

The Kentucky Press

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

VOLUME FIFTEEN

August, 1944

NUMBER TEN

Attractive Layouts Will Sell Advertising

When calling on a merchant, present your advertising idea in tangible form—don't try to sell him a group of verbal words. Put your idea on paper, make an attractive layout and write the copy. Don't scribble it out either. Make it neat; trim your illustrations carefully; draw in the borders neatly; letter in the headline, sub-heads and signature; write the copy on an attached page, says a Colorado editor.

And don't write just one ad. If your idea is any good, it will stand at least a campaign of thirteen ads. Make each ad complete in itself and present them all together. Now that you have the idea bundled, what are you going to do with it?

First sit down and write out all the reasons you can muster on why the merchant should buy your bunch of ads. And remember to write this just as though you were writing an ad. Keep yourself out of it. Tell him what it will do for HIM . . . not you. Make the reasons interesting and convincing. Include a breakdown of your circulation showing the number of newspapers on each route or section of your territory. Use a set of maps for this purpose. The maps should be blank so that circulation changes can be typed in as they occur.

Tell your merchant of the market potential; show him why he isn't getting the business, or how he can get more business. Explain the appeals used in the ads and why they are used. Tell

him about local payrolls, wholesale and retail sales, business outlook, schools, population, auto registrations, ration book registrations, number of telephones and electric meters, the crop situation, farm prices, circulation of competition including theatres and billboards, radio reception and potential, and facts about your newspaper. Once this material is compiled use it over and over.

You should do all this because you can't expect your merchant to know it all. If you tell him this verbally, he will forget 90 per cent of it before you reach the door. If you have it there for him to read . . . well isn't that what you are selling—*visible readable advertising* . . . then use it yourself!

He won't read it? Oh yes he will . . . if you have presented it in an interesting manner. Just like newspaper advertising, it waits until the reader has time.

Now you've got a nice bundle but you are still not ready to present it. You must have a cover for it. The Amarillo (Tex.) Globe News used a folder made of cover stock beautifully printed: "Presenting an Exclusive Advertising Program for (your merchant)." The inside cover gives a table telling how much each classification of business should spend for advertising, and giving a circulation breakdown.

With the layouts and market data inside this folder, it makes a neat attractive package to present to the merchants.

Creating the presentation is a lot of work, but it sells your ad-idea, and that is the ultimate aim of every publisher.

Once again, we were approached with the question we have repeatedly answered, "Why do you keep repeating in all of your articles the statement that, 'The ads should appear three times a week, 52 weeks a year'? Do you think this kind of advice applies to all newspaper advertising?" says Frank E. Fehlman in Editor and Publisher.

Often we have said that the minimum schedule should be three ads a week, 52 weeks a year, and frequently we have added, "An ideal schedule for the campaign would be an ad in every issue of the newspaper. If it's a six-day newspaper, run six ads a week; if the newspaper has a Sunday issue run the ads seven days a week."

A few years ago we were privileged to examine the sales record of a national advertiser who ran a different ad every week for 32 years. That's 1,664 advertisements. During this period, every ad carried a key number. Over more than a three decade period, 93 per cent of all replies were received by the advertiser within seven days after the magazine was received by the subscribers. The remaining 7 per cent came trickling in for years and years. Eight years ago when we started to study the life of a typical local advertisement, we spent many days with local advertisers, who were kind enough to let us examine

their sales slips, covering a special article offered for sale.

The net result of our research work, plus seven years of continuous checking with hundreds of retailers in all parts of the country, have convinced me that the average newspaper ad has life expectancy of not more than 48 hours. An ad run Monday morning will do a selling job all day Monday and most of Tuesday.

Institutional ads, church ads, certain large bank copy, mortuaries, cemeteries, copy that does not have a direct selling or immediate "action hook" in it, might be run once a week, and the Saturday newspaper will probably do as good a job for the advertiser as that of any other day in the week.

One of the simplest ways to satisfy your own curiosity, and get a knap-sack full of new selling ammunition, is to do this. Arrange with any of your regular advertisers to let you see their sales slips of one or more items; list the items in a Monday ad, then watch the sales curve for the balance of the week. After two days, the sales curve takes a nose dive. This simple test will more quickly sell any of your customers the importance of frequent insertions (at least three a week) than anything you can say or do.

