

The Kentucky Press

May, 1948

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Mammoth Cave Hotel, Headquarters For The 79th
KPA Mid-Summer Meeting

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Lexington

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One-Half of U. S. Families Served By Rural Papers

Weekly newspapers in the United States reach three-fifth of the total families living in places of less than 10,000 population, including rural areas, a study by Archibald M. Crossley, president of Crossley, Inc., reveals.

One-half of all families in this country live in just such small towns and rural areas, he says.

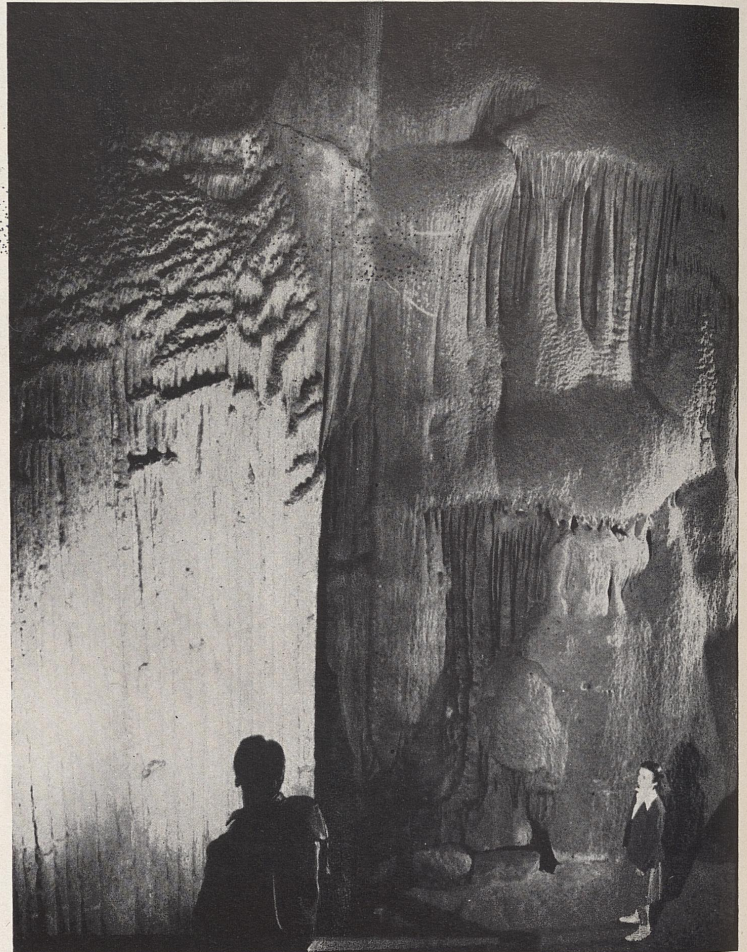
Crossley's statements are revealed in an illustrated, two-color, 16-page brochure on "Circulation Analysis of Weekly Newspapers." The report has found, after a careful study of several months, that four-fifths of all weekly newspaper circulation is centered in the communities of less than 10,000.

Of the 8,780 weeklies as defined in his study, Crossley shows that 7,680 papers or 87.5 per cent, were published in non-metropolitan areas. Of the total, 5,460 are published in towns of less than 2,500 and 1,200 appear in towns between 2,500 and 5,000.

Circulation wars between newspapers similar to those of the "roaring twenties" may return as publishers attempt to realize profits in the face of rising costs. Such was the warning by N. R. Howard, editor of the Cleveland News and president of the American Society of Newspaper Editors, in a lecture recently to students of the University of Michigan journalism department at Ann Arbor. Revenue from circulation and advertising has only increased 7.5 percent for the average paper, he said. At present the only effective remedy open to the publisher is to raise his advertising space rates, Howard said, and at the same time conduct an intensive campaign for the circulation increases needed to justify the raise. Some great new mechanical development that can render the processes of newspaper production cheaper and prevent the return of sensational circulation-getting tactics, Howard declared, is desperately needed.

What Is An Hour Worth To You?

In a year there are 365 days. This means 8,760 hours all told. Do some figuring. Eight hours a day, 6 days in the week, 50 weeks in the year (two weeks for recreation), gives you 2,400 hours. Deduct 10 days, 80 hours, for holidays and you have left only 2,320 hours for work. Life consists of three supposedly eight-hour shifts, one for work, one for sleep, and one for recreation. Do you know that you sleep 600 more hours than



Frozen Niagara, A "Must" On Your Cave Trip

you work, and you loaf or recuperate, or piffle 600 more hours than you labor?

We are now pretty close to the working value of Time and we get a startling view of the cost of Waste!

If you make \$1,500 a year, each hour is worth \$.65.

If you make \$2,250 a year, each hour is worth \$.97.

If you make \$3,000 a year, each hour is worth \$1.30.

If you make \$6,000 a year, each hour is worth \$2.60.

If you make \$12,000 a year, each hour is worth \$5.20.

If you make \$25,000 a year, each hour is worth \$10.78.

