

The Kentucky Press

MARCH, 1950

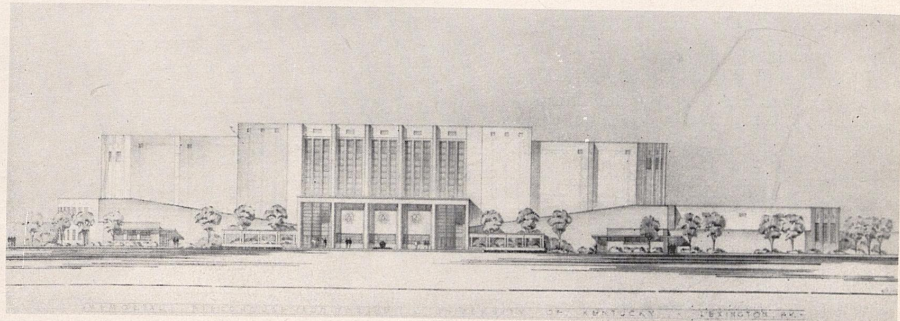
Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers



U. Of K. Memorial Coliseum Soon Ready

VOLUME TWENTY-ONE
NUMBER FIVE

Publication Office:
University of Kentucky
Lexington



Official Publication Kentucky Press Association

Sell Small Advertisers On 13-Week Package

Sell your ads in packages, especially the small space-users; the selling is easy if carefully planned. What is more important—the planned ad campaign gets the best results for the advertiser. It doesn't take much longer to sell a merchant 13 ads to run 13 weeks as a series than to sell one ad to run one week.

Such selling campaigns, if carefully planned and attractive layouts presented, have a distinct appeal to the small space user, or the non-advertiser. Every community has a number of small businesses that usually do not use continuous advertising insertions, because of the seemingly high cost of space—true, if they think in terms of a page, or half-page, every week.

But such merchants could be "sold" on the idea of a small ad, say one column by four or five inches, with an attractive cut and live selling copy that will present their selling message and bring returns. Advertising mat services today include suggestions (and cuts) for such 13-week series for small businesses that should suggest many ideas to the advertising manager. He should study these, write his copy, and then sell the package—it saves the newspaper a lot of time and effort. Here's a few, simple suggestions:

1. Select the store which you think is your best prospect at this particular season for a "package of ads."

2. Study carefully the merchant's situation. Set down all the reasons why people should trade at his store. List the products for which there is the greatest natural demand during the next 13 weeks. Prepare in simple language a set of the most effective sales arguments.

3. Put these ideas in concrete form by laying out a series of at least 13 ads. If possible, carry out a theme for the store. Don't hesitate to repeat, for repetition is the essential feature of tested sales psychology. Use illustrations from your cut and copy service and from dealer helps.

4. Take the package to your merchant and present your plan in a straight-forward, business-like manner. Talk to him about his business, not about yours. Be prepared to meet as many objections as you can anticipate, and above all, keep talking to him about his business, his profits.

5. Start all over again with the next prospect, using the same procedure.

Charles E. Adams, editor-publisher of the Gallatin County News, Warsaw, has announced a new policy of "cash-with-copy" for classified advertising.

Old, But Pertinent

The following advice to aspiring journalists is nearly a century old. The Rev. Abel Stevens, editor of the New York Christian Advocate, used the suggestions on page one of the Methodist weekly on September 4, 1856:

1. Be brief. This is the age of telegraphy and stenography.

2. Be pointed. Don't write all around a subject without hitting it.

3. State facts, but don't stop to moralize. It's drowsy business. Let the reader do his own dreaming.

4. Eschew preface. Plunge at once into your subject like a swimmer in cold water.

5. If you have written a sentence that you think particularly fine, draw your pen through it. A pet child is always the worst in the family.

6. Condense. Make sure that you really have an idea, and then record it in the shortest possible terms. We want thoughts in their quintessence.

7. When your article is complete, strike out nine-tenths of the adjectives. The English language is a strong language, but it won't bear too much "reducing."

8. Avoid all high-flown language. The plainest Anglo-Saxon words are the best.

9. Never use stilts when legs will do as well.

10. Make your sentences short. Every period is a milestone at which the reader may halt and rest himself. —*Journalism Quarterly*

Proof Your List

Do you proof your subscription list once a month? Any progressive publisher proofs his lists regularly so that in case of fire his records wouldn't be hopelessly lost. Then he stores that list in a bank vault.

List proofing is one of those things required by Audit Bureau of Circulation for the good of the publisher.

No matter how carefully you keep your circulation files, there's always some lost sheep that hadn't paid and yet, somehow was not removed from the list. Checking your proofs each month turns up dollars and dollars of revenue that might otherwise be lost.

There are dozens of advantages to ABC membership. Any member will be glad to tell you why the ABC circulation mark is not only a symbol of prestige and honest circulation but also makes more money for the member.

Twenty years after his death, editors of daily newspapers named Joseph Pulitzer the first Southern newspaper was published

The merchants of Cloverport have united in presenting a gift fund to the Breckinridge County Memorial hospital in the memory of the late Mildred B. Babbage, editor of the Breckinridge County News. Miss Babbage was long an efficient member of the hospital board.

The Madisonville Messenger suffered approximately \$30,000 loss in a fire at their Madisonville plant on Thursday, March 9. Publication was suspended Friday and Saturday but was resumed Monday. The Messenger's composing room, stereotype room, paper storage, metal room, and carrier boy's room—all situated at the rear of the building—were completely destroyed. The remainder of the building was damaged by smoke and water. Composing machines and the press were also considerably damaged.

