

# The Kentucky Press

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

VOLUME SIXTEEN

April, 1945

NUMBER SIX

## 1945 Prize Contest Entries Due May 25

Call is hereby issued for the 1945 prize contests of the Kentucky Press Association. Every editor of the State, whether a member of the K. P. A. or not, is eligible to enter the contest. The contests will be held regardless of the holding of the mid-summer convention. If the convention is not held, winning contestants will receive their awards by mail.

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. The exhibit this year promises to be one of the largest and best since the contest began.

### 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 1945 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 20. Please follow all rules regarding preparation of the exhibits and the deadline. The job printing exhibit shall be brought to the Mid-summer meeting if held, otherwise the contest will be foregone this year.

### May 20, Deadline

All entries must be in the hands of Prof. Victor R. Portmann on or before May 20. Entries can be included 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 Prof. Victor R. 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, 1944 and May 1, 1945. 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 silver 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, and President Chauncey Forgy.

### 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. The first name to be engraved on the memorial was that of The Pineville Sun, Herndon J. Evans, editor. Second winner was The Shelby News, Wade McCoy, editor. Winner in 1940 was the Lyon County Herald, Gracean M. Pedley, editor. The name of the Cumberland Courier, Charles K. Steele, editor, was added in 1941. Gracean M. Pedley's Lyon County Herald repeated its triumph of 1940 in the 1942 contest, and Editor Pedley again triumphed in 1943 with an editorial printed in the Princeton Leader. The Paris Kentuckian-Citizen won the honor in the 1944 contest. 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 last year for permanent possession. Because of war restrictions on silver articles, the Cecil Williams Memorial will be established this year and the trophy will be made available later. 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.

**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, 1944, and May 1, 1945, 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.

The first contest was won by The Floyd County Times, Prestonsburg, Norman Allen, editor.

**Daily Contest Is Continued**

The contest for the Best Small Daily is continued again this year with the trophy being offered by President Chauncey Forgey. Modified rules as for the Best All-Around weekly will be considered by the judges.

**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 include 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, 1944, and May 1, 1945, 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.

**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 val-

uable 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 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.

**Best Editorial Page Contest**

The judges will consider the following points in the Cecil William Memorial Trophy 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.
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 consideration.
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

*Please Turn to Page Four*

# Seven Keys To A Better Food Future



In peace as in war, the physical and economic well-being of every family in the nation are directly dependent upon the health of the entire agricultural economy.

Therefore, for the future, if we are to avert the collapse of agriculture which followed the last war, we must solve the enormous problem of holding war-expanded markets for agriculture—and finding new markets for the increased production likely to come with the return of adequate labor, equipment and supplies.

It is obvious that the solution of this problem hinges, in turn, upon producers' and distributors' ability to please the postwar customer by giving her preferred varieties, in the grade and pack that best serve her needs, at prices that represent full food value, minus unnecessary and wasteful handling operations and costs.

To achieve these essential objectices, the men and women of A & P are working with agricultural leaders and with other progressive distributors and growers—preparing NOW for the peacetime challenge ahead through such exploratory activities as:

- Surveys of production areas and methods to insure high-quality production of the varieties most in demand.
- Studies to determine the most efficient and economical means of moving farm produce to market.
- Experiments in pre-packaging of farm produce.
- Development of better transportation methods by truck and train and plane.
- Merchandising tests of tree and vine-ripened products.
- Finding new by-product uses for inferior grades.
- Testing of new methods of displaying and advertising and selling produce.

These are only a few of the many ways in which producers and distributors are working together to do a better job of feeding the American people—and contributing to a better future for American agriculture.