Put down on paper what you have earned in the last twelve months. Divide it by 2,320 hours so you may realize what each hour is worth to you. Then when you fritter or waste an hour, two hours, three hours a day, you can translate their value into dollars and cents and see what a foolish fellow you are.

A pedestrian may be wrong, but should you kill him?

Kinda looks like we will have a world of peace or of pieces.

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Mid-Summer Meeting At Mammoth Cave

Frank Smith Directs The Berea College Entertainers

Tentative plans have been made for the 79th annual mid-summer meeting of the Cave, June 4-6. Registration will start around 4 o'clock on Friday afternoon, June 4 and will continue during the evening. The registration fee has been set at \$2.50 per person which includes the cost of the the Kentucky-Holy Cross and Kentucky-Oilers basketball games, and, if the film arrives on time, the story of the development of type. Several other interesting films will also be shown.

The formal program will be held on the lawn at 9:30, Saturday morning, with the meeting called to order by President Fred B. Wachs. Invocation will be offered by Russell Dyche, London Sentinel Echo. Vice-President James M. Willis will give a report on the recent National Editorial Association

Speaking on the topic, "Let's Do It the Promotional Way," Stephen A. Douglas, director of sales promotion, The Kroger Company, Cincinnati, will discuss the business trends of today. He will be followed by an address on the Security Loan Drive, speaker to be announced later. Our own Henry Ward, Conservation Commissioner, will outline the program for the development of Kentucky State Parks. He will discuss future plans for the development of tourist trade in the state.

Harold K. Phillips, Association of Casualty and Surety Companies, New York City, director of the National Highway Safety Campaign, will speak on the campaign from the national standpoint and discuss what is being done in the other states. He is a forceful and entertaining speaker and is visiting Kentucky en route to the state of Washington where he inaugurates the Washington campaign.

Col. Don E. Carlton, Headquarters Kentucky Military Division, will speak on the topic of "The Needs Of The Army" and will outline plans for the promotion of our national safety. Following him, Neil Dalton, Courier Journal, will discuss the progress and future possibilities of the Kentucky Press Sports Fund.

The session will close with the presentation of the awards in the newspaper production prize contests for 1948 by Secretary-Manager Portmann, chairman of the prize committee.

Saturday afternoon will be "on your own" with cave trips at your convenience and a bridge party for the addicts. Attractive prizes will be awarded the best (and the worst) fans. A cocktail party, place to be



announced later, will be held around 5:30 p.m.

The formal banquet will be held at seven o'clock in the main dining room. Following the "eats", Frank Smith, director of the Berea College Group, will be master of ceremonies and present his musicians in a program of music and dancing. Old-timers will rejoice and take part in a Virginia reel and square dances. A evening of music and fun for all is promised. The musicians include Marjorie Kramer, violinist, Emmett Graves, guitarist, and Roy Beard, pianist.

The L & M Azalean will make a special stop at Cave City, Friday evening, for passengers who might wish to entrain at Louisville. As we go to press, we have been informed that all accommodations are taken at the Cave. However, late arrivals will find good accommodations at the Rock Cabin Camp between the Cave and Cave City, or in the Dixie and Gardner hotels in Cave City.

An invitation was extended Governor Earle Clements to attend the meeting, but he sent his regrets stating "I shall have to forego that pleasure as I have another engagement for that date which will be impossible to break or postpone. Although I shall not be able to be present in person, I do hope that you will extend my cordial good wishes to all those present and convey

to them my very deep regret that circumstances made it impossible for me to join them."

Door prizes will be awarded at the banquet and souvenirs will be distributed. The committee urges every editor "to come early and stay long for three days of rest, recreation, and information."

The Kentucky Associated Press will meet Saturday afternoon at 2 p.m., place to be announced that morning by President Lawrence Hager.

Stephen A. Douglas, who appears on our program, has been director of sales promotion of the Kroger Company since 1936. Prior to joining Kroger, he was leading sales executive for Swift and Company, winning the national honor award in 1923 for establishing a "New High Sales Record" which still stands.

He is a member of the Cincinnati Sales Executives Council and vice-president and director of the Cincinnati Rotary Club. He originated a number of promotional campaigns used by Cincinnati Rotary and Rotary International.

Mr. Douglas heads one of the largest sales organizations in the country which in 1947 totaled \$746,000,000. His department develops meetings for top sales executives of his company, who in turn project the same ideas to 23,000 Kroger sales people. He visits

**Helen Deiss Given
KPA Annual Award**

Miss Helen Davenport Deiss, Lexington, received the annual Kentucky Press Association Scholarship Award of \$100 for 1948. She was nominated to the Association by the Journalism faculty of the university.

The award, based on scholarship, aptitude, and participation in student journalistic activities, is awarded annually to a sophomore student. Miss Deiss maintained a scholastic record of 2.8 during her first two years at the university. She has received many scholastic honors during the past two years; has been active in many student organizations and activities; and is serving as news editor of the Kentucky Kernel and associate editor of Vague, literary magazine.

She is a daughter of Mr. and Mrs. E. A. Deiss and is 18 years old.