Cause of the fire has not been determined.

A new slick-paper magazine "Louisville," appeared March 6.

The newly formed Louisville Chamber of Commerce is publisher. The magazine will be published four times a year.

Glenn Ramsey, director of public relations for the chamber and former chief of the Louisville and New York City bureaus of the Associated Press, is editor.

The Louisville chamber has 2,113 charter members.

Does your subscription department have "calendritis?" Some publishers take it for granted that when people come in to take out or renew a subscription, they want it for one year. But during these times, publishers who have trained the subscription girl to ask, "For how many years?" Often get a response of "two" or "three". This is particularly true when a discount is given for subscriptions of more than one year.

FOR SALE — 10 x 15 Job Press, like new. Complete with variable speed motor, with speed control; long fountain, brake, expansion roller trucks, 3 chases, 2 sets of rollers. One year old, used very little. Write: KARL E. DAVIS, 601 So. Limestone, Lexington, Ky.

Horace Greeley is called "the father of American journalism."

The first newspaper syndicate appeared in 1884.

One of the first advertisements placed by a person of prominence was an advertisement by Charles II of England in 1660, announcing the reward for the return of a lost dog.

Two New Contests Added This Year; Entries Must Be Mailed Before May 15

In issuing this annual call for entries in the 1950 newspaper production contests, your special attention is called to the two new contests inaugurated this year, the Best Community Service and the Best News Pictures, both open to weeklies and dailies. Every newspaper in the state is invited to submit entries in all contests; we hope that there will be 50 entries at least in each contest. Awards will be made at the mid-summer meeting.

Please read the rules governing each contest and follow them to the letter. Any violation of the rules will result in the entries being discarded. Send in as many entries as you please, but observe the deadline. The rule that no newspaper is eligible to enter the All-around and Front Page contests if it has been a winner in the previous two years will be strictly enforced and your cooperation is requested when you send in your entries.

Attention is particularly called to the requirement that entries in the editorial, news, and advertising contests must each be pasted on separate slips of paper, or cardboard, otherwise the entries will not be considered.

All contest entries may be enclosed in one package, but each contest should be wrapped separately with the appropriate label attached thereto to expedite distribution to the judge of that contest. Please cooperate in this.

Open to Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest is open to country dailies. Every editor is urged to send in his entries for each contest and every entry will be judged on its merits. Let us make this 1950 contest the biggest contest of them all! No newspaper shall be eligible for more than one of the above first prizes.

Disinterested Judges to Act

Competent outside judges will study the entries in the contests. Because of the necessity of getting the contests in their hands at an early date, all entries must be in the University postoffice not later than May 15. Please follow all rules regarding preparation of the exhibits and the deadline. The job printing exhibit shall be brought to the Mid-summer meeting, not mailed to Lexington.

May 15, Deadline

All entries must be in the hands of Secretary Victor R. Portmann on or before May 15. Entries can be handled in the same

bundle, but each entry must be plainly marked as to the contest. The package must be marked "K. P. A. Newspaper Contest," and addressed to Professor Portmann, University of Kentucky, Lexington. It is suggested that the editor write a note announcing that the package has been sent, to avoid delay and possible loss of entries.

Contest Selection Rules

Each contestant may select any issue of this paper, or may clip any specific entry, between the dates of May 1, 1949 and May 1, 1950. This change from requiring specific issues of newspapers was made at the request of many of our members. It has also been suggested that "election" or "special" edition" issues should not be included in the All-Around Contest entries.

Beautiful Trophies Procured

Beautiful utility prizes will be offered in this year's contest. They are made possible through the courtesy of the Louisville Courier-Journal, Lexington Herald-Leader, The Kentucky Post, Covington, Ed Weeks, and the Louisville Chamber of Commerce.

Home-Town Column Contest

This new contest is again offered with trophy to be presented by the faculty of the Department of Journalism, University of Kentucky—the best home-town column. Rules for the contest are simple:

1. The column must be written by a staff member or regular local columnist.
2. The column must emphasize local interest and show a balance between entertainment and information, not strictly editorial.
3. The contest is open to any newspaper member of the Association.
4. Three consecutive issues of the column must be presented for judging. The entry must identify the author and his staff status.

All-Around Contest

For guidance of the competitors the following will constitute the percentages by which the newspapers will be scored: General appearance, 30 per cent; local news, 25 per cent; county correspondence, 5 per cent; personal items, 10 per cent; farm news or news pertaining to the chief industry of the section where the paper is published, 5 per cent; general news, 5 per cent; and editorial, 20 per cent. Factors to be considered in scoring of general appearance include make-up of front page and composition, headline schedule, literary excellence, community service, headlines' content, illustrations, typography and press work.

Front Page Contest

Factors to be judged include headline content, headline schedule, type balance, make-up, name plate and ears, press work and inking appearance and illustrations (if any), and contrast.

(Note.—Special emphasis will be placed on the make-up of the entries in the above two contests.)

Best Editorial Contest

In order to stimulate the editors in expressing individuality, initiative, and leadership in this department which is the editor's own, attractive prizes are offered in this contest. The factors which will be considered in the judging are: subject matter, thought sequence, community appeal, rhetoric (diction, unity, figure of speech, punctuation), and vocabulary. Each editorial should be pasted on a sheet of paper with the notation of name of newspaper, date of issue, and writer's name. No "canned" or clipped editorials will be considered in this contest.

