sponsored by the United States Chamber of Commerce.

The Federal Trade Commission has placed a ban on the "Dime a Day" typewriter copy used by Remington Rand. Under the terms of the stipulation the company is to cease advertising that its portable typewriters can be purchased for 10 cents a day unless it is explained that such payments are in addition to a down payment and apply only to certain models.

Getting And Holding Permanent Subscribers

By JOHN A. FILE, *Editor*
Chester (Ill.) Herald-Tribune

Much has been written about how to get subscribers to a weekly paper, but little has been said on how to hold them. Anyone can get subscribers. I have seen hundreds of them roll into a paper when an automobile is to be given away or a substantial cash prize is offered.

To my mind nothing tends to kill a newspaper quicker than a subscription contest. Many people are put on the list by a contestant who wants to get the major prize and these people have little or no interest in the paper itself. Such circulation cannot be of benefit to your advertisers.

In the first place, a newspaper that gives the news fairly and impartially need have to fear of losing subscribers. That news must be capably written and in an interesting manner. Special columns should be carried each week. In my paper we see that these columns are in the same place every issue and we try to have something that will be of interest to everyone in the family. We avoid suggestive articles. There are several things that should never be printed, among them I could mention sex crimes, profanity, children sent to correction schools, people sent to insane asylums, and in the annual review we never mention criminal cases.

Possibly some may say that my assertion above as to fair and impartial news is erroneous, but I contend that it is fair to those who suffer from some one else's misdoings.

We do not use any foreign news unless the story has a direct bearing on this community. In fact we try to give news of our county only. This is almost an impossibility at times when news is scarce, but on the whole it is better to stick to your own community. Let the dailies take care of the foreign stuff.

Another thing is courtesy. No one on my staff is ever too busy to be a good listener to a subscriber. Every salesman who comes in is given the same courtesy, even though I can say "no" with the best of them.

Coupon Idea

How do we get subscribers? By eternally plugging away at it. We have tried several circulation stunts, especially during the depression years of 1929 and 1930. We find that the best one ever tried was the coupon system worked up

with the local merchants. For two months back in '29 we gave a coupon good for \$1.00 in trade at any store that advertised that week. The merchants took the coupons in at full value and we redeemed them at \$1.00 in cash every Monday morning. This cut our subscription price to half but it kept up our list and during the trying times of those lean years our circulation fell off only 200 copies. We'll be glad to send a coupon to anyone asking for it to show how the plan worked. It not only helped with the circulation but it also helped in advertising. Many merchants who had only occasional ads, ran ads every week in order to get the business. Each week just before we went to press we set up the names of the merchants who would honor the coupons and as soon as the paper was off the press we lifted the type and printed it on the backs of the coupons. The coupon was good for a week only and were dated with a rubber stamp. We took in over \$600 on this scheme and everyone got their money's worth.

News Stand Sale

But if a person is to hold subscribers he must get out a paper that people want to read. We also have placed our paper on the news stands, one in each drug store, and over 400 papers are sold this way each week. It more than pays for the white newsprint we use each week.

We have found that "splash" headlines sell a paper. We can tell the difference when we cut too small headlines. A big headline will sell \$5 worth more papers a week.

Another thing we do that has proven good in getting new subscribers. When a couple marries we immediately write them a personal letter and send them the paper for a year as a wedding gift. We have found that in practically 100 per cent of these they come back with a renewal the next year. Getting a person in the habit of reading a paper is the biggest thing in holding subscribers.

We stop the paper when the time is up. The first of the month the circulation manager sends out a notice that the subscription will expire that month. The first of the next month the name is taken off and a card sent telling them the paper is stopping unless recorded. The following week we generally get a renewal.

The author will be glad to send copies of our circulation cards and anything that may help any brother publisher in getting more subscribers.