The next phase of this problem is expressed in a question we have heard every day for at least seven years. Newspaper salesmen, as well as advertisers, ask, "which is better, a 20-inch ad once a week or three seven-inch ads?" Based on several hundred test campaigns now running over the names of local advertisers, we can unhesitatingly say, three ads a week will out-sell one ad a week. And the formula works in space as small as two inches. In other words, we have found from a three-year test that an independent butcher shop gets more new customers and more telephone calls when he runs a two-inch ad three times a week, than he obtains from one six-inch ad, run Fridays only.

Some day the Bureau of Advertising will be able to prove to national and local advertisers that millions of readers of newspapers go through their daily newspapers page by page, column by column. Not all readers do this, but the women readers of a good daily do just this; and more of them are following this practice today than ever before in the history of modern advertising.

Certainly you can bury a two-inch advertisement, but if a retailer or national

advertiser contracts to run three ads a week for one year (that's 156 advertisements) it is almost impossible to lose all of his ads. Just on the law of averages he will get some good positions. We have contended for seven years that any advertiser who contracts for three ads a week for a full year deserves first consideration, whether his ad is two inches or a full page, run three times a week.

While this applies to dailies, yet it emphasizes the value of every-week, 52-ads a year, for the community newspaper, and is an equally important sales presentation.

Lew Brown, Life Member, Dies At Florida Home

Major Lew B. Brown, former president of the Kentucky Press Association and life member, editor and publisher of the St. Petersburg, Florida, Independent, died August 16 after long illness.

Llewellyn Buford Brown was born in Madison, Ark., June 13, 1861, the oldest child and only son of George L. and Amelia L. (Young) Brown, the former a native of Tennessee, and the latter of Bardstown, Ky. In 1875, following the death of the father, the mother returned with her family to Louisville, Ky., where Mr. Brown secured work as a printer and later as reporter on the Louisville Courier-Journal, then edited by Col. Henry Watterson. He served in nearly every department of that newspaper and The Evening Times.

In 1895 Mr. Brown left Louisville to buy a newspaper plant at Taylorsville, Ky., because of poor health. While there he studied law and was granted a license to practice by the supreme court. He later served as police judge and county and city attorney. In 1905 Mr. Brown sold out his newspaper in Taylorsville, abandoned the practice of law, and went to Harrodsburg, Ky., where he purchased the Harrodsburg Democrat.

While he was editor of the paper in Harrodsburg, Major Brown was president of the Kentucky Press association and active in the work of that organization. It was largely through his efforts, as representative of the newspapers of the state, that the Kentucky legislature passed its present libel law which is regarded as a model and which

several other states have adopted. Major Brown spent most of the winter in Frankfort attending the sessions of the Kentucky legislature to push through that libel bill and his efforts were crowned with success.

December 15, 1908, Mr. Brown purchased The St. Petersburg Evening Independent, then owned by Willis B. Powell. He operated both The Independent and the Harrodsburg Democrat for two years and then sold out his interest in Harrodsburg in order to devote all his time to his work in St. Petersburg.

Since going to St. Petersburg, Major Brown has been actively identified with every movement for the upbuilding of St. Petersburg. Of all his achievements, however, none is more important than his work in making St. Petersburg known throughout the world as the "Sunshine City." Major Brown originated the nickname, and he made the nickname mean something by promising to distribute the entire Home Edition of The Independent free to everybody every day the sun did not shine up until press time. This offer was made effective Sept. 1, 1910. From that date to the present time The Independent was given away free 153 times. The Independent is the only newspaper in the world to make such an offer.

Raises Sub. Price To \$2.50

Standing on his conviction that a good community newspaper which gave real service to its readers was worth \$2.50 a year. M. H. Holliday Jr., editor of the Jackson Times has had that rate in effect since May 1. He states that his circulation has almost doubled since September, 1943, and there has been no objection to the new subscription rate. Perhaps publishers have been scared too long of the bug-a-boo antiquated \$1 or \$1.50 sub. rate that should today be relegated to the other Kentucky antiquities.

One of the best things that can happen for community newspapers, that will put all on an equal basis, is the passage of the law by Congress which will require sworn statements to the post-office department as now required by all dailies.

Efficient Distribution---

And Postwar Prosperity



The nation's newspaper publishers, in a recent survey, declared their belief that the newspaper business for at least five years after the war will be very good. Their major reason is that a larger volume of consumer advertising is expected.