Grehan Memorial Plaque

The winner for the best editorial will again have the name of his newspaper engraved on the beautiful Enoch Grehan Memorial Plaque which was established by Mrs. Enoch Grehan and the members of the Department of Journalism in memory of Mr. Grehan. Space is reserved on the plaque for subsequent winners and your paper's name will look proper thereon.

Best News Story Contest

At the request of a number of editors this contest is continued for competition this year on the best community news story. The factors to be considered are content, sentence and paragraph structure, thought, unity, coherence, vocabulary, the lead and community service value. Each story is to be pasted on a sheet of paper with the notation of the name of newspaper, date of issue, name of editor, and name of the writer of the story. Open to weekly, semi-weekly, and country dailies in the state. Only crime stories will be barred from this contest.

Best Editorial Page Contest

As a memorial to her husband our beloved late Cecil Williams, Mrs. May Williams, Somerset, is sponsoring the editorial page contest as the Ben Cozine Memorial Cup was won by Gracean M. Pedley and his Princeton Leader in 1944 for permanent possession. The same rules will prevail as formerly—permanent possession of the trophy will be gained by any newspaper which wins three "legs," not necessarily being adjudged winner in consecutive years.

The judges will consider the following points in the Cecil William Memorial Tro-

phy for the best editorial page:

1. Page content: the page must contain articles of literary, feature, and editorial matter only.

2. No advertisement should appear on the page. However, this will not bar contestants using such advertisements, but said use will count against perfection.

3. Editorial matter: preference will be given to "home-written" editorials while "canned" editorials will be a detriment.

4. Clipped editorials of community nature will be acceptable.

5. Features and literary: features such as "Twenty Years Ago," syndicate materials such as written by Doctor Copeland, Bob Burns, etc., essays, poems, etc., will be acceptable.

6. A column, whether serious, humorous, or a mixture, will be considered editorial page material.

7. Editorial cartoons will be acceptable consideration.

8. Headlines, whether spot heads or standing department heads, will be judged for typographical balance.

9. Mast head: the typographical appearance, the content, and relation to the page as a whole will be considered.

10. Art work: if any, will be given full community interests, too much "outside"

11. Make-up and balance: the page make-up with emphasis on balance, symmetry, and contrast will be given close scrutiny. Extra width columns, in symmetry with the rest of the page, will be given special consideration.

12. Subject matter: as a community paper should emphasize community news and news will be marked down.

13. Special attention will be given to the rhetoric, punctuation, unity, coherence, expression, dignity, vocabulary, contents of this page.

14. Each contestant will submit three consecutive issues of his newspaper from which the judges will select the best single issue for competition.

Prize Offered For Best Editorial On A Religious Subject

A new contest was added in 1944 for the best religious editorial, or the best editorial on a religious subject, with the prize being offered by The Salvation Army through the courtesy of Brigadier Vincent Cunningham, editor-in-chief of the War Cry, Atlanta. The first prize is a certificate and \$50 in cash. Second and third place winners receive certificates.

Brigadier Cunningham stated, in making this award available to Kentucky newspapers, "Our purpose in offering the award is, first of all, to stimulate a revival of religious interest among the readers of the

newspapers affected. This, as you may know, is the chief business of the Salvation Army, anyway. And, in case of the War Cry, I am simply carrying out the Salvation Army work in a little different manner, but as effectively."

At his suggestion, the following rules will prevail: Any editorial written on a religious subject, printed in any Kentucky newspaper between the dates of May 1, 1949, and May 1, 1950, is eligible for entry in this contest. The same rules as in the Best Editorial contest will also apply in this.

The War Cry also makes the same award in the annual Georgia Press Association contests. We hope that every Kentucky editor will consider entering this contest.

Best News Pictures

To encourage the use of news pictures in our Kentucky newspapers, this new contest offers trophies to both community weeklies and dailies, only metropolitan dailies being barred by their own request.

The following rules apply for your guidance:

Each contestant may submit a bound volume of his newspaper for the period from May 1, 1949 to May 1, 1950, including all issues in which news pictures have been used for consideration of the judges. The volume may include every issue during the period even if news pictures do not appear, but all pictures must be plainly indicated.

The judges will base their decisions on both the quality and quantity of the news pictures, the effectiveness of the subject matter, the captions and hangers, the effective use of screen, and the inking and press work.

Two classes of entries are established: Class A, community weeklies and semi-weeklies; Class B, dailies. Trophies will be awarded the first place winners, certificates to second and third place winners.

The volumes will be returned to the newspaper after the contest.

Best Community Service

In order to stimulate our newspapers in community service, this new contest has been inaugurated under the direction of Glenn Ramsey, public relations director, for the Louisville Chamber of Commerce.

Its purpose is to encourage editorial alertness of our publishers in the promotion of the physical and social welfare of their communities so that each community will be a better place in which to live and the community and state will grow and prosper.

The Chamber of Commerce will present silver trophies to the outstanding newspapers; certificates to the second and third place winners. Two trophies will be awarded: Class A—community weeklies and semi-weeklies; Class B—daily newspapers, only metropolitan dailies are banned by their own

request.

Entry rules: Each contestant will submit his entries in either of two forms: 1. Bound copies of issues with specific articles checked for the attention of the judges; or, 2. Clippings of articles pertaining to the nature of the contest.

The articles, or clippings, of news stories, features, editorials, and/or pictures should reveal the efforts of the newspaper in recognizing and interpreting its community's needs and progress, and its program for development and action.