Type Measurements

The following table lists common printer's measurements in fractions of an inch:

1 point is013833
2 points are02766
3 points are04149
6 points are08299
8 points are11066
10 points are13833
12 points are166
72 points are996
Height of type (U. S., Canada, England)918
Height of regular leads and slugs750
Height of high leads and slugs860
Height of regular metal furniture ..	.664
Height of regular iron furniture680
Thickness of 11-point plates152
Height of blocks for 11-point plates	.759
Thickness of backing for 11-point plates090
Thickness of 16-gauge zinc or cop- per065
Papermaker's point001
Height of bases for 16-gauge plates	.853
Height of spaces and quads, to 14 point800
Height of spaces and quads, over 14 point760

Patronize Press Advertisers.

Kroger stores weekly to check on sales problems and customer service.

He served in the AFF, World War I, at the age of 18 years and later was the youngest infantry officer in the AEF.

He is a forciful speaker and illustrates his address with visual aids. His address will be the highlight of the mid-summer meeting.

**What Readers Want
In Their Newspapers**

The following findings and conclusions in reader interest surveys conducted and presented by Dr. George Gallup of the Northwestern University at the recent Convention of the American Association of Schools and Journalism are interesting. Here they are:

Advertising is fully as important as news in attracting women readers.

The picture page is the best read page in the paper.

Comic strips are amongst the strongest circulation features.

Men do not read serials in newspaper, usually, but women do.

Mystery stories do not succeed as serials.

Pictures are needed with serials, and they should be photographs, rather than drawings.

Church news and uplift news have practically no interest.

In everything intended to appeal to women the type masses must be broken up. Women shy away from solid type even more than men. Insert a short poem, some dashes, indent paragraphs, to avoid heavy appearance.

The theory that the working girl is interested in the social activities of the rich is not borne out by surveys.

Radio programmes win considerable interest; they are an essential part of the paper.

Crossword puzzles are losing followers in both newspapers and magazines.

Cooking recipes are always good.

Parliamentary and foreign political news is not read much.

Readers' letters are read more than editorials.

Auto Responsibility

Don't deceive your self by believing that you are clear of financial responsibility in accidents incurred by a salesman-owned automobile. Many employers believe "they can't sue us, we don't own the car." THIS HAS NOT BEEN THE DECISION OF THE COURTS. The United States Supreme Court rules as follows: "... whether the act of the servant be one of omission or commission, whether negligent, fraudulent, or deceitful, or even if it be an act of possible malfeasance, or misconduct, if it be done in the course of his employment, his master is responsible for it, civiliter to the third persons." Most effective protection is automobile liability insurance in which both the employee and the employer are named.

ABC is advertising insurance.

**Newstand Sales
Build Circulation**

The round table discussion at the recent Louisiana convention on the subject of selling single copies through newsstands brought out the following highlights:

With careful promotion, a good weekly newspaper can add from 300 to 600 new circulation by newsstands within a few months. New sales may exceed 1,000 in a longer period.

Even a fairly small weekly newspaper can effectively use as many as 15 or 20 newsstand dealers. Only two or three of these will be in the town of publication. There will be at least one in other villages of the area and two in the larger ones. The rest of the stands will be spotted in rural areas at crossroads stores.

The single copy price should be at least 6 cents, preferably 7 cents. But publishers with newsstand experience state that a 10 cent price might be successful.

The dealer commission should not exceed 2 cents.

New readers obtained from newsstands do not cut down the mail subscription list. Most publishers said they had no losses in mail subscription whatsoever.

After a little experience, newsstand dealers like to handle your papers each week. They find it brings customers into their place of business every week to get the paper, and that they usually buy something else. But the dealers sometimes have to be wheedled along at first.

At the beginning, a new dealer is given only five or 10 papers per week. When folks find he handles them, the number increases. Some of our publishers reported dealers handling 150 to 200 copies a week.

Audit Bureau of Circulations give full credit for newsstand sales.

It is a good idea for the publisher to provide each dealer with a neat printed sign announcing that the newspaper is on sale at his place of business each week.

Some publishers handle the transaction with the dealer on a weekly basis, but most of them clear the business each month. The dealer is given credit for unsold copies. Bad weather or other special situations occasionally will cause a drop in total weekly sales. Although this is a rare happening, it is one of the headaches for which no cure has been found.

The NEA monthly mat service will please you, and give you service plus.

Now that there are no ceilings there's nothing the customer can hit when he hears the price.

Progress Report

Chicken-Of-Tomorrow



Sixteen thousand chickens which, in the opinion of Dewey H. Termohlen, chief of the poultry branch of the United States Department of Agriculture, "will revolutionize the poultry industry within the next five years," are now being raised in special pens in the State Agricultural Experiment Station at Georgetown, Delaware.

These forty pens are stocked with birds from the nation's top breeders chosen through two years of state and regional competition for participation in the 1948 finals of the national Chicken-Of-Tomorrow contest.