This optimistic outlook is part of a larger faith in postwar America—a faith that we shall be able to attain high levels of employment by maintaining a large volume of sales and production of all kinds of goods.

Obviously, this can be achieved only to the extent that distributive efficiencies keep pace with productive efficiencies. It is not enough to make and grow the products of commerce—they will have to be distributed with the least possible cost and waste, so that prices can be low enough to stimulate great and sustained consumer demand . . . and at the same time provide returns to producers that will contribute directly to a high level of employment and prosperity in both agriculture and industry.

Your local A&P service store or super market is a tangible illustration of how distribution today IS being made more efficient—with direct benefits to producer, employee, and consumer.

It is because they realize that they are helping to set the pattern for a better tomorrow, as well as to provide essential food for millions of families working to win the war today, that the men and women of A&P take such pride in doing the nation's most efficient job of food distribution.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Kentucky Press Association Officers

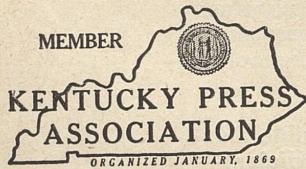
Joe Richardson.....President.....*Times*, Glasgow
 Chauncey Forgey.....Vice-President.....*Independent*, Ashland
 Victor R. Portmann.....Secretary-Manager.....U. of K., Lexington

Executive Committee, Districts

Fred B. Wachs, *Herald-Leader*, Lexington (Sixth), Chairman; First, Joe LaGore, *Sun-Democrat*, Paducah; Second, John B. Gaines, *Park City News*, Bowling Green; Third, John H. Hoagland, *Courier-Journal*, Louisville; Fourth, James M. Willis, *Messenger*, Brandenburg; Fifth, Virgil P. Sanders, *News-Democrat*, Carrollton; Seventh, Walker W. Robinson, *Herald*, Paintsville; Eighth, J. W. Heddon, *Advocate*, Mt. Sterling; Ninth, Harold A. Browning, *Republican*, Williamsburg; Tyler Munford, *Advocate*, Morganfield, State-at-Large; Seymour B. Goodman, *Enterprise*, Elizabethtown, State-at-Large; Immediate Past President, Vance Armentrout, *Courier-Journal*, Louisville.

Kentucky Press Women's Club

Miss Mary E. Hutton, *Herald*, Harrodsburg, President; Miss Mildred Babbage, *Breckenridge 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, *Enterprise*.



Volume Fifteen, Number Ten

NEA-NAS Plans 1945 Edition Of Rate Book

NAS-NEA is planning to issue a 1945 Rate Book on November 1, according to an announcement from the Chicago office. All changes on the necessary date concerning weekly community newspapers must be in that office by October 1.

The Kentucky Central Office, Lexington, will act as a clearing house for state newspapers, and is collecting the information now. Data blanks were sent to all Kentucky newspapers early in August and the material is being collected and charted in that office. A few newspapers have not sent in the needed data;

request is made that the blanks should be returned by the first of September. The Kentucky Rate Book should be ready to issue in September.

Following urgent request of the AAAA committee, publishers are urged to set their rates now for the balance of 1944 and 1945. The request states that flat national rates, to be incorporated in the 1945 Rate Book, should stand for the whole year 1945.

Most Kentucky publishers are swearing to their circulation following the suggestion of the Central Office. Sworn statements will be emphasized in the Kentucky Rate Book.

Kentucky newspapers, represented by NAS, will be designated by a special symbol in the National Rate Book. Newspapers desiring such national representation by NAS should forward authorizations at once to the Central Office.

Evaluating Customers

Just how to evaluate a customer is a little beyond us, but someone has done it, and here are the results.

Most sane and sound people carry insurance on lives, property, automobiles, crops. It logically seems that, customers being worth so much on the hoof, they are insurable. Consistent advertising is the policy, a fair rate for it is the premium, and reasonable retention plus steady accretion are the results.

Here's what real live money-spending customers are said to be worth to various stores, figure in parentheses is percentage of gross income spent for advertising:

Department Store	\$128.21	(2.3)
Grocery Store	68.17	(1.0)
Women's Wear Store	56.73	(3.1)
Hardware Store	41.51	(2.0)
Furniture Store	37.40	(5.6)
Music Store	32.70	(3.3)
Shoe Store	17.90	(2.9)
Drug Store	14.35	(1.0)
Men's Store	13.85	(3.3)
Sandy Store	8.31	
Jewelry Store	6.72	(3.1)
Auto Accessories.....	5.53	(3.7)
Tobacco Store.....	5.38	
Radio Dealer	1.21	

Salvage paper insures your future newsprint supply. KPA urges every state newspaper to get behind the paper salvage collection drive.