No time limit will be placed upon materials entered except that the project must have been promoted during the past twelve months. If clippings are used, each clipping must be dated and all clippings on a single project, or event, should be mounted on cardboard and grouped together in chronological order.

The bound volume will be returned to the newspaper in good condition. Clippings will be returned if desired.

Best Advertising Composition

Three prizes will be awarded to Kentucky editors in this contest: for the best full page advertisement, the best half-page advertisement, and the best quarter-page advertisement. Prizes for these contests are again sponsored by Ed Weeks, manager of Bush-Krebs Company, Louisville. Factors to be judged included type content, type arrangement, value of illustrations, selection of border and decorative material, and fulfillment of three functions of advertising—attention, interest, and conviction. The entries are limited to advertisements set in the contestant's office either hand or machine composition.

Each contestant may select any advertisement that appeared during the year, May 1, 1949, and May 1, 1950, each entry to be mounted on a sheet of cardboard with the notation as to the name of the newspaper, date of issue, and name of contestant. Christmas advertisements only will not be considered.

Trophy Offered For Job Printing Exhibit

Through the courtesy of Thomas F. Smith, president of the Louisville Paper Company, a special contest is again open for the editors of the state at the mid-summer meeting. Mr. Smith will present a handsome and valuable trophy for the best exhibit of job printing at the meeting. Every editor is urged to prepare an exhibit, preferably mounted on a large cardboard, for exhibition and judging during the meeting.

The following items are to be included. Exhibitors are urged to include every item, but, to aid that printer who might not have

(Please Turn To Page Eight)

A Free Press
A Public Forum



There is no need to emphasize how essential a free press is to our democracy.

If there was ever any doubt that such a free press exists in America today, it would be rapidly dispelled by a quick glance at the press treatment of the current A & P anti-trust suit.

If you look through the pages of any newspapers, you are liable to see any or all of the following:

- Advertisements by A & P, telling the public its side of the case.**
- Advertisements by A & P's competitors — many supporting A & P's position and some opposing us.**
- Editorials. Thousands of them to date have been on our side, but some of them have taken the opposite view.**
- Prominent news stories on the anti-trust lawyers' speeches and statements, published by newspapers regardless of their own editorial convictions.**
- Feature articles, presenting the conflicting views in objective fashion.**

Here is a striking example of how the American press serves as a public forum, presenting all sides of public issues.

The facts and opinions published by a free press enable the American people to make free decisions.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

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Kentucky Press Association

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Douglas Cornette, *Vice-President*

Courier-Journal, Louisville

Victor R. Portmann, *Secretary-Manager*
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What Subs Cost

Just why should a family spend about 4 cents a week to get a subscription to a weekly newspaper? The answers to that question constitute the sales story which needs telling over and over again if you are to get and hold the circulation you need. Here are some thoughts:

Four cents a week means just a little more than half a cent a day. It's a small amount. The average child wastes more than that every day.

A special sale advertising a 30 cent item for 23 cents will save 7 cents, paying the cost of the newspaper, and giving a profit of 3 cents.

You pay more than 3 cents a day to rent a book. The home newspaper costs a half a cent a day, and did you ever see anybody reading a book who didn't lay it aside promptly when the newspaper came?

Every member of the family from 9 years of age up — children, parents, grandparents

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.

—find something of great interest in the home newspaper. That can't be said truthfully about any book or other periodical.

It costs more a week for any of the following than it does for your home newspaper: four cigarettes, 5 ounces of beer, one package of gum, a bar of candy, one cigar, a cup of coffee, one pint of gasoline, one play of a slot machine, checking a hat in a night club, a one mile ride in your car.

When you've finished reading your newspaper, every other member of the household can still use it. You can't say that about gum, candy or tobacco.

The home newspaper is a most important ally of the church, the school, the civic organization, the farm associations, the governmental bodies. No agency renders so much service to the household at so small a cost. (*Montana Press Bulletin*)

Worth repeating in your columns?

How's Your Local Rate

Down in Louisiana the manager of the state press association believes newspapers do not charge enough for their local retail advertising. The manager, Bruce McCoy, reports that 25 years ago NEA recommended that no newspaper charge less than 25c an inch for advertising regardless of circulation.

The latest Annual Directory of The Iowa Publisher quotes some national rates that are dangerously close to that 25c figure. McCoy says that 3 out of 4 of the Louisiana weeklies are too low in rates for their hometown merchants.

McCoy writes: "At rates now charged locally by some publishers, how can we ever hope to produce community newspapers of the high standards which we talk about in our conventions and journalism schools. We are not talking about profiteering either."

If you are put to thinking about rates after reading this, here is a way to see how your charges stand. Prof. Thomas Barnhart of the U. of Minnesota offers this formula; Cost of producing the newspaper divided by the number of inches of advertising equals the

per inch cost of advertising.

Here is an example:

| | |
|----------------------------|-------|
| Number of columns per page | 7 |
| Number of inches deep | 20 |
| Total inches per page | 140 |
| Total inches in paper | 1,120 |
| Number of pages per week | 8 |
| Inches of news content | 560 |
| Inches of advertising | 560 |
| Cost of producing paper | \$ |

Rule: Divide total cost by number of inches of advertising. This gives production costs per inch of advertising.