Newspapers Give Space; Magazines Get Paid

If your newspaper lost several million lines of advertising during a year, you would have something other to worry over than taxes, higher newsprint prices and increased wage costs. Media Records, Inc., interested itself in measuring the paid space against free publicity and news on a recent automobile show in New York City and found these figures:

Sunday, October 24, 1937: 30,390 lines of news and free publicity; 26,412 lines of paid advertising; percentage of news to advertising, 115.3. Sunday, November 8, 1936: 28,948 lines of news and free publicity; 28,251 lines of paid advertising; percentage of news to advertising, 102.5. It is interesting to note there was an increase in the news and free publicity linage in 1937 over 1936 and a decrease in paid advertising, but that is not all of the story—here is some more: During 1929 automobile advertising in newspapers amounted to 125,000,000 lines; in 1937 this space dropped to 45,200,000, or a loss of loss of 79,800,000.

In the meantime automobile linage in magazines has been increasing. But Media Records, Inc., did not release the percentage of free publicity in comparison to the paid automobile space in these magazines. This, of course, was due to the fact that magazines do not devote or donate any space to its advertisers. Magazines have advertising space to sell, then use their other columns for news, features and stories and continue to pile up an increased linage while newspapers continue to give free publicity and accept a decrease in linage.

It has been stated that some newspapers make an up-charge on their automobile advertising rates to cover the free publicity. If that is correct, it still does not give the answer, as the figures show an increase in free publicity and a decrease in paid space and an increase in automobile magazine linage and the magazines do not give free publicity to their advertisers.

Well, there must be an answer; there usually is to every question!

Newspapers which have not contacted their Philco radio dealers should do so since the company is making an extensive newspaper campaign this fall, featuring especially their mystery control. Newspapers in every town where there is a dealer will be used in the campaign.

Why not cash in on new and modern type for that old worn-out type in your office?

The Kentucky Press

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Victor R. Portmann, Editor-Publisher

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Fire Prevention Week

October 9-15 has been designated as Fire Prevention Week. This gives the wide-awake publisher a chance to capitalize on extra advertising in a special page or half-page layout with insurance firms represented, which, as a usual custom, are not regular advertisers. We might add that special weeks, days, or local "streamer" events such as fires, tornadoes, hail, etc., will furnish opportunities for like special pages.

Revising the Laws

In another column is found a brief description of action of Indiana's governor who is striving for revision and better understanding of the state's printing laws. The Press recommends such action to the Kentucky Fourth Estate in the near future. If such a course could

be taken in this state, and the laws made clear and decisive without need of perpetual interpretation (which many times are conflicting), the constant bickering between the publisher and county officials would be a thing of the past.

Important for Publishers to Obey Second-Class Postal Regulations

In view of recent suggestions by federal administration leaders that newspapers should not be allowed the low postal rate now available to them because of their admission to the second class privileges, it is important that newspapers be mailed strictly in accord with postal laws and regulations. Some time ago the postal authorities issued a leaflet of regulations in which the following were itemized:

"Addresses are not located in a uniform position and frequently are placed wholly or partly over the printed portion of publications. This makes it difficult to find and read the address.

"Address labels are often mutilated when cut from the mailing strips.

"Use too dark-colored paper for the wrappers or labels.

"Addresses are printed from type which is too small or not kept clean.

"Addresses are frequently blurred or faint, due respectively, to the use of too much or not enough ink.

"Address labels fall off the copies because enough paste is not used or it is of a poor quality, sometimes the copies stick together because too much paste is used, resulting in the addresses becoming mutilated when separating the copies."

Rules to Follow

"1. All publications should be properly prepared for mailing, distribution, and delivery, as prescribed by sections 560 and 714, Postal Laws and Regulations, and addressed in a legible hand or plain type not smaller than long primer; that is 14 point. The printing of the addresses by any process which produces blurred or otherwise indistinct impressions does not meet this requirement and should be discouraged. Type used in printing addresses should be cleaned regularly in order to make a legible imprint.

"2. Individually addressed, unwrapped, folded newspaper and periodicals mailed in bundles to a post office should have the addresses at the top of the exposed portion of the copies and to the left of the last fold; that is, in the upper left corner of the publication when grasped with the right hand along the folded edge.

"3. When publications are enclosed in envelopes, the latter must bear in the upper left corner, the title and office of publication, and in the upper right corner a notice of entry as second-class matter. It is highly desirable that this information appear on all the wrapped copies, whether in envelopes or ordinary wrappers, as it facilitates identification of the matter as of the second class and rebounds to the advantage of the publisher and the subscriber, as well as the Postal Service. While not required on ordinary wrappers, it is believed that many publishers could readily place the matter on the wrappers and will be glad to do so upon request.