Postwar Predictions Gathered In Survey

Will advertising linage in daily newspapers be higher after the war than it was in 1943? "Yes," predict eighty-one per cent of the chief executives of some 1500 of our dailies.

Will circulation revenues of dailies climb in the post-war period? "They will," predict thirty per cent of those same executives. Yet forty-five per cent believe that circulation figures will hold just about as they now are and twenty-six per cent expect them to show a decrease.

And how about the weeklies?

Well, eighty-two per cent of the head men of the more than 800 weekly newspapers interviewed believe that their post-war advertising linage will be greater than their 1943 linage was. Forty-three per cent estimate that their circulation revenue after the war will remain at its 1943 level. Yet thirty-one per cent expect it to increase, and twenty-six per cent anticipate a decrease.

These and many other predictions of interest and value to daily and weekly newspaper executives are made in a thirty-two-page booklet, "A Survey of Daily Newspapers," and a twelve-page booklet, "A Survey of Weekly Newspapers," which discuss the daily and weekly sections of a nation-wide graphic arts survey made by the Linotype Company with the assistance of Dun & Bradstreet.

The Survey was conducted by Dun & Bradstreet representatives by personal interviews with executives of:

- 1470 daily newspapers;
- 806 weekly newspapers;
- 937 commercial printing concerns;
- 140 trade compositors and advertising typographers, and
- 323 banks.

Each executive interviewed was asked questions bearing on the present business outlook and that for post-war years, and their answers are presented in various tables in terms of direct percentages.

Copies of "A Survey of Daily Newspapers," "A Survey of Weekly Newspapers," or of booklets having to do with the three other sections of the survey — on commercial-printing concerns; on trade compositors and advertising typographers, and on banks — may be had for the asking from any Linotype agency.

Your newspaper is worth \$2.50.

Rules Announced For Christmas Mailing

Here are the rules for Christmas mailing. Why not get a merchant to run these rules in his ad? At least, make a news item for your columns:

1. All parcels and all cards must be mailed between September 15th and October 15th; the earlier the better.
2. Included in the term Armed Forces overseas are: Personnel of the Army, Navy, Marine Corps, Merchant Marine, and civilians working under jurisdiction of the above.
3. Christmas cards shall be sent only as first class mail and shall bear the return address of the sender—including zone No.
4. No requests from the addressees are required in connection with Christmas parcels mailed to Army personnel during this period *only*.
5. Each parcel should be endorsed: "CHRISTMAS PARCEL."
6. Christmas parcels shall not exceed the present limits of five pounds in weight or 15 inches in length of 36 inches in length and girth combined.
7. Not more than one Christmas parcel package shall be accepted for mailing in any one week when sent by or on behalf of the same person or concern to or for the same address.
8. Postal Money Orders should be used to transmit gifts of money to members of the armed forces outside the continental United States. This service is not available to members of the Merchant Marine.
9. No matter addressed to members of the Army or other persons receiving mail through A.P.O.'s overseas shall be accepted as insured or C.O.D. mail. Letters or packages containing money or articles of value shall be refused registration, but letters containing valuable or important papers may be registered.
10. Mail for personnel of the Navy, Marine Corps, or Coast Guard may be accepted for registration or insurance if it conforms to existing requirements as to weight, size, and so forth.
11. Armed personnel are amply provided with food and clothing and the public is urged not to include such matter in gift parcels.
12. Perishable matter will not be accepted, and the sending of any fragile article, even though well wrapped, is

discouraged. Soft candies do not carry well and should not be sent.

13. Intoxicants, inflammable materials (including all types of matches and lighter fluid) and poisons, or compositions which may kill or injure another, or damage the mails, are unmailable.

14. Great care must be used in the preparation and wrapping of all overseas parcels. Owing to the great distance this mail must be transported and the handling involved, it is absolutely necessary that all articles be packed in boxes of metal, wood, solid fiberboard, or strong doublefaced corrugated fiberboard reinforced with strong gummed-paper tape and tied with strong twine.

a. Each parcel is subject to censorship, and delay in handling may be minimized by securing the covering of the parcel so as to permit ready inspection of contents.