Confusing and incomplete reports are current about a wage and hour law case recently decided by a federal district court in California. Actually the court ruled on two separate points of interest to small city newspapers:

1. If a newspaper is not specifically exempt (under the section of the law exempting weeklies, and semi-weeklies and dailies having less than 4,000 circulation the major part of which is within the county where the newspaper is printed and published or contiguous counties), it can't avoid coverage of the law merely by eliminating its out-of-state circulation. Unless they qualify for individual exemptions, all employees engaged in its production are subject to the law if part of the news, features, cartoons and advertising matter published in the newspaper originate outside the state.

2. If two or more small newspapers are published by one person, partnership or corporation, their circulations must be combined (for the purpose of determining whether they qualify for the under 4,000 circulation exemption) IF, as in this case, (1) the employees are employed not by the separate newspapers but by the single publishers, partnership or corporation, (2) all of the employees work on all of the newspapers, (3) the content of the separate newspapers is substantially identical except for different mastheads and different dates of issue, and (4) the individual newspapers have no separate and distinct business identities.

Iowa Cost Survey Reveals Advertising Managers Highest Paid; GIA's Lowest

Advertising managers averaged the highest and society editors the lowest weekly salaries of 17 job classifications on Iowa newspapers in the year 1949, a U. of Iowa survey has disclosed.

The advertising managers topped the pay scale at \$73.32. The society editors trailed with \$33.53. Reporters making up a large group of employees, ranked 12th, averaging \$40.28.

These facts are based on the third annual survey of wages and salaries paid by Iowa weeklies and small dailies, conducted by the Bureau of Newspaper Service, U. of Iowa School of Journalism. The study covered 1949 pay rates of eight back shops and nine business and editorial positions.

Questionnaires were returned by 111 Iowa newspapers. Of these, 67 were in towns 3,000 to 10,000; and 10 from towns of 10,000 and over. The largest dailies in the state did not participate in the survey.

Average pay for non-executive positions was higher generally than front office. Average pay was higher for back shop foremen than for all editorial workers covered.

The 1949 study showed conclusively, as did the 1948 survey, that there is a direct relationship between size of community and average weekly scale.

Our averages include a great many more small town workers than big city employees because Iowa weeklies outnumber dailies ten to one.

In considering the averages, you should give weight to the fact that no account has been taken of years of experience, seniority or efficiency. Only full-time workers are included.

In each case a worker has been listed by his or her own main job.

From top to bottom in average weekly pay, the 17 jobs included in the study ranked as follows:

| Employee | Total Reporting | 111 Papers | 67 Under 3000 | 34, 3000 to 10,000 | 10 papers over 10,000 |
|-----------------------------|-----------------|------------|---------------|--------------------|-----------------------|
| Ad Manager | 31 | \$73.72 | \$67.00 | \$69.51 | \$105.25 |
| Foreman | 65 | 68.93 | 60.81 | 72.60 | 93.70 |
| City Editor | 9 | 68.06 | none | 60.63 | 74.00 |
| Telegraph Editor | 3 | 64.84 | none | none | 64.84 |
| Pressman | 34 | 61.69 | 37.50 | 57.35 | 71.30 |
| Operator | 78 | 60.52 | 51.89 | 60.94 | 71.44 |
| News Editor | 37 | 57.55 | 58.56 | 55.94 | 56.67 |
| Printer | 92 | 56.62 | 49.45 | 55.06 | 71.16 |
| Printer-Operator | 65 | 56.41 | 53.37 | 58.60 | 71.80 |
| Ad Salesman | 19 | 56.32 | 43.33 | 56.35 | 69.17 |
| Bindery | 10 | 40.80 | 30.00 | 43.56 | none |
| Reporter | 27 | 40.28 | 33.44 | 37.27 | 60.44 |
| Society Ed-Bookkeeper | 5 | 39.80 | 40.50 | 38.75 | none |
| Two-thirder | 10 | 38.45 | 39.19 | 35.50 | none |
| GI Apprentice | 29 | 38.36 | 32.98 | 40.83 | 40.50 |
| Bookkeeper | 37 | 36.60 | 29.78 | 41.67 | 45.30 |
| Society Editor | 33 | 33.53 | 27.10 | 36.36 | 43.12 |

Two Weekly Papers Change Ownership

Two Kentucky newspapers changed ownership during March;

Announcement was made of the sale of the Clay Tribune, Webster County, by Ted Stanton, Jr., and E. C. Calman to J. LaMarr Bradley, publisher of the Journal-Enterprise at Providence. The Tribune, now in its fifteenth volume, has been published by the Sturgis News following the death of Ted Stanton, Sr. in December.

The paper will be printed in the Providence office. Mrs. W. W. Johnson will serve as editor of the paper in Clay. The publication date is Friday.

W. C. Dugan, former mayor of Vanceburg, has purchased the controlling interest in the Vanceburg Herald from Miss Lena Pollitt and her sister, Mrs. Lyda McKellup. Mr. Dugan assumed editorship immediately. The Herald, established in 1924, was successor to the Vanceburg Sun. The Press bids the new publisher welcome to the Kentucky newspaper fraternity.

Miss Janet Schumacher, daughter of Albert Schumacher, editor of the Berea Citizen, appeared in her first Town Hall concert in New York City on March 7th. Miss Schumacher is rapidly gaining a deserved reputation in the world of vocal music.

Varying State Rates

Buying advertising in A.B.C. weeklies by complete coverage of NAS audited newspapers within each state costs as little as 18.2c per thousand subscribers, a survey of the Weekly Newspaper Bureau discloses.