Sponsored by A & P and conducted by a national committee consisting of leaders of the poultry industry and representatives of the U. S. Department of Agriculture, the contest is designed to encourage the \$3,000,000,000 poultry industry to produce a superior meat-type chicken.

The forty finalists from 26 states have each produced birds that approach the specifications set up for the ideal meat-type bird by the national committee.

Each finalist sent 720 hatching eggs to the finals. These were placed in incubators on March 1 and 25,000 hatched out on March 21.

Then, wing-banded and the identity of their breeder concealed, 400 of each batch were placed in separate pens where they will be raised for twelve weeks under identical conditions on a standard feed formula prepared by the Feed Manufacturers Association.

Records of hatchability, mortality, feathering and feed consumption will be kept. On June 21 the birds will be dressed and on June 24 the winning birds will be selected by a committee of federal poultry judges.

To the breeder of the top flock, this contest brings \$5,000, with other cash awards for runners-up. To the poultry industry it brings a more economical and more marketable bird promising greater income for poultry raisers. To the consuming public it brings the prospect of even finer, meatier chickens.



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

Volume Nineteen, Number Seven

Kentucky Press Association Officers

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

James M. Willis, *Vice President*
Messenger, Brandenburg

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

District Executive Committeemen

Chairman, Joe La Gore, Sun-Democrat, Paducah (First); Second, John B. Gaines, Park City News, Bowling Green; Third, Douglas Cornett, Courier-Journal, Louisville; Fourth, Albert S. Wathen, Sr., Standard, Bardstown; Fifth, Virgil P. Sanders, News-Democrat, Carrollton; Sixth, Enos Swain, Advocate-Messenger, Danville; Seventh, Thomas Holland, News, Pikeville; Eighth, J. W. Hedden, Advocate, Mt. Sterling; Ninth, H. R. Chandler, Mountain Advocate, Barbourville; State-at-Large, Earle J. Bell, Advocate, Morganfield; State-at-Large, William Caywood, Sun, Winchester; Immediate Past President, Tyler Munford, Advocate, Morganfield.

NATIONAL EDITORIAL ASSOCIATION
1948 *Active Member*

A free newspaper is an enterprise that is privately operated and performs a public function. It is dependent upon the good will of the people for its support. Their constitutions protect its freedom and in the exercise of its freedom it is accountable to their laws and by their laws is charged with a public duty.

To find the facts, to publish the facts, is its primary function, its constant responsibility, and its imperative duty. To interpret the facts to stimulate thought about them, to provoke discussion, to reflect opinion, to direct opinion, to organize opinion—all these things a free press must strive to do in addition, if it would be a teacher, and interpreter, and a leader of the free men it was freed to serve.

But the interpretation offered, the thought stimulated, the discussion provoked, the opinion reflected, directed, or organized, must upon each occasion possess a foundation of fact, not falsehood, and not of opinion or emotion dressed up to pass as fact.—

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.

James T. Williams, Jr., in the Quill, official organ of the Sigma Delta Chi.

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Newspaper publishers are faced with the possibility that an unfavorable Supreme Court decision now being awaited may result in many thousands of dollars of liability in retroactive overtime claims brought by their employees. This possibility has come about because:

(1) The Wage and Hour Law provides that employees shall be paid at a rate not less than one and one-half times the regular rate at which he is employed for all time in excess of forty hours in one week. The Act does not define "regular rate" and "overtime rate" and this has created the problem.

(2) Several hundred longshoremen sued a group of New York employers in 1946 for back wages allegedly due them under their interpretation of the law. They contended that total earnings in any given week should be arrived at by dividing total hours worked into total wages paid for that week including contractual penalty pay. The rate thus arrived at in their opinion applied to the first forty hours worked during that week and 150% of that rate they contend should be applied to all hours worked in excess of forty. Employers have argued that overtime after 40 hours in any week should be paid for at one and one-half times the contractual straight-time pay, and that it was not the intent of the Wage and Hour law to provide for payment of overtime "on overtime" and overtime on penalty pay for holiday work, etc. The longshoremen's interpretation was rejected by a U. S. District Court which said the formula would "create havoc with established labor relations; put collective bargaining in the category of a device for obtaining money under false pretenses and probably strain the resources of a substantial proportion of American industry."

(3) The case was appealed to the U. S. Circuit Court of Appeals which reversed the original decision and sent the case back to the lower court for determination of additional amounts due the plaintiffs. It was

then appealed to the United States Supreme Court from which a decision is pending.

(4) Should the Supreme Court uphold the Circuit Court of Appeals the excess amount due in overtime claims would run about 10% of the payroll.

American newspaper publishers are reeling under a 50 per cent jump in publishing costs since 1945, and there's apparently no reason to expect they will come down in the immediate future.

On the other side of the picture, advertising revenues have increased about 50 per cent for the same period, and circulation income has also gone up about 35 per cent, according to the Bureau of Advertising, ANPA.