15. Addressees must be complete . . . and should be on both an inside and the outside wrapper. They should always be either typed or written in ink. Parcels addressed to overseas Army personnel should show, in addition to the name and address of the sender, the name, rank, Army serial number, branch of Service, organization, A.P.O. number of the addressee and the Post Office through which the parcels are to be routed.

16. Parcels for the naval personnel, including the Marine Corps and Coast Guard, should show, in addition to the name and address of the sender, the name, rank, or rating of the addressee and the naval unit to which he is assigned with the Navy number assigned thereto, or name of the ship and F.P.O. through which the parcels are to be routed.

17. Mail for the Coast Guard is addressed the same as for Naval personnel except the words "U. S. Coast Guard" shall replace "U. S. Navy."

18. Mail for the Merchant Marine should also be mailed between September 15th and October 15th.

19. Postage: Postage must be fully prepaid, the rate on parcels of 4th class matter (that is, parcels exceeding 8 ounces) being the zone rate applicable from the post office where mailed to the post office in care of which the parcels are addressed. E. G.: A two pound package mailed from Los Angeles in care of an A.P.O., N. Y., N. Y., would require postage for the same rate appli-

cable between Los Angeles and New York for any two pound package.

Mechanical Changes In Classified Columns

"Although some of our newspapers have long been presenting nine columns on their classified pages, many other papers have made the change in recent months, prompted by newsprint and other war shortages and the desire for more income from fewer pages," states John E. Allen, editor of The Linotype News, writing on "Modern Classified Pages" in the current issue of The News.

"Last March The Brooklyn Eagle changed its classified pages from eight to nine columns, with results that are typical of those experienced by many other papers that have made the same sort of changes.

"The Eagle, which had been using 5½-point Ionic No. 5, solid, switched from eight 12-pica columns and 4-point column rules to nine columns each 10 picas and 8 points wide and 3-point column rules.

"And," said Stephen J. Lambert, Eagle mechanical superintendent, shortly after the change was made, "we now get at least one and a half more columns of advertising on each classified page and in some instances as much as one and three-quarter columns."

Short Descenders

"Many other newspapers that have been using 5½-point faces for their classified columns have found it possible to get considerably more lines on a page—and increased income—without changing to a smaller face or adding extra column, but simply by adopting short descending letters for their 5½-point face (g, j, p, q and y) and casting it on a 5-point body.

"Consider the case of a certain publisher who made that sort of change.

"He had been setting his classified in 5½-point Excelsior, solid, and getting 305 lines to the column, with eight columns to the page. He adopted short descenders, had the lines cast on a 5-point body, and picked up 30 lines to the column or 240 to the page.

"Newspaper executives interested in compressing as much copy as possible into classified columns without sacrificing too much in the way of readability or causing mechanical complications are invited to write Linotype headquarters or any Linotype agency for copies of a new folder entitled 'Studying Your Classified Columns.'"

Greater Prestige Predicted For Postwar Weeklies

Greater prestige, a healthy editorial attitude and a good financial condition will be realized by American newspapers following the war, a consensus of publishers, editors, deans of journalism schools and managers of newspaper associations revealed in a booklet, "The Newspaper After V Day," recently published by The Nassau Daily Star.

The text of the book summarizing questionnaire replies of more than 100 leaders in journalism was compiled from a survey made by James E. Stiles, Review-Star publisher and former president of the New York State Publishers' Association, and Arthur L. Hodges, its editor and past-president of the New York State Society of Newspaper Editors. The executives conducted the survey in an effort to verify the workability of

their paper's postwar planning.

Newspaper wartime services in keeping the American home close to the Yankee soldier, will create increased good will and public acceptance, more than 90 per cent of those responding to the survey predicted, unless the press fails to meet the challenge of peacetime problems.

Sound management and alert direction will enable the majority of newspapers to return to peacetime economy with a stronger financial purse than before the war, the survey reported, although some difficulties will be caused by taxes, and the inability of papers to build up reserves as well as the fact that equipment replacements, normal expansion and higher costs will occur simultaneously.

Increased circulation rates will be maintained, according to the booklet,

unless decreased rates from new competition or metropolitan competition in a smaller community or possible results of a depression alter the present status. Despite their certainty about rates, the publishers were less certain that increased circulation would remain constant, due to the war-shifted populations.