Covering the east (New York), southeast (North Carolina), middle west (Iowa and Minnesota), southwest (Texas) and west (Oregon and Washington), the WNB survey of 126 A.B.C. weekly newspapers disclosed individual states could be covered by advertisers for as low an average rate as 49 cents an inch, reaching as high a total state circulation as 98,430.

Circulation in the seven states totaled 340,327. The average advertising inch rate of the weeklies was 56.6 cents, and average circulation was 2,701.

Cost per thousand subscribers varied to a certain extent in the seven states. North Carolina, on a total of 17 audited weeklies, had an average combined rate of 18.2c the lowest figure. Other states ranged from 19 and 28.7c per inch.

Iowa's 30 weeklies had a cost per thousand subscribers of 19c per inch. Minnesota, with the highest number of A.B.C. papers (32) and highest total circulation (98,430), averaged 19.4c. Oregon and Washington had a combined rate of 21.3c for 12 weeklies. Texas averaged 26.6c for 17 weeklies, and New York with 18 papers had a 28.7c average.

It would be highly impractical to draw a composite picture of the average A.B.C. weekly newspaper from the results of this first WNB survey. The papers varied widely in circulation, from the Lowville (N.Y.) Leader's 674 to the 7,450 of the Salem (Ore.) Capital Press. The inch rates varied from 35 to 98c.

Even state averages varied greatly. Oregon-Washington showed an average of 3,095 and 66c, for circulation and rate. North Carolina had 3,080 and 56c; Minnesota, 3,076 and 60c; Iowa, 2,835 and 54c; and New York 1,999 and 58c; and Texas 1,844 and 49c.

Total combined ad rates for the states came to: Iowa, \$16.17; Minnesota, \$19.11; New York, \$10.33; North Carolina, \$9.52; Oregon-Washington, \$7.91, and Texas, \$8.33.

The Atlanta Journal and Atlanta Constitution announced a merger of the two newspapers this month. The Constitution will continue as a morning paper and the Journal an afternoon paper with the editorial policies independent. Both papers will continue to publish and transact all business in their present plants. However, they will combine together in one Sunday edition.

New Fast Engraving Service

Now Available To Kentucky Papers And Printers

**Zinc
Copper
Halftones
Etchings**

Our newly opened photo-engraving plant is one of the most modern in the United States. Newest type, high speed cameras and machinery guarantee you high quality reproductions, fast delivery, perfectly machined and finished cuts. Very reasonable price scale. Give us a chance today to prove our ability to serve you and your paper.

**8
Hour
Service**

Available
via
Greyhound

Copy Received by 8 A.M. Shipped
Same Afternoon



THE KENTUCKY ENGRAVING CO.
428 WEST SHORT ST. LEXINGTON, KY.

short-cut

for machine repairs

LINOTYPE

There's only one way you can be sure that emergency repairs are made in the shortest possible time—use genuine Linotype supplies and parts. For only Linotype offers the complete benefits of Linotype's continuing research for better materials and machine improvements.

In many instances, new parts or assemblies are available which are identical to the equipment on latest Blue Streak Linotypes.

Ask your Linotype representative to suggest a list of parts that can be kept on hand for making machine repairs and part replacements.

Mergenthaler Linotype Company

29 Ryerson Street, Brooklyn 5, N. Y.

LEADERSHIP THROUGH RESEARCH

Linotype Caledonia, Erbar and Spartan Families

Hagen Supports Printing Legislation

Rep. Harold C. Hagen, of Minnesota, had this to say about envelopes printed by the Post Office Department:

"The Post Office Department claims not to lose money on printed envelopes. They charge a person so much for printing envelopes. The extra charge for printing is only 44 cents more to have them printed. They have to send them down to Ohio for the order and it comes back parcel post. The parcel post alone on that 1,000 envelopes is 91 cents, plus the job and the costs of handling it up and down the line. The Hoover Commission says that any small government purchase order costs \$10 to handle. So it surely costs \$10 to handle this order for 1,000 envelopes.

The Post Office printing of envelopes has long been a sore spot with private printing industry. It is unfair competition because the Post Office Department sells under cost. Even if the Post Office Department could break even on printing, it would not be justified in being in direct competition with private printing industry.

There's irony in that situation. The Post Office wants to lessen its deficit by hiking second class rates to newspapers which for years have suffered monetary loss because the Post Office competed in the printing of envelopes.

Space Grabbers

Community newspapers are being flooded with "generous" offers for assistance in filling their columns — as if they needed fillers. For instance, Markwell Staplers, New York City, is willing to send mats of what they term "comic cartoons." Actually, the so-called comic strip is a hard hitting ad for their products.

Another "generous" offer: Cavalier Syndicate, Inc., New York city, offers publishers the "opportunity" to "increase circulation, expand advertising, and enhance reader interest," by using their free mat service. They then add, "Made possible through the support of leading manufacturers, who in return for a casual mention in the copy, have agreed to pay for the production of the mats."

These firms must believe that community publishers are dumb clucks today. Perhaps yesteryear, many publishers did fall for these thinly-disguised publicity stunts so-called, yet out-and-out advertising, but "them days are gone forever" we hope and believe.

SNPA Survey Shows Daily Operation Costs

One of the better ways to begin a survey of your operating expenses or advertising department efficiency is to look over the comparative data in The Cost and Revenue Study, states the SNPA Bulletin.

For instance, the 20 items of advertising data carried in the Study covering 1948 gave participants a pretty good idea of how their advertising departments compared with those of 247 other newspapers. Data included total revenue from each of the four major classifications: local display, national, classified

and legal advertising; total income from all advertising and revenues per inch for each classification. On the expense side, dollar figures showed total advertising salaries and commissions, total department expenses and percentage figures for advertising expense compared to all expense and to advertising revenue.