The costs of newsprint and ink, in particular, has skyrocketed, and estimates place the increase at 90 per cent over what it was three years ago. Expenses for operating various departments has increased proportionately, with composing room costs increasing 69 per cent; photo-engraving departments, 63 percent; press rooms 49 per cent; stereotype rooms, 71 per cent; editorial 38 per cent; advertising, 48 per cent; and circulation 35 per cent.

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One of the best ideas we have seen for some time to weigh newspapers to conform with the postal regulations, and eliminate delay in distribution has just been called to our attention. This newspaper calls the post office when the mail room is ready to begin sacking mail and a clerk comes over. He has his sack cards all stamped and in order of sacking. The sacks pass from the mailer to the clerk who weighs the sacks and inserts the post office card in the sack. They are then loaded directly on the trucks. This eliminates double-handling of the sacks as they would have to be unloaded and re-loaded onto the trucks if they were taken to the post office. The newspaper reports that a postal inspector was in the plant and watched this method in operation and found no fault with it.

Newspaper Vendors' Bill Is Passed Over Veto

The United States Senate recently passed H. R. 5052, the so-called newspaper vendors' bill, over the President's veto. The House took the same action on April 14. Once before both Houses of Congress had passed a similar measure and it was pocket vetoed by the President after adjournment.

The title of this bill which now becomes law is "To exclude certain vendors of newspapers or magazines from certain provisions of the Social Security Act and Internal Revenue Code."

The law now reads:

"(15) (A) Service performed by an individual under the age of eighteen in the delivery or distribution to any point for subsequent delivery or distribution;

"(B) Service performed by an individual in, and at the time of, the sale of newspapers or magazines to ultimate consumers, under an arrangement under which the newspapers or magazines are to be sold by him at a fixed price his compensation being based on the retention of the excess of such price over the amount at which the newspapers or magazines are charged to him, whether or not he is guaranteed a minimum amount of compensation for such service, or is entitled to be credited with the unsold newspapers or magazines turned back; or".

(b) The amendment made by subsection (a) to section 209 (b) (15) of the Social Security Act shall be applicable with respect to services performed after the date of the enactment of this Act, and the amendment made to section 1426 (b) (15) of the Internal Revenue Code shall be applicable with respect to services performed after December 31, 1939.

Sec. 2. (a) Section 1607 (c) (15) of the Internal Revenue Code, as amended, is hereby amended to read as follows:

"(15) (A) Service performed by an individual under the age of eighteen in the delivery or distribution of newspapers or shopping news, not including delivery or distribution to any point for subsequent delivery or distribution;

"(B) Service performed by an individual in, and at the time of, the sale of newspapers or magazines to ultimate consumers, under an arrangement under which the newspapers or magazines are to be sold by him at a fixed price his compensation being based on the retention of the excess of such price over the amount at which the newspapers or magazines are charged to him, whether or not he is guaranteed a minimum amount of compensation for such service, or is entitled to be credited with the unsold newspapers or magazines turned back;".

(b) The amendment made by subsection (a) shall be applicable with respect to services performed after December 31, 1939, and, as to services performed before July 1, 1946, shall be applied as if such amendment had been a part of section 1607 (c) (15) of the Internal Revenue Code as added to such code by section 614 of the Social Security Act Amendments of 1939.

Sec. 3. If any amount paid prior to the date of the enactment of this Act constitutes an overpayment of tax solely by reason of an amendment made by this Act, no refund or credit shall be made or allowed with respect to the amount of such overpayment.

Tips That Help In Shop Production

Benzol (not to be confused with benzine) makes an excellent solvent and type wash. It can usually be purchased from a drug or paint store. Current price is about 90c per gallon. Since it evaporates very rapidly, it should be kept in a can which can be closed, or in one with a small opening, such as an oil can. Benzol fumes are toxic, but not to the extent of being injurious in shops with average ventilation. Because benzol evaporates so rapidly, forms may be washed with it and put on the press immediately without interfering with the inking.

Shops which do not brush type forms upon taking them from the press, but use a rag moistened with benzol for wiping the ink from the face of type, have less difficulty with distribution and can use type for years without having it become caked with ink. Brushing the form when it is inked only loosens the ink and forces it between pieces of type, and between type and spacing material, where it hardens and slows up distribution and in time, results in spongy forms and press workups. The time to brush the type to remove any ink which may adhere to the shoulders or in the counters of the letters, is just before the form is placed on the press, while it is uninked. This gives a clean, sharp face for printing, with no fuzzy edges.

Due to constant bending for the correct tension, the fork which holds the paper down against the guides on a Kluge press often breaks. If you haven't an extra one of the right length on hand, a piece of one-point brass rule and a pair of tin-snips will soon give you one. Two-point may be used, but is hardly flexible enough. The steel banding around bundles of paper also is excellent. The latter is fine for making extra sets of the little curved, pointed fingers at the sides of the stock in the feeding magazine. These can be bent in toward the center

1947 Advertising Gains 26% Over 1946 Totals

Printers Ink carries an exclusive story by the research director of the McCann-Erickson Advertising Agency to the effect that 1947 expenditures for all types of advertising totaled, in the United States, \$3,879,800,000—a gain of 26% over 1946.