A peak of advertising volume in the second or third year after the close of the European campaigns will be reached because reconverted industries will be seeking markets, the journalists anticipated.

An over-all change in news and editorial policies and the feature content of postwar newspapers will result, in better, more careful editorials, more foreign news, more pictures, possibly more aviation and science news, more interpretative writing, shorter stories and a higher cultural and ethical plane the survey showed.

Increased use of color was most generally recognized in the report as a dominant mechanical innovation after the war, although a few publishers foresaw more offset newspapers.

One of the final questions in the study was concerned with any views on the role and status of newspapers after the war which had not been included in previous queries. A number of answers agreed upon the need for the press to live up to its potential leadership and to do a better job on the editorial page, a sphere of activity which has been somewhat neglected in the last two decades.

Have you investigated ABC?

Linotype Clinic Coming

WPB announces that a fourth quarter 1943 report showed 86% of the manufacturers of printing machinery were engaged in war work, leaving 14% of production available for replacement of worn out or broken-down machinery or for repair parts to keep worn machinery in operation. This emphasizes the importance of the Mergenthaler-RPA Clinic scheduled for Saturday, September 23, at the Brown Hotel, Louisville. Expert typesetting engineers will present the lectures and demonstrations more extensive than last year. Advices state that extra gas coupons may be issued by local rationing boards for those attending the conference; this will be checked and verified later. Keep this date and event in mind.

Integrity

With every resource at its command, Linotype is delivering a type of war product which has inspired the high confidence of our Government. It is the same sense of obligation that characterizes Linotype's efforts to assist the Press in maintaining high wartime production standards in composing-rooms.

Faith in the product . . . faith in the organization . . . faith in the power of print—and men . . . this spirit is responsible for the integrity of any equipment bearing the trademark—



BACK THE ATTACK—KEEP BUYING BONDS!

Linotype Clotster and Clotster Bold Italic

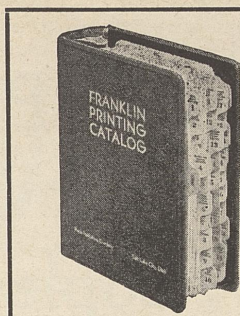
Newspapers Threatened By Interpretations???

While the radio industry has never questioned its status as an instrument in interstate commerce, and therefore subject to reasonable regulation and laws of the federal government, there have been occasions when the industry had reason to question the logic of governmental edicts. Some of these have gone so far that even newspapers have become alarmed over the possibility that freedom of the press may be lost through evolution of the idea so recently devised by federal agencies that newspapers are in interstate commerce and are subject to federal control.

Recently, a bill was introduced in the United States Senate by Senator Wheeler (Wyoming) which would have prohibited paid advertising of radio news broadcasts. Either the dubious constitutionality of the proposal or the cold reception it received caused the measure to be dropped. But a substitute proposal has been introduced by Senator Johnson (Colorado) that is even more drastic in interfering with the operations of radio. It would prohibit the broadcasting of any advertisement or of information about any matter or thing if it is possible that the broadcast might be received by any ordinary household receiving set at a point where such advertisement or information is prohibited by the law of any state or any province of Canada.

The effect of such a law would be to bar from radio immediately all tobacco and liquor advertising since there are some states which have prohibitory laws on these commodities. The provision that the law would not apply except where any ordinary household receiving set might pick it up is meaningless, since it is impossible to determine what characterizes an ordinary household receiving set and furthermore the apparently cheapest and most insignificant sets have been known to pick up broadcasts from remotest sections of the country.

Radio is as much a medium for oral expression as the newspaper is a medium of written expression. Both operate under charters contained in the Constitution which guarantee freedom of speech and freedom of the press. The nature of radio necessitates a degree of federal regulation but the proposals of Senators Wheeler and Johnson are clearly an intrusion on the operations of a medium which is a purveyor of a con-



The Franklin Printing Catalog

. . . the fast, easy way to value printing

The Catalog conserves your time by simplifying the routine of valuing. You merely turn to the specified schedule—and there's the figure you seek—arrived at in advance by valuing experts. The Catalog guards against oversight and error. Its values include every item of cost. Revision sheets keep its data always current. It protects both the buyer and printer. Write today for the no-risk trial offer. Discover why thousands of printers use this proven service every day.