## A & P FOOD STORES

exhibit of job  
every editor is  
bit, preferably  
rd, for exhibi  
e meeting.  
o be included.  
de every item,  
might not have  
st eight of the  
d:  
re colors.  
colors.  
pages.  
best job.  
the following  
Memorial Tro  
:  
must contain  
and editorial  
appear on  
not bar con-  
nts, but said  
n.  
nce will be  
orials while  
etriment.  
mmunity na-  
ures such as  
te materials  
peland, Bob  
will be ac-  
humorous.  
ed editorial  
acceptable.  
ds or stand-  
judged for  
ical appear-  
to the page  
given full  
page make  
metry, and  
tiny. Extra  
the rest of  
sideration.  
nity paper  
news and  
Page Four

# 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

Chauncey Forgey.....Independent, Ashland  
President

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

Victor R. Portmann.....U. of K., Lexington  
Secretary-Manager

### Executive Committee, Districts

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

### Kentucky Press Women's Club

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

NATIONAL EDITORIAL  
ASSOCIATION  
1945 *Active Member*

MEMBER  
KENTUCKY PRESS  
ASSOCIATION  
ORGANIZED JANUARY, 1869

Volume Sixteen, Number Six

## Non-Editorial Newspaper Lacks Local Spirit

A small town newspaper without an editorial column seems to be representing a dead community, according to W. Frances Flinn, in *The Oklahoma Publisher*.

Although the community may not always agree with the editor's opinions, at least they know he is thinking and by his efforts he may arouse them to think. An alert community is a better place to live in and an alert newspaper with meaty editorial comment is easier to sell to national advertisers.

The newspaper, especially when it is the only one in the community, should be conducted as a public trust. Miss Flinn asserts a newspaper can do untold harm to any

individual or ordinary business upon which its wrath is turned. The editor and staff who hold their position as public trusts will not unfairly use their newspaper to criticize and blacken the life, character or reputation of another.

However, the efficient newspaper must have editorial force and feel free to express itself on any and all questions, public or private. Miss Flinn compares the newspaper without editorial expression to a rowboat without oars and she maintains the editorial column is the functioning heart of a newspaper just as the engine is the functioning mechanism of an automobile.

With current shortages in mechanical help and the constant struggle for news, not to mention the advertising battle, and efforts to please the paying circulation, many editors have despairingly given up writing editorials, but when wartime adjustments are made or overcome they will be writing editorials again—that is, if the pulse of the community hasn't been lost with the cessation of editorials.

## Cost Of Living Index As Of February 15, 1945

U. S. Department of Labor, Bureau of Labor Statistics, cost of living index for February 15, 1945 was 126.8% of the 1935-'39 base of 100, representing a decrease of 2/10 of 1% under the index of 127.1 for January 1945. The February 1945 index was 2.4% over the level of February 1944, and represents increases over other significant dates as follows:

- 28.6% over August 1939—The month preceding the outbreak of war in Europe;
- 25.8% over January 1941—Starting date for application of Little Steel formula;
- 9.3% over May 1942—Terminal date on which Steel formula was originally calculated;
- 7.6% over September 1942—Immediately before Wage Stabilization went into effect;
- 2.2% over April 1943—When President Roosevelt issued his "Hold-the-Line" order.

## Constructive Criticism Welcomed By Press

Of the criticism of newspapers there is no end. It is probably a good thing for publishers and editors to be criticized. It tends to keep them humble, and careful and fair in what they print.

It seems fair to say, however, that many critics go too far and use too heavy a hand in their journalistic judgment. And sometimes a newspaper man himself may be too drastic. For example, Mark Ethridge, Louis-

ville *Courier-Journal*, says he sees striking evidence that newspaper publishers "have lost to a great degree the confidence of the American people." He adds that "between the thinking men who guide the editorial destinies of our greater newspapers, and their subscribers, there is a great gulf of misunderstanding and a great lack of confidence."

It is more than a mere "falling out," he says, between the newspapers and the public. The greatest danger to press freedom, he believes, comes from domination by publishers themselves, and not from the pressure of advertisers. Many publishers, he complains, are not satisfied with giving the reader an "even break" in the way of pure and undefiled news.