Direct mail is estimated as showing greatest gain, 73.1% from about \$279,000,000 to \$483,000,000. Then farm papers, 14 to 19½ million, 40.3%. Outdoor 87 to 121½ million, 40%. Newspapers from \$952,000,000 to \$1,222,000,000, a 28.3% gain. Magazines 426½ to 493 million, up 15.4%. Business papers 178 to 196 million, 10.1%. Radio up 496 to 531 million for the smallest proportionate gain, 7%.

It is encouraging to note that the newspaper percentage of the total was a little higher in '47 than '46. Radio, magazines, and business papers fell off in percentage of total, direct mail and outdoor went up a little, farm papers remained the same.

Most significant to newspapers, perhaps, are these facts disclosed by the survey: National newspaper dollar volume went up 36% while radio's national advertising volume went up only 2.6%. BUT the newspaper local volume increase of 25.1% was closely followed by radio's gain in the local advertising field of 16.6%—an encroachment that must be countered with good management, good editing, and good newspapers.

If you add the separate classifications and don't get the total given, throw in another \$185 million for posters, programs, novelties, counter helps, etc., etc.

of the magazine for lightweight stock and out for heavier weights.

The quickest way found for washing up a platen press also saves a lot of rags. Turning the press over at a slow speed so it will not throw the ink, squirt a little kerosene on the ink disc to loosen the ink. After it has distributed thoroughly, stop the press, lay a newspaper on the disc, cover the disc as nearly as possible, and turn the press over by hand. If you have used the right amount of kerosene, the paper will not stick to the rollers and most of the ink will be removed from both rollers and disc by the absorbent newsprint. Repeating will remove most all of the ink.

Kerosene should always be used for washing inking rollers. It has a slight amount of oil, and rollers washed with it will remain in good condition much longer than if gasoline is used. Gasoline dries out the rollers too much, and they lose their tackiness sooner.

9 Points For Good Circulation Letter

Your circulation letters should contain nine characteristics if they are to be most effective in getting results, according to Floyd Hockunhull, editor of "Circulation Management." The nine points are:

1. Write the letter from the reader's point of view. Avoid "we" and "I." A successful letter bears down heavily on "you."
2. Present the publication's merits as benefits to the subscriber.
3. Support your reasoning with facts. Comments of pleased subscribers are an example.
4. Make your letters easy to read.
5. Be natural. Smart, clever letters seldom are effective.
6. Make your prospect feel like subscribing. Arouse a feeling of friendship and trust.
7. Ask for the subscription. A good rule is to ask at least twice.
8. Make it easy to subscribe. Tell the prospect exactly what to do. A business reply envelope for example makes it easy to act.
9. Give a reason to the reader for subscribing—today.

Central Press Clipping Service will renew subscriptions to approximately 200 Kentucky newspapers May 31. Harry Dragoo II, organization head and KPA member, announced.

Sending forward Kentucky subscription checks marks the 36th anniversary of continuous coverage of every newspaper published in the middle west, and follows the established policy of the company's founder, Harry W. Dragoo. Central Press renews subscriptions to every Kentucky newspaper on May 31 each year and uses June 1 as the fiscal renewal date.

No discounted subscriptions are accepted, and Central follows the practice of renewing at the N. W. Ayer published figure, or the subscription invoice, whichever is higher.

"Maintaining an accurate check of every newspaper in our specialized territory is only possible with the complete cooperation of every publisher in that territory. If every issue of every newspaper to which we subscribe is not delivered to our office, then our service is very seriously weakened," Mr. Dragoo added.

Anytime you think money doesn't talk, try to telephone without a nickel.

You don't have to lay awake nights to be a success. Just stay awake days.

Sportscope by JOE MAHONEY

A SMASH-HIT CARTOON FOR YOUR SPORTS PAGE ONCE EVERY WEEK FOR 50¢ IN GROOVED STEREOS OR 40¢ IN MATS, 2 OR 3 COLUMNS WIDE, 12 OR 13 EM. **ASK FOR PROOFS!**



WNS FEATURES

... FOR BETTER NEWSPAPERS ...

How Linotype Combats Wear

Where there are moving parts, eventually there *must* be wear. This is true of fine watches—or composing machines. Linotype does something about it.

Throughout the new Blue Streak Linotypes there are convenient adjustments. These adjustments enable you to keep moving parts in operating condition—even after years of service. Changing a setting often eliminates the need for replacing a part. Result: fewer part replacements—less maintenance time—extra composing-room economy.

The new Blue Streak Linotypes can help you. "The Linotype Line"—an illustrated booklet—tells how. Ask your Linotype Representative for your copy.