The tables below show 9 of the 20 advertising items taken from 3 of the 19 circulation groups in the complete study. High, low and average figures are shown for one issue per day newspapers in the selected groups.

**Group B - Circulations 4,000 to 5,000 - 23 papers
(Figures for full year 1948)**

| | | | |
|------------------------------------------|--------|--------|--------|
| Advertising space percent all space | 35.17% | 46.71% | 57.68% |
| Ad revenue percent of total revenue | 66.07% | 75.83% | 94.38% |
| Ad department expense percent of ad rev. | 6.79% | 12.23% | 27.14% |
| Average local revenue per inch | \$.36 | \$.48 | \$.55 |
| Local percent of all ad revenue | 60.63% | 72.09% | 82.65% |
| Average national revenue per inch | \$.44 | \$.54 | \$.73 |
| National percent of all ad revenue | 6.82% | 72.09% | 82.65% |
| Average classified revenue per inch | \$.25 | \$.55 | \$.90 |
| Classified percent of all ad revenue | 6.48% | 13.17% | 18.14% |

Group F - Circulations 8,000 to 9,000 - 14 papers

| | | | |
|------------------------------------------|--------|--------|---------|
| Advertising space percent of all space | 40.78% | 48.88% | 57.32% |
| Ad revenue percent of total revenue | 66.65% | 73.05% | 79.80% |
| Ad department expense percent of ad rev. | 2.39% | 10.48% | 13.68% |
| Average local revenue per inch | \$.46 | \$.52 | \$.64 |
| Local percent of all ad revenue | 59.37% | 69.53% | 78.99% |
| Average national revenue per inch | \$.61 | \$.68 | \$.82 |
| National percent of all ad revenue | 7.52% | 12.19% | 17.19% |
| Average classified revenue per inch | \$.36 | \$.71 | \$ 1.18 |
| Classified percent of all ad revenue | 7.05% | 15.19% | 31.21% |

Group J - Circulations 12,000 to 15,000 - 16 papers

| | | | |
|------------------------------------------|--------|--------|---------|
| Advertising space percent of all space | 44.28% | 51.76% | 61.12% |
| Ad revenue percent total revenue | 66.48% | 72.94% | 79.51% |
| Ad department expense percent of ad rev. | 3.53% | 9.04% | 12.64% |
| Average local revenue per inch | \$.37 | \$.64 | \$.84 |
| Local percent of all ad revenue | 58.54% | 67.76% | 77.46% |
| Average national revenue per inch | \$.63 | \$.86 | \$ 1.25 |
| National percent of all ad revenue | 3.36% | 11.77% | 16.62% |
| Average classified revenue per inch | \$.54 | \$.87 | \$ 1.14 |
| Classified percent of all ad revenue | 10.96% | 18.77% | 29.80% |

Splendid Special Edition

A 40-page, five section, "Kentucky Utilities Appreciation Issue" special edition was published March 30 by the Central City Messenger to mark the opening of the Kentucky Utilities company's new \$10,000,000 Green River power station.

Congratulatory ads, ranging from two-column to six full-pages, averaging three columns, helped fill the edition which exceeded the former Greenville Sesquicentennial edition of June 23, 1949, by eight pages, and 1,500 column inches.

The edition contained also 3,131 inches of news and news pictures, 142 columns overall. Each paper weighed 11 ounces and cost 11c to mail.

This was a tremendous undertaking and the co-editors, Amos and Larry Stone, and Ralph Utley, business manager, with their employees are congratulated on their successful undertaking.

We are happy to report that Mrs. M. H. Holliday, Jr. wife of the publisher of the Jackson Times, is convalescing nicely from a siege of bronchial pneumonia.

By invitation of Jody Gozder, the April meeting of the KPA Executive Committee will be held at his sumptuous Camp Jodeva, at Laurel Crest on the Green River. The guests will gather on Friday and leave Sunday.

Publication Office

The Wisconsin Supreme Court on Feb. 7, ruled that a newspaper is published at the city in which it is first distributed to the readers, regardless of where the newspaper is printed.

The case was Thomas E. Madigan, for himself and in behalf of all other property owners and tax-payers v. the City of Onalaska. Action was begun by Mr. Madigan for an injunction against using the Holmen Times as the official newspaper of the City of Onalaska. Madigan is owner and publisher of La Crosse County Record.

Madigan contended that the Common Council had designated the Holmen Times as the official newspaper for publication of city advertising and council proceedings, in violation of the law because the Holmen Times is not published in Onalaska.

The Court said: "The parties have argued vigorously the question of where the Holmen Times is published. It is conceded that the Holmen Times is first distributed to the public at Holmen. A study of the cases convinces us that a newspaper is published at the place at which it is first distributed to the public regardless of the place of printing."

Advertising Factors

Can a merchant get along without advertising? Possibly. That is, if he is in no hurry. It is a matter of speed. The merchant orders, let us say a carload of furniture. How long will it take him to sell that carload? It may take him a year, a month, a week, a day. If it takes a week, he may invest the price of a carload 52 times a year and garner 52 profits on that amount of capital. If it takes a year, he can make that profit only once a year. Advertising influences the time element - it speeds up turnover.