It is easy, however, to exaggerate this tendency. At least it seems to most newspaper writers and editors today that American journalism is freer than ever before, and gives a far more complete and honest picture of events than any other press in the world.—Big Rapids (Mich.) *Pioneer*.

WPB might improve its position if it would eliminate the rule granting up to 25 tons of newsprint which anybody can get to start a new newspaper. This is no time to start a new paper and to chisel into the dwindling newsprint supply. If that is done some well established paper will have to give up some of its supply. The only acceptable reason for starting a newspaper at this time is where the existing paper is not giving the community proper service.

This war is being fought for freedom from political oppression, not for freedom from work.

A temporary Kentucky chapter of the American Pioneer Trails Association was organized at Middlesboro, April 14. Dr. Robert L. Kincaid, publishing board of the *Middlesboro News*, and Tom Wallace, *Louisville Times*, were elected president and vice-president respectively.

*Continued From Page Two*

community interests, too much "outside" 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.

# SHOULD MANAGEMENT BE UNIONIZED?

*A Statement by General Motors*

**T**HE National Labor Relations Board has ordered a bargaining election among the foremen and other supervisory groups of a Detroit automobile company.

This company is not a part of General Motors, but we are concerned with the principles involved.

This confusing action by the Board means that it is sanctioning and promoting the unionization of management personnel, in spite of the fact that the National Labor Relations Act includes as an employer "... any person acting in the interests of an employer directly or indirectly."

We are sure that Congress did not intend to approve unionization of management when it passed the Act. The results if applied throughout industry would be bad for the management groups involved, bad for industry, bad for labor, bad for America.

### Bad for Foremen

We think it would be bad for foremen if American industry should be compelled to make a change in its proven type of organization, which would unavoidably reduce the foreman's status, diminish his responsibility, authority and influence, decrease his opportunities for personal advancement.

In General Motors, foremen have always had important responsibilities and authority.

We have always guarded the status of our foremen, and have provided special training to improve their abilities, increase their efficiency and enhance their opportunities for promotion to even more important management positions. The great majority of General Motors' principal executives at one time were foremen.

We are convinced that it would be impossible for a foreman to follow both management and union leaderships at the same time, and under those conditions to carry on all his duties as they now exist. All elements of management must have a common objective.

It would obviously be impossible, for instance, for him as a fellow unionist with those under him, to perform his functions which relate to their working conditions, wages, promotions and assignments on the unbiased basis which is essential to good management.

### Bad for Industry

From our experience both before and during the war, we are certain that

### THE POSITION OF FOREMEN IN GENERAL MOTORS

*In General Motors, foremen are the MANAGERS of their departments. They participate in establishing management policies in both production and personnel matters. They have full authority to approve or disapprove the hiring, to supervise the work, and to make work assignments of the employees under their supervision. They initiate wage increases, transfers and promotions. They are directly responsible for the efficiency and safety of their group. They have full authority when necessary to take immediate, appropriate disciplinary action for violation of shop rules, and other improper conduct of their employees. They are the first point of management contact and make the first management decision on all matters relating to the employees under their direction.*

the accepted American method of spreading managerial authority and responsibility among foremen—so that management is in close, direct contact with comparatively small groups of workmen—is the best and only sound method of handling day-to-day relations with the thousands of employes engaged in modern mass production. Anything which would require a change in this set-up would interfere with employer-employee relations and with production.

For example, there have been many strikes in war production plants, particularly in Michigan. Charges have been made that workmen have been loafing in plants engaged in war production and that they are being paid high wages for not working. We are conscious that the public feels that there must be something wrong. The attempt to tear down the position and authority of foremen and to unionize members of management is importantly contributing to this condition.

### Bad for Labor

As a matter of fact, the close-contact method is about the only way that management and labor can work harmoniously together in large organizations.

Much is said these days about cooperation. It would be a serious handicap to any hopes for teamwork and the pursuit of common interests, if anything were done to remove this facility for knowing and understanding each other.