"4. Addresses should be written or printed with black ink, or ink of some other strongly contrasting color, and if placed on address labels, wrappers, or envelopes, these should be of plain white or manila paper or paper of a very light tint. Old newspapers should not be used as wrappers. Sufficient space must in all cases be left for the postal endorsements as it may be necessary to place on the copies.

"5. All publications which cannot be handled with facility, due to small size, should be enclosed in envelopes.

"6. When a large number of copies of a publication are addressed to the same post office, it will be helpful to the Postal Service and of advantage to the publisher if he will separate the copies for the rural routes of the office of address and for the various stations of offices in large cities.

"7. It is desired that publications be folded to a size not larger than 9 by 12 inches when practicable. It is realized that this cannot always be done, owing to the bulk of publications having a considerable number of pages, but whenever possible the copies should be folded to the desired size.

"8. It is highly desirable that publications mailed in single wrappers be not rolled, since copies so prepared cause great inconvenience to distributors in locating the addresses when separating the copies and to carriers when routing and delivering mail. Individually wrapped copies should be so prepared that they will be flat and thus facilitate their handling."

That if a lot of publishers would spend as much time improving their papers as they did cussing the poor advertisers and crying on their own shoulders, they would have more advertising and better papers.

An Editorial About Editorials

Admitting that in the newspaper business—as well as in all other enterprises—it is impossible to satisfy everyone, we're devoting this space to an editorial upon the subject of editorials.

Over a period of more years than we'll concede, we've been asked why we don't publish editorials on such subjects as international crises, wars, congressional developments, trade agreements, peace treaties, and a host of other topics of world-wide or national import.

Well, our reason now is the same as the day we entered the weekly newspaper field. It is our belief that the readers of a country newspaper published once every seven days are more interested in a lively dogfight in Mont-calm Street than they are in the fact that the Hon. Bla-Bla is raising hades at Geneva or that Congressman Glump is sponsoring a bill demanding that all cows in his home state be equipped with red tail lights to protect reckless motorists.

We believe a country weekly should be the medium for local news and editorials pertaining to local subjects. That has been the policy of *The Sentinel* for many years, and we believe it has worked out as a successful and agreeable one for the great majority of readers.

We have "canned" editorials—reams and reams of 'em—and in case you'd like a bit of hefty reading, drop in any time and we'll give you the key to a file that contains the brain children of a host of jobless college professors who evidently earn a bit of easy money by submitting their prescription for world cure-alls to the editorial-supplying bureau to which we subscribe at a few dollars per month, and whose copy we seldom use. Occasionally, a bright little gem will emerge from the wilderness of "boiler plate" material. When that occurs, we proceed to heave it into this allotted space after first—if possible—attempting to give it a local angle.

If we thought for a moment that the run-of-the-mine subscriber preferred such canned editorial comment, our job of turning out a fair-to-middlin' news sheet every Thursday would be immeasurably easier. Instead of sitting down at a typewriter and attempting to stir the alleged grey matter into a bit of editorial-manufacturing, all we'd have to do would be to open the big manila envelope that arrives in Monday morning's mail as regularly as clockwork, and presto—we'd have editorials at hand ranging from the Sino-Japanese war to

the current business "recession." Many weekly newspapers take this course regularly. But from a newspaperman's standpoint, we believe such publications lack the personal editorial touch we hope is contained in most issues of *The Sentinel*.

We'll relegate the arduous task of tearing apart the world and putting it together again properly to our big journalistic brothers in the cities—the dailies whose business it is to turn out editorials that have a bearing on subjects of world-wide importance. As for us, we prefer to stay at home and throw fire-crackers while the "big shot" sheets are laying down a heavy artillery barrage.

If we're wrong, we want to know about it, because opening that envelop every Monday morning would make our job of work easier and at the same time solve a problem that is vexing all newspapers, weekly and daily, large and small—editorial policy.

—Ticonderoga (N. Y.) Sentinel.