There are still some merchants in business today who are skeptical of the value of ad-

vertising and point to their sales figures as proof positive. Here is what Earl Lifshy, managing editor of Retailing Daily, has to say on the subject:

"Of course advertising pays, and when I meet a merchant who declares he doesn't regard advertising as important and points to his nice business as 'proof,' I've never gotten a completely satisfactory answer when I asked, 'But how much better would your business be if you did advertise? How do you know how much business you're losing because you don't advertise?' Advertising is the hand-maiden of merchandising. It always has been and always will be."
Advertising - who say people are going to buy

ONE OF KENTUCKY'S TRADITIONS

Burning Tobacco Beds

In early springtime smoke begins to curl above the hills of Kentucky as farmers burn beds for the planting of tobacco seed. New methods have only partially replaced this traditional rite of spring which makes its presence known by the swirling smoke that forecasts good burley crops in the fall.

Yes, and beer is a tradition in Kentucky, too!

Like tobacco bed burning, BEER BELONGS in Kentucky. Much of the weariness of working through chilly spring days is dispelled by a refreshing glass of beer—the beverage of moderation.



Copyright 1950, Kentucky Division, U. S. Brewers Foundation
1523 Heyburn Building • Louisville, Kentucky

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

Central Press Clipping Service
309 North Illinois St.
Indianapolis, Indiana

Patronize Press Advertisers.

Binding News Files

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

Time tells on a man—especially a good time.

The American advertiser spends more money in newspapers than in any other medium.

Extra Profits

FOR YOU, MR. PRINTER
Send Us Your Orders

for
ADMISSION TICKETS
COUPON BOOKS
LICENSE STICKERS
SCALE TICKETS
NUMBERED FORMS

WELDON, WILLIAMS & LICK
Specialists in Numbered Printing
FORT SMITH, ARK.

Ready To Save You Time and Money

The Franklin Printing Catalog is tops for valuing printing orders - - - cuts estimating time - - - saves you money - - - gives you accurate, profitable values without endless figuring.
WRITE TODAY FOR FREE TRIAL

PORTE PUBLISHING COMPANY
P. O. BOX 143 SALT LAKE CITY 5, UTAH



Newspaper Contest Rules

every item in his files, at least eight of the twelve listed must be included:

1. Letter head—one color.
2. Letter head—two or more colors.
3. Envelope—one color.
4. Envelope—two or more colors.
5. Program.
6. Booklet—four or more pages.
7. Business card.
8. Calling card.
9. Wedding invitation.
10. Statement of bill head.
11. Blotter.
12. What you consider your best job.

INTERTYPE FOR SALE

Due to purchase of new machines, we have for sale a good straight - matter machine which would give many years of service to anyone wishing to buy a machine at a bargain.

This is a Model B Intertype, 2 magazine, with electric pot, thermostat and rheostat, 3 molds.

This machine is offered at \$1,200 as it sets on our floor. Can be seen in operation.

THE MESSENGER
Madisonville, Ky.

Opens Pikeville Bureau

With prominent Eastern Kentuckians, state and county officials, in attendance, the Courier Journal and Times opened their first eastern news bureau at Pikeville. More than 100 persons attended the festivities, which included a dinner. Gerald Griffin, former director of the Lexington bureau, after a long leave of absence in army service over the world, is director of the new bureau which will serve the north-eastern and eastern section of the state.

Robert Poisall, news-editor of the Owensboro Messenger and Enquirer since 1949, has begun his duties as public relations director and field secretary for the Kentucky State Medical Association with headquarters in Louisville.



globe is a world map



but Globe is a newspaper



You wouldn't write "Globe" with a small "g" when you refer to the name of a newspaper. With a lower-case initial, the word means a world map or a lamp shade—or several other things.

When you think of it this way, our request for the use of a capital "C" on "Coke" makes a lot of sense. Spelled with a lower-case "c," the friendly abbreviation for Coca-Cola has an altogether different meaning.

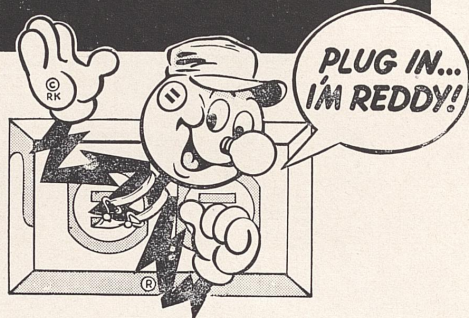
Like "Globe" as the name of a newspaper, Coke and Coca-Cola are proper nouns. Correct usage requires upper-case initials. And more—they are both registered trade-marks, and good practice requires the owner of a trade-mark to protect it diligently.

Coke = Coca-Cola

Both are registered trade-marks which distinguish the same thing and only one thing: the product of The Coca-Cola Company.

THE COCA-COLA COMPANY

Open 24 Hours a Day



Several years ago a lady in Western Kentucky awakened at 5 a.m. to a cold house. The fire in her stoker fed furnace had gone out. She needed someone to start her fire — quickly. Because she needed prompt service, her first thought was the KU service man in her area. She called him. At 5 a.m.

He climbed into his clothes, backed out his truck, and went over and rebuilt her fire.

KU service in Kentucky is becoming legendary. It operates 24 hours a day, over thousands of miles of transmission and distribution lines. In nearly 500 communities, and on thousands of farms, KU customers take the dependability and adequacy of their KU service for granted.

That same distribution and transmission system which delivers adequate and dependable service to these communities and farms also serves 19 Rural Electric Cooperatives in Kentucky with the same adequate and dependable service.

KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street

Lexington

VOL
NUM

Public
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