It is our firm, sincere belief that loss of this close contact would make harmonious relations between management and labor almost impossible and would interfere with practical collective bargain.

### Bad for America

The removal of foremen from their present position as a vital, integral part of management would require reorganization of factory management on a basis far more complicated and decidedly less effective. Necessary factory discipline would suffer, worker efficiency would be impaired.

We believe the effect on *you*—on the public as a whole—would be very real.

It would interfere with the war effort.

It would make war materials cost more.

It would slow up postwar reconversion to civilian production.

It would delay adequate postwar output of cars, refrigerators, ranges, furniture—all the things people need so much and have waited for so long.

Finally—and, in the long run, perhaps most important of all—it would so increase production costs as to boost prices and the cost of living, and make the problem of reasonably full employment much more difficult.

### Action Called For

When people have as deep a conviction about anything as we have about unionizing management, they ought to do something about it.

If the meaning of the National Labor Relations Act can be so confused as to promote unionization of management—and thus impair the effectiveness of the American production system of which we are all so proud—then the meaning ought to be cleared up.

General Motors believes—and hopes others will feel the same—that it is a patriotic duty, a duty to the foremen, to industry, to labor, and to the public as a whole—to oppose the unionization of management by every proper and lawful means.

That is our intention.

# GENERAL MOTORS

### Question Answered— Are Newspapers Wanted?

(An Editorial Reprinted From The Rochester (N. Y.) Democrat and Chronicle.)

Recently the people of Rochester, N. Y., awoke to find themselves without a newspaper for the first time in 26 years. Anxious citizens, scanning the street from their front doors, found only equally anxious neighbors asking: "Did you get your paper this morning?"

News-stands were bare . . . trains, trucks and buses left without their usual shipments of papers for more than a hundred surrounding cities and towns. People as far away as 65 miles questioned friends: "I wonder what could have happened to the Rochester Democrat today?"

And so it was in the evening, and the next day . . . on through Sunday until the following Tuesday evening, when the Rochester Times-Union and the Rochester

Democrat and Chronicle were able to resume publication because conciliators had persuaded 160 typographers to submit their difficulties to arbitration.

How did Rochester people fare without their newspapers? Could modern science, through newer means of communication, provide a substitute? Would Rochester people really miss their newspapers?

Well, here's what happened. . . . At 5:30 a. m., Thursday, the Rochester newspapers began announcing over the city's three radio stations that there would be no newspapers . . . continued to do so at frequent intervals throughout the day. Fortunately these Rochester newspapers operate one of the three stations, which enhanced the facilities, but the other two stations cooperated splendidly.

However, early in the day the load on the phone lines had become so great the local telephone company made special arrangements to facilitate the traffic. By noon more than 30,000 inquirers had phoned . . .

requesting information as to the whereabouts of their paper; by that night more than 50,000. (That equals about 50 per cent of all the families in Rochester's City Zone.)

As frequently as six or seven times every day the Rochester newspapers, over their station and through all the time they could purchase on the other stations, tried to serve the people with summaries of the news.

But newsdealers found people clamoring for the complete, documented illustrated news they had so long been accustomed to. Wartime paper restrictions made it impossible for outside newspapers to ship into Rochester. So some enterprising souls went to Buffalo—70 miles away—bought up all the copies of the Buffalo papers they could gather from the stands and dealers . . . sold their supplies in a twinkling at 20 and 25 cents per copy in downtown Rochester and could have sold many times more.

One news commentator read the death notices over the air. It took nearly 15 minutes to go through the list . . . and the listeners who tuned in at "Jones" never did learn whether Aunt Molly Brown had passed away in the night—that item of news was gone beyond recall.

Hundreds who wanted to tell Rochester about their lost dog, their need for a home, a helper or a job, found themselves completely mute. Parents and friends, accustomed to scanning the war's daily casualty lists, multiplied their anxiety day by day without solace.