Selling Newspapers Through Editorials Condensed from The California Publisher

In my opinion and experience the only way to sell anything is to be thoroughly sold on the thing one has to sell. Otherwise one has a hard job selling.

The greatest possible influence that can be exerted on a community is that of the community newspaper.

First of all, the community must be thoroughly sold on the integrity of the publisher, his courage, and steadfastness. To attain and hold his true place in the community he must never attempt to toy with anything questionable. He must never be led around by the nose of any sinister interest. He must be a free man, unafraid of anybody or anything save questionable folk and projects.

People may not always agree with his stand, but they will respect him nevertheless, if convinced of his sincerity and integrity.

Once give your community the impression that your paper is for sale to the highest bidder and your influence is gone. Give the community the impression that you are out for the dough, for that alone, and while you may get it and manage to survive, your influence is gone, and anybody can come into your town with almost any kind of a sheet and freeze you out.

One thing that has enabled us to sell our paper is that the community has come to know we never put a line in our paper which might bring chagrin

or sorrow into its homes. We have quite a nose for legitimate news, and while flattering ourself that our social and personal columns are a strong feature in our paper, we nevertheless have no nose for nasty news.

A weekly newspaper should never resort to the sensational or the sensual, whatever the provocation. Neither should a daily.

Every community has news that is not fit to print, and which, therefore, should not be printed. But be it said to the everlasting credit of the weekly press of my acquaintance, as a rule, it is never printed.

When disgrace creeps into the home, newspaper decency should triumph over newspaper enterprise and suppress the information.

I have been taken to task for my position in regard to these matters by one or two prominent citizens, who have told me "the people want this very information, and you should give it to them." To such I have said: "But suppose the information concerns your loved ones, what then?" To this inquiry I have obtained only silence.

Such publication serves no useful purpose, and it adds greatly to the grievous burden already borne by the family.

I believe most of you will agree with me that when a newspaper becomes a scavenger, it becomes an enemy of society as well.

A newspaper should be the publisher of good tidings. Bad tidings serve no useful purpose.

Next to Holy Writ, I was brought up to believe in the authority, the verity, and the integrity of the newspaper. I still believe it should occupy that place in the hearts and homes of people. If it does not, it misses its high calling and golden opportunity.

A recent survey made by the University of Wisconsin shows the following sources of revenue in weekly newspapers: Advertising 54 per cent; commercial printing, 30.6 per cent; subscriptions, 15.3 per cent, and miscellaneous less than 1 per cent. The advertising revenue showed local display 60.5 per cent; national, 21.7 per cent; legal, 11.5 per cent and classified, 6.3 per cent. How do these averages compare with your sources of revenue?

That too many publishers worrying about foreign advertising accounts fail to realize that local advertising contains the greatest reader interest.

How Customers Learn Where To Buy

Prof. Kenneth R. Marvin of the Department of Technical Journalism at Iowa State College recently made a study in connection with Iowa Newspapers, Inc., on the subject of "What Makes the Consumer Know Where to Buy?" The results, based on returns in 24 Iowa market centers, as revealed in the Journalism Quarterly follow:

"From the information obtained by interviewers it was possible to make several studies on newspaper coverage. Space here will permit only the presentation of the conclusions of these studies without the substantiating data.

"These conclusions are:

"1. The probability that the subscriber to a community newspaper will know where to purchase the products in 21.8 per cent greater than for the nonsubscriber.

"2. In market centers served by only one community newspaper 44.6 per cent of the consumers knew where to purchase the products as compared with 42.2 per cent in communities served by more than one community newspaper.

"3. There were, on the average, 3.24 readers for each subscriber to a community newspaper. This may be compared with 3.84 readers per subscriber claimed by the Saturday Evening Post.

"4. Coverage of all dailies going into these areas averaged 85.9 per cent, as compared with the average coverage of all weeklies going into the areas of 82.5 per cent.

"5. Nine of the market centers surveyed had two newspapers. In these areas 27.4 per cent of those interviewed were subscribing to both newspapers.

"6. Newspapers published in centers having more than one newspaper offered a coverage on the average 8.6 per cent below that offered by newspapers published in centers served by a single community newspaper.