PORTE PUBLISHING COMPANY
Salt Lake City 5, Utah

stitutional grant. If such laws can be enacted to effect federal domination over one instrument of freedom established by the Constitution it follows that some way will be found to curb other freedoms, such as that which the press has considered inviolate. The way has already been paved in findings by various administrative bodies, subsequently supported by court decisions, that publishing a newspaper is an act of interstate commerce, even though not a single issue of the paper leaves the community or state where it is published. One agency propounded the far-fetched theory that a purely local daily newspaper operates in interstate commerce because the materials used in its production come from outside the state. Hence, what is to prevent passage of a federal law that would prevent the printing of an advertisement or publication of information on any matter or thing prohibited by the law of any state on the mere theory that sometime a copy of the newspaper containing the advertisement or information might be carried into the state.—Indiana Bulletin.

Wallace Is Honored

Tom Wallace, versatile editor of the Louisville Times, was appointed a member of National Parks Advisory Board by Secretary Harold L. Ickles, on August 13. One of the founders of the Ohio Valley regional conference on state parks, Wallace will fill a vacancy caused by the death of Colonel Richard Lieber, Indianapolis.

Cut Composition Costs Everywhere

Of course there is always danger that newspapers with limited space to sell may become high-handed and arbitrary with advertisers, but even so, there are economies in composition of ads which

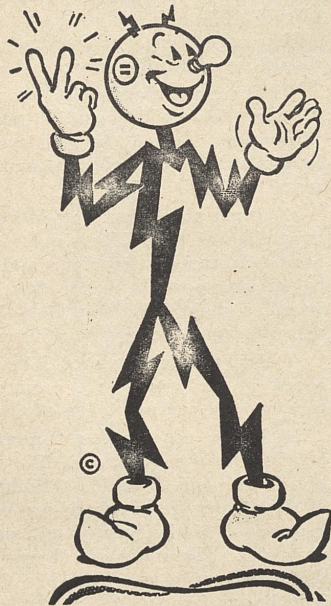
may be worthy of consideration.

Most advertisers face manpower shortages and have cut out a lot of frills themselves. For that reason they will accept composition room economies now which they would have objected to in pre-war days.

Here are nine suggestions which should merit consideration:

- (1) Don't use diagonal rules or lines of type. These add about 100 per cent to composition time. Instead, make all layouts straight up-and-down and horizontal.
- (2) Don't place black dots in front of short lines of type. These dots do not have a channel in a machine, and must be set from sorts by hand. Start such lines by a dash, which does have a channel and can be set by touching a key.
- (3) Don't use underscores. These add about 50 per cent to the composition time and are not worth the effort.
- (4) Don't use borders unless demanded by the advertiser. Don't ask him if he wants a border. Elimination of the border frequently improves the appearance of the printed ad, and always makes the space look longer, but this is difficult to visualize when the ad is in layout form.
- (5) Don't use boxes, either rule or cast, unless absolutely demanded, simple form of layout can frequently be substituted.
- (6) Don't make a layout that calls for machine type set in lines shorter than six picas (one inch) or longer than 30 picas (five inches). Lines shorter or longer than these take extra time, and in most cases, are poor advertising.
- (7) Don't use circles. These are big time stealers as well as space stealers. A time-check on a number of circles disclosed that each circle takes an average of 18 minutes of ad writers' and printers' time. Even more time is taken for circles having tight-fitting copy.

How You Publishers And We Utility People Can Help Solve Some Kentucky Problems



Kentucky newspapers and Kentucky Utilities Company have many mutual problems. We both want better communities, better counties and a better State. We know improvement can come only as they increase their revenues, without placing heavy tax burdens on individuals, business and industry.

We both want employment for our young men and women, for our professionally trained graduates, for all who are willing to work.

We need more and better schools, better roads, larger and more markets for our farm products, our minerals and our manufactured goods.

To get these we need more business and more industries that use the raw products of our state,

that pay their share of all taxes, that are self-supporting, that depend for their success on the welfare of the people with whom they live . . . in short, the type of industries that have made America what it is today.

The people of each community and of the State must REALLY WANT industries if they expect to get them. They must pull together — the city officials, the workers, the business people, the press and the utility companies.

You newspaper men and women are the molders of public attitude, sentiment and enthusiasm. We are an experienced organization of technically trained, public-spirited men and women dependent solely on the people in this State for our livelihood and existence. You and we together can do much for the good of Kentucky.

KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street, Lexington 3, Ky.

A Business Managed Utility Meeting Its Obligations Without Federal Subsidy