On Sunday, ministers gave bits of significant and relevant news—announced deaths, births, church and community events.

Throughout the five and a half days, the hottest rumor on Rochester's streets, across fences . . . most avidly sought and passed along . . . was the latest tip: "It looks like we'll get newspapers again tomorrow, or maybe the day after."

Are newspapers important to Americans? Are they mere amusement and escape—or are they a vital and necessary service? Has the wizardry of modern science developed any substitute for newspapers as a means of informing the public? Has anything else won away the interest and confidence and trust of those to whom advertisers refer as "consumers"?

Have any of these things happened? Well, just ask the folks of Rochester. They'll be glad to tell you because they're still talking about it.

Future weekly success may be as simple as ABC.

Peace will end warfare at home, too. A lady can get a servant without stealing one from a friend.



## INVESTMENT or EXPENSE?

The results count. When a businessman invests in a machine that is an important unit in his plant, he wants to see what it does—in black on white in the cost records and his operating statement. That's fair enough. A satisfactory product is necessary, but it must be at a proper cost of production.

East and West, North and South, you will find *Blue Streak Linotypes* proving to be an investment that pays regular dividends to owners. Let your Linotype Production Engineer tell you of some of the records these fine machines are making in plants he knows about.



29 RYERSON STREET • BROOKLYN 5, N. Y.

Linotype Baskerville Bold and Poster Bodoni

**POD Checking On Marking Of Newspapers**

Section 541 of the Postal Laws and Regulations reads in part as follows: "The term advertisement as used herein \* \* \* embraces display, classified, and all other forms of advertisement as well as all editorial or other reading matter for the publication of which money or other valuable consideration is paid, accepted, or promised. Where the publisher has not been, and is not to be, compensated for the publication of editorial or other reading matter, such matter will take the rate of postage for other than advertising. \* \* \* When a newspaper or periodical advertises its own services or issues, or any other business of the publisher, in the form of either display advertisement, or editorial or reading matter, this is advertising within the meaning of the law and shall be charged the advertising mailing rate therefor."

The Post Office Department holds that if a newspaper agrees in any way with one of its advertisers that, in addition to the actual space occupied by the advertising, free publicity will be carried in the news columns, the publicity must be regarded as paid advertising. Recently local postmasters have been checking a number of newspapers and have been insisting that newspapers mark their editions in accordance with Section 541 of the Postal Laws and Regulations. The Post Office Department also requires that each advertisement and each news or editorial article be marked separately 'adv.' or 'reading matter.'—ANPA.

**POD Ruling Given On "Free" Newspapers**

A weekly publisher advises that upon inquiry concerning the free distribution of his paper, the Post Office Department tells him: "The law embodied in section 520, Postal Laws and Regulations, under which the publication now enjoys the second-class mailing privilege requires among other things that a publication to be admissible as second-class matter thereunder, must have a 'legitimate list of subscribers' and prohibits the entry of publications 'designated primarily for advertising purposes, or for free circulation, or for circulation at nominal rates,' contemplating that the circulation of a publication will consist, in the main, of copies sent to persons who have themselves subscribed for the publication and paid, or agreed to pay, therefor substantially its subscription price, and that the number of copies distributed free in any way to the recipients, through the mails or otherwise, shall not form the predominant part of the

**ARE YOU USING A "HAND PRESS"?**



The old way of valuing printing jobs by assembling costs in long, laborious columns is just as outmoded as using a hand press in a modern printing plant.

**A Modern Shop Deserves a Modern Office**

Adopt the FRANKLIN PRINTING CATALOG, the scientific method of "figuring" jobs that thousands of successful printers throughout the nations use to advantage every day.

**PORTE PUBLISHING COMPANY  
SALT LAKE CITY 5, UTAH**

entire circulation. In passing on the admissibility of a publication to the second-class of mail matter, all copies of the publication printed, whether circulated through the mails or otherwise, and regardless of the rate of postage paid thereon, are taken into consideration in determining whether the publication has a 'legitimate list of subscribers' or whether it comes within the prohibition of the statute above referred to.