"Summarizing briefly, this study indicates that the manufacturer of widely distributed products can profit by spending more of his advertising appropriation in advertising at outlet points, or by compelling his dealers to do so, since knowledge of where to buy must precede the sale of a product.

"Correspondence with advertising managers of these twenty-nine manufacturers emphasized the fact that many dealers will not advertise the product consistently unless they are compelled to do so by agreement or by the manufacturer placing, checking and remitting for such advertising by some method

similar to that used by many home appliance and automobile manufacturers.

"Anything the manufacturer can do to increase the length of time a dealer handles his product will aid materially in creating consumer acquaintance with the dealer.

"National magazine advertising is not efficient in acquainting the consumer with retail outlets.

"More research is needed on the place of the community newspaper among advertising media. "The community paper has a story to tell that never has been properly told," says one agency executive.

"No publication is read as intimately as the country newspaper," states Alfred P. Sloan, Jr., of General Motors in referring to the value of the community newspaper as an advertising column. But few are the figures that will convince others.

"The objective of much of the research done on media is questioned by many community newspaper publishers. Most of such research has been done under the direction of publishers of media of wide circulation and by advertising agencies. These researchers are prejudiced, say country publishers, who point out that it is much more profitable for an agency, working on a percentage commission, to send one electro, check one insertion and remit with one check to the magazine or metropolitan newspaper than to deliver dozens of electros, check dozens of insertions and remit with dozens of checks to community newspapers to obtain the same commission.

"The community newspaper publisher points out further that few members of the agency staff, or of the advertising staff of the large manufacturer, have come up from the ranks of the community newspaper. Consequently there is a lack of knowledge of this medium in the council rooms of the large space buyers.

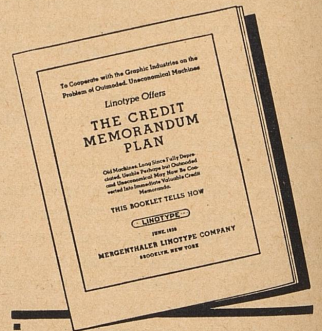
"Singly the community newspaper publisher cannot afford to do very much research. Cooperatively, he can, with the help of research, carry his story to the inner sanctum of the national manufacturer's advertising department. The journalism school can offer associated community newspaper publishers facilities and guidance for such research providing publishers pay, through fellowships or similar arrangements, the costs of such studies. The objectivity of such studies should get them a hearing.

The Kentucky Press wants news items about the Kentucky Fourth Estate.

Some publishers seem to think that the promotion of want ads leads to cutting down on display advertising. The answer is that newspapers which have done the most want ad promotion find that classified does not compete with display, but rather tends to help display. Numerous reports on this question reveal that many new display advertisers have been developed via the classified route.



Here's a plan which gives immediate value to any composing machine. If you have one which is not in use or one which has grown too old to operate profitably, you will want to consider the Linotype Credit Memorandum Plan. It is explained in detail in this booklet. The coupon will bring your copy by mail.



Mergenthaler Linotype Company
29 Ryerson Street
Brooklyn, New York
Please mail me a copy of the booklet explaining the Credit Memorandum Plan.
Name
Address

Erbar Bold Condensed, Bookman, Gothic No. 16 and Memphis Medium

Murray State Teachers College and Murray newspapers will be hosts to the West Kentucky Press Association, the West Tennessee Press Association, and the West Kentucky-West Tennessee Dailies Association at a joint meeting October 14. This is the first time the associations have combined their meetings. Persidents of the associations are: West Kentucky-Tennessee Dailies, Frank Evers, Mayfield; West Tennessee, John Hedgpath, Ripley; West Kentucky, Joe La Gore, Paducah.

A new paper is being established at Lawrenceburg by the Johnson brothers. Machinery has been installed and the new paper will appear soon.

The executive committee of the KPA will meet at the new Student Union Building at the University for the annual fall meeting on October 8. After the business session in the morning, those present will attend the Vanderbilt-Kentucky football game in the afternoon.

The Hindeman Herald, Charles N. Wooton, publisher, entered into Volume Four with the September 15 issue.