LINOTYPE • BROOKLYN 5 • NEW YORK

Linotype Erbar and Spartan Medium



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YOUR LINOTYPE

By

Leroy Brewington, Supervisor
Department of Printing
Kansas State Teachers College

LINOTYPE SPACEBAND BOX

What To Do When Trouble Occurs

When trouble occurs with delivery of spacebands on a Linotype or it appears that the box is in need of periodical over-hauling, it is a good idea to look over the spacebands first. Like the parts in the box, spacebands need repair occasionally. If the spacebands are not in good condition, naturally the mechanism in the box cannot function properly. The bottom edge of the spaceband sleeve lugs, becomes rounded with use. The pawl points contact the lugs in lifting the spaceband from the inclined rails. The pawl points can slide off the sleeve lugs if the lugs are rounded excessively. Rounded lug corners are not desirable, so file only enough flat surface on the lugs to insure the lifting of the spaceband by the pawls over the points of the inclined rails.

Spacebands should be approximately the same length when suspended by their lugs. If any of the lugs are worn enough to allow the long wedge to hang lower than the others, a new or repaired spaceband is indicated. One or more long wedges in a set will cause plenty of trouble for the operator because when the box pawls lift it over the top rails, the bottom end of the long wedge is often still behind the spaceband chute plate and only the sleeve is released. This causes all following bands to fail until the spaceband causing the trouble, along with those it has blocked, are removed by hand.

A spaceband with a sleeve that binds at its top position acts like a short spaceband when the head does not slide freely the length of the long wedge. When this spaceband is presented to the box lifting pawls, the bottom of the long wedge swings over against the chute plate while the lugs are still against the inclined rail stops. This means the spacebands following in the box sometimes slide over the chute plate also, and jam up in box chute.

With the spaceband box mounted in normal position on the machine and with the assembler running, depress the box pawls by pushing down the spaceband box pawl level. Allow the lever to come up slowly and watch the first spaceband in the box. As the spaceband rises, the bottom of the spaceband should swin clear of the box chute plate before the sleeve lugs have been lifted

high enough to clear the hooks on the inclined rails. After the bottom of the long wedge has swung clear of the chute plate, the sleeve lugs should be raised high enough to clear the hooks on the inclined rails.

Try all the spacebands, by depressing the pawl lever and releasing slowly upward and if any spacebands release at the top before the bottom of the long wedge swings clear, that spaceband is too short to run with the others, or the sleeve is binding and has not reached its correct position at the top extremity of the long wedge to give the spaceband its extreme length.

This binding of the sleeve is often caused by the thin edge of the long wedge being bent or burred.

When the spacebands have been looked over and the defective ones have been repaired, replaced or removed, check the inclined spaceband box rails on the surface which supports the spacebands by their sleeve lugs. If these surfaces show nicks or roughness, smooth them with an oilstone. When the box rails have been in use for a number of years, the spacebands in their movement down the rails to the stop at the lower end, cause nicks to wear in the rail surface at the stopping point under each spaceband's lugs. The slight jar transmitted to all the spacebands when one is released from the box and all the others slide down the stop to replace it, cause these notches in the rail are too deep, the rails should be replaced.

Then check the spaceband pawl levers for play between the pawl levers and the hinge pin. They should be solid on the hinge pin.

The spaceband box pawls should be free in their position. The pawl springs should be set with enough tension to hold the pawls in the bottom of the slot in which they work. Pull the pawl against the spring pressure and see that it snaps back in any position of the pawl from extreme top to extreme bottom of its stroke.

When the pawl lever is depressed and raised slowly by hand see that the points of the pawls extend far enough under the sleeve lugs (while the spacebands are resting in the box with the lugs of the first spaceband against the rail hooks) to lift the spaceband, but not so far under as to lift two spacebands.

Even with new pawls they will sometimes extend far enough under the lugs to lift two spacebands and the pawls must be oil-stoned or ground to correct this. The original form of the pawl must be maintained.

When the pawl points are the correct distance under the spaceband (preferably not more than 1/32 in.) inside the stopping sur-

face of the rail hooks, test the pawls for even height. Allow the pawls to come up slowly by hand and watch to see that they are the same height by stopping the upward movement of the pawl lever. When one pawl is even with the top surface of the spaceband box rail, the other pawl should be even with its rail also. A slight difference can be corrected with an oil stone.

The pawls may be the same length when held side by side, out of the box; but when in the box one may be higher than the other. Hence the necessity for sometimes correcting the difference in length.

In the spaceband box chute plate long is a rectangular opening about one-half inch by three inches. The spacebands can strike the bottom one-half inch edge of this opening on their way down to the assembler and if this edge is beveled, this interference is minimized.

The slotted tongue at the bottom of the box chute should be bent only enough to the left to cause the spacebands to strike slightly forward of center of the star wheel.

The bottom of the chute plate short should be bent to just allow clearance for the particular thickness of spaceband being used.

**MATRICES DO NOT FALL
REGULARLY**

A Kansas operator describes several troubles relating to the releasing matrices and asks for suggestions.