"Where the publisher publishes a free-circulation paper and the same textual matter, in whole or in part, appears in both papers, they would constitute in effect one and the same publication, and the circulation of a large number of copies free for advertising purposes would bring the publication within the prohibition of the statute against the entry as second-class matter of publications 'designed primarily for free circulation.' If a publisher desires to print a publication for advertising purposes and free circulation, it should be prepared as an independent print without any connection whatever with the second-class publication. To this end, the reading matter in the one should not appear in the other, similar titles should not be used, and the free advertising publication should contain no statement indicating that it is published by the publisher of the second-class publication.

"Advertising does not constitute a permissible 'supplement' within the meaning of sections 548 to 550, Postal Laws and Regulations, to a publication of the second class, and should not be designated or referred to as a 'supplement' to the second-class publication."—Ohio Newspaper Association.

**More Pulp And Paper Being Produced Today**

The paper and pulp industry is producing more paper than in 1942 with 10 per cent fewer employes in mills, the American Paper and Pulp Association announced March 11. Production per employee increased from 98 tons in 1939 to 117 tons in 1944, the association said. Average weekly

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

hours of labor have increased from 39.2 to 49.4, and wages paid have risen from \$176,000,000 in 1939 to \$329,000,000 in 1944.

Labor cost per ton of paper has gone up 50 per cent, while prices have risen only 20 per cent, the association stated. Paper mills operated at 89.3 per cent of capacity for the week ended March 3, compared with 89.7 per cent for the preceding week and 87 per cent for the corresponding week a year ago. Paper board production was 96 per cent for the current week compared with 97 per cent for the preceding week and 95 per cent for the corresponding week in 1943.

**Less Help = More Profit**

The war has taught publishers many things that they didn't dream possible in the operation of their newspapers. A member reports that at the present time he has 30 less on his payroll than at January 1, 1941. In the composing room alone he has 14 less which amounts to over \$30,000 a year saving and it is the belief of the publisher that he is getting out better papers. He is very frank to say that the less help he has the more money he makes, and all of which goes to show they have had too many on the payroll.

While the loss of one or two employees may not have any effect on the operations, there is a limit to which a newspaper can go in this respect. The time will come when this and other publishers will be planning an expansion and it is very necessary that there be a trained and loyal organization to handle the business. Circulation and advertising have been obtained without much selling effort but the time will come when salesmanship will be required. Many publishers realize this and are looking ahead.

# NOW IS THE TIME

## ....For All Good Kentuckians

(including editors, merchants, doctors, lawyers, teachers, farmers, electric power men, public officials and so on) to get together with great good will and work for the betterment of Kentucky.



No industry has ever stayed out of Kentucky for lack of cheap, dependable electric power.

By uniting in our efforts we can bring more industry to the state, we can provide jobs for returning veterans, we can raise the level of prosperity and improve the standard of living.



But we can't just sit and wait for something to happen. We have to act—through our Chamber of Commerce and other civic organizations.

You editors can help a lot through your news and editorial columns to whip up supporting public opinion. And you can depend on more than 1,200 men and women in our organization to work heartily with local groups to bring better days to Kentucky. In fact, we're now negotiating with several new industries to get established in Kentucky towns.

## KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street, Lexington 3, Ky.

**A Self-supporting, Tax-paying, Fully-regulated Public Service Business**

VOL  
Su  
War  
ages a  
tically  
lishers  
can be  
to-day  
Spea  
tions, I  
Genera  
"No  
fruitio  
unders  
and wo  
be spr  
bility  
ters to  
garded  
relatio  
"You  
folder  
Journa  
poyees  
enterin  
Acco  
the ge  
states  
folder  
and wo  
for son  
it inte  
concer  
compar  
ment s  
compar  
as poss  
In a  
papers,