The Marion Press, Mrs. John Hargan, Jr., editor, published a splendid special fair edition of 12 pages on September 16.

The Chicago Herald-Examiner became the fifty-fourth newspaper in the United States to adopt tabloid size when the paper was published in that form for the first time, September 5. The price of the paper, effective with the change, has been reduced from 3 cents to 2 in Chicago and suburbs.

Giving his readers something novel in printing, Charles Wooton printed some of his advertising in two colors in the September 15 issue. We wonder if the reader-reaction is favorable enough to justify the extra labor and expense.

Chauncey Alcock, Danville Messenger, is back on the job again after a serious seige of pyelitis.

A. S. Wathan, editor of the Bardstow Standard, spent a week's vacation at West Baden, Ind.

J. Audery McCauley has accepted the city editorship of the Cynthiana Democrat. For a number of years Mr. McCauley has been a member of the Sunrise High School faculty and resigned that position to accept his new post.

Homer Clay, publisher of the Mt. Vernon Signal, has purchased a late model Linotype and will issue that paper from its own plant. Heretofore the Signal has been printed in the plant of the London News.

Walter M. Robinson, Paintsville attorney and the president and publisher of the Paintsville Herald has bought out the interests of Henry Arrowood, editor and general manager of the paper for the past year. The new editor and manager will be Raymond Kirk, son of Charles A. Kirk, founder of the paper. Mr. and Mrs. Arrowood and their daughter will go to New York where he will continue his newspaper work.

Albert Schumacher, editor of the Berea Citizen discovered a fire at the home of Lee Burdine, tenant farmer living near Kingston at 11 p. m. September 10, as he was driving home. Schumacher sounded an alarm and rescued one child from the burning building. Burdine and his wife and two children escaped injury. The home was destroyed.

Musts in Advertising

The late Arthur Brisbane said that there are five musts in advertising, as follows:

- You must make people see it.
- You must make people read it.
- You must make people understand it.
- You must make people believe it.
- You must make people want it.

If readers do not see it, you have wasted your time and money. If they do not read it, you have wasted it. If they do not understand it, and if they do not want it, and if they do not believe it—if any of these five things happen—you have made a failure.

That there is a strong tendency towards government control of the newspaper and that it will occur unless we are unceasingly alert, and able to fight.

Some legal authorities are questioning the constitutionality of the wage and hour law. A test case will probably be brought.

Congressman E. W. Creal, editor of the Hodgenville News, has been able to return home in improved health after a stay at a Louisville hospital.

Mayor Wyatt Marion Insko, 72 died suddenly at his home in Carlisle Sunday, September 4. He had been dead several hours when his body was discovered. Mr. Insko edited the Nicholas County Courier, a Republican paper in Carlisle for several years. He had been mayor of Carlisle for the past four years, was a native of Braken county and for 14 years was inspector of industrial alcohol and later deputy collector of internal revenue.

R. H. Royster, twenty-four years at the helm of the Sebree Banner, began Volume Twenty-five on September 8. The Press congratulates him and his readers on his long and note-worthy service.

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Take A Look At The Record

Some people believe that municipal ownership of electric power plants gives the taxpayers and electricity users many advantages—particularly the advantage of lower rates for service.

Maybe you are such a believer. Maybe not. But as a taxpayer (and who isn't?) you will be interested in the following facts:

The Federal Power Commission has reported, after a nationwide survey:

1. That the average charges made by municipally owned electric plants are "extremely high" for properties exempt from taxation and capital charges.

2. That while privately owned electric systems pay from 10 per cent to 18 per cent of their gross earnings in taxes and must also earn a fair return on their

capital investment, almost all of the municipally owned properties wholly or partly evade these charges.

3. That in spite of this differential in their favor, the municipally owned plants collect more per kilowatt-hour for their service than the commercial electric companies receive.

And a report of the Census Bureau states that municipal systems sell electric current for an average price of 3.1 cents a kilowatt-hour, while commercial companies get an average price of only 2.7 cents.

The hard truth is that over a period of years, the average municipal electric plant actually operates to the disadvantage of both taxpayers and electricity users. This is a matter of record—in Kentucky and elsewhere.

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