Answer: As we have no clue to the cause of matrices not falling regularly, we suggest the following operations:

1. Examine keyboard cam roll for grooves under any of the cams you refer to.
2. Remove escapement, and slightly weaken the verge spring of the affected characters. This is to be done only in case the particular characters referred to will drop when the verge plunger is moved up full distance. In order to test for this action, push the keys repeatedly to see if the obdurate characters release. If the matrix does release each time when plunger is pressed up, it suggests the possibility of a short escapement lever or an over-strong verge spring. While the escapements are at their highest position see if the upper end of the escapement lever of any of the offending characters appears lower than its nearest neighbor. If all of these levers appear to be one height, that element is eliminated as a cause. The verge spring is the next problem to consider. If no relief is obtained after reducing the tension of the verge spring, then remove the escapement cover and examine the alignment of the channel grooves of the magazine bars and those of the escapement. While it is not probable, yet an accident to the magazine might cause a mis-

alignment of grooves which might not affect all matrices alike; also bruises from wire or other instruments could cause the interference. We are not considering the possible effect of dirt or bruised lugs of matrices, assuming that these conditions are not present, although the last sentence of your letter suggests this possibility. If you have a matrix ear file, give each character in any troubling channel a slight rub on both sides, then clean edges of all lugs and try the matrices in that channel for results. While going over these operations it is possible you may find some clue to the cause of your difficulty.

The Insurance Problem

A newspaper publisher passes along an experience that should serve as a warning. If evaluation of real estate and contents for purpose of appraisal is undertaken, be sure the appraisal firm is approved by the insurance company that has underwritten the fire insurance policy. There is a recent case where the insurance company contested the insurance claim on the ground that the evaluation was not made by an approved appraisal firm. While considering fire insurance: Does your present policy adequately cover you against fire loss? A newspaper in

Oregon had to suspend publication entirely because of a disastrous fire and lack of adequate insurance. Will the policy amount cover replacement of machinery and property at present costs? Do you have any fire hazards in your building? You can always

call on your insurance agent and he'll be glad to check your property for possible hazards.

Many a widower yearns to get married again and take a new leash on life.



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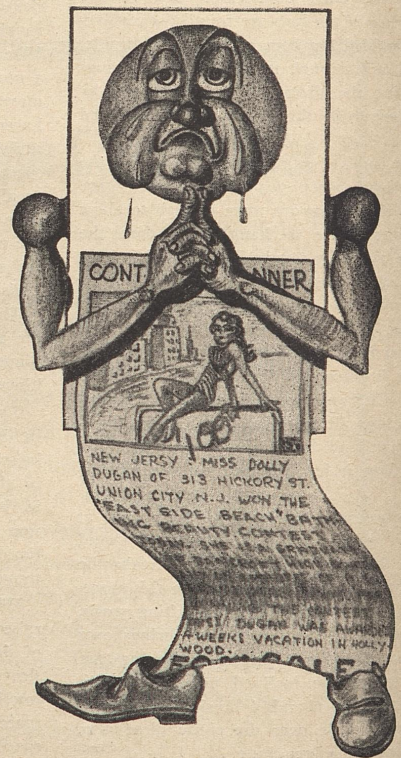
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is an organization representing 160 weekly and semi-weekly community newspapers, 22 small dailies, and 7 major dailies, whose publishers desire to provide for advertisers the greatest possible coverage and render

the placing of advertising in their papers more easy and satisfactory. The Association maintains a Central Office in McVey Hall, University of Kentucky, Lexington, which provides for the all-inclusive plan of

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without additional cost to agency or advertiser. This office through a complete file of its newspapers attends to proof of publication through tear sheets and cares for the many details of placing advertising. Given a list of newspapers to be covered with mats or plates necessary, the office will place the orders, check the publication, provide tear sheets, and render one bill for the entire account. This eliminates a considerable expense to the agency or advertiser.

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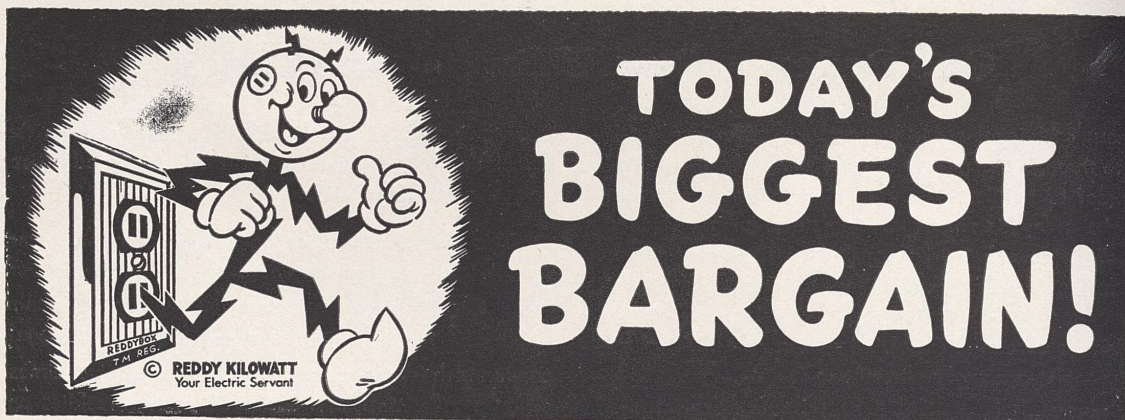
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