

# The Kentucky Press

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

VOLUME FOURTEEN

April, 1943

NUMBER SIX

## 1943 Newspaper Prize Contests Announced

Call is hereby issued for the 1943 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.

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 1943 contest the biggest contest of them all! No newspaper shall be eligible for more than one of the above first prizes.

### *Disinterested Judges to Act*

Competent outside judges will study the entries in the contests. Because of

the necessity of getting the contests in their hands at an early date, all entries must be in the University postoffice not later than May 15. Please follow all rules regarding preparation of the exhibits and the deadline. The job printing exhibit shall be brought to the Cincinnati meeting, all others must be forwarded immediately.

### *May 15, Deadline*

All entries must be in the hands of Prof. Victor R. Portmann on or before May 15. 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, 1942 and May 1, 1943. 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 Vance Armtrout.

### *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. Space is reserved on the plaque for subsequent winners and your papers' 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*

This contest, again sponsored by The Shelby News through the Ben Cozine Trophy is announced in another column. *Daily Contest Added*

A new contest for the smaller papers was added three years ago. All dailies in the state with the exception of those published in Ashland, Owensboro, Paducah, Covington, Lexington, and Louisville are eligible to enter. The same rules, slightly modified, that govern the selection of the Best All-Around Weekly Newspaper will be applied in this Daily contest. The committee solicits entries from every small daily in the state.

#### *Best Advertising Composition*

Three prizes will be awarded to Kentucky editors in this contest: \$5 for best full-page advertisement; \$5 for best half-page advertisement; \$5 for best quarter-

page, or less, advertisement. 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, 1942, and May 1, 1943, 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.

#### *Entries Wanted For Cozine Trophy Cup For Meritorious Editorial Page*

Kentucky Press Association newspapers will compete again this year for the Ben Cozine Memorial Cup, awarded possession to that paper in the State adjudged as having the best editorial page. The Cozine Memorial Cup was offered for the first time in 1935 by Wade M. McCoy, then managing editor of Shelby News, Shelbyville. The winner in that year was Warren Fisher's Carlisle Mercury. Mr. Fisher won again in 1936. Gracean M. Pedley, Lyon County Herald, won the 1937 contest. The 1938 contest was won by Editor A. S. Wathen, Kentucky Standard, Bardstown. The Tri-City News, Cumberland, J. P. Freeman, editor, was the 1939 winner. Editor Harry Lee Waterfield, Hickman County Gazette, Clinton, won his "leg" on the cup in 1940. Gracean M. Pedley's Princeton Leader won the 1941 contest and repeated again in 1942, giving that newspaper "two legs" on the coveted trophy.

The contest is "wide open" again this year; come on in!

#### *Trophy Offered For Job Printing Exhibit*

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

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

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As the title implies, this handsome silver loving cup is dedicated to the memory of our beloved Ben Cozine, who made his editorial page an outstanding example of the best in journalism, and his editorials a far-felt force in his town and his state. To retain permanent possession of the cup, the newspaper must win it three times.

The following rules were made to govern the selection of the winner each year:

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.
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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 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.

#### *Delinquent Subscribers To Feel Newsprint Cut*

That the new OPA ruling restricting newsprint can be used effectively by weeklies to encourage delinquent subscribers to pay up lest they be cut off for the duration has been demonstrated by an Idaho newspaper.

In a front page bold face box just after the newsprint reduction order became known, the News announced to its readers that "the only practical way to comply with this ruling is to eliminate all delinquent subscribers . . . war regulations make such a course almost compulsory. When the favorite newspaper suddenly ceases to come, the reader who has taken the paper for years is very likely to feel that the editor wasn't justified in removing his name so hastily—and under normal circumstances he would be right.

"The News will continue its policy of giving ample notice before stopping subscriptions but cannot carry even the best customers more than a week or two past expiration. It is just one more war regulation which readers and newspap-

ers both must accept—and comply with."

Here is certainly a logical and easy method of enforcing a paid-up policy, while relieving the newspaper of any blame from the subscriber. It is also, as the News points out, one method of complying with the order to reduce newsprint.

#### *Lino-Clinics Stress Care*

Every operator can cut down the maintenance cost of his machine by keeping it clean.

Some owners of Linotypes, not realizing the appreciable savings which result when machines are kept clean, object to seeing their operators take sufficient time to keep their machines in good condition. And some operators don't give proper attention to their machines no matter how much time they have to spare. I want to emphasize the one fact that DIRT COSTS YOU approximately 15 per cent of your maintenance cost.

Improper lubrication is another item that means considerable expense to newspapers. The lack of oiling or failure to use the proper oils, or too much oil will cost money and delay production. Booklets containing a chart which shows the proper lubrication methods are provided to you free upon your request to the Linotype Company. These booklets will save Linotype owners considerable money and give them an increase in production.

A good way to tell whether or not your machine is in proper condition as far as cleanliness goes, is to look at your hands at the end of the shift. If your hands are soiled, you are not getting the production that your machine is capable of giving. This also means that your machine is wearing out unusually fast because dirt causes wear.

Another important tip in Linotype maintenance is this: Locate your trouble before you pick up a screwdriver or a pair of pliers to make an adjustment. When a machine stops, the operator's usual tendency is to remove the first apparent cause of the trouble. For instance, when a distributor stops, the operator removes the mat that caused the stop, but does not trace the originating cause of the stop. The proper thing to do, of course, is to locate the trouble and eliminate the real cause. This will increase production considerably.

Another bit of advice for wartime Linotype users is this: Remember the rubber shortage and conserve that rubber keyboard cam roller on your machine by keeping it clean. Wash it with

soap and warm water—never anything else.

The roll will break if gasoline is used on it. If it is extremely dirty, it may be given a preliminary cleaning with steel wool.

Once a year your keyboard should be removed and completely dismantled. I mean strip it. Polish it clean and then oil it. It will then give you two months satisfactory service before it again needs attention. When you run past the two-months period without oiling again, you wear out your cam journal and lose a lot of time on the keyboard.

Every bearing surfact that your key-lever touches should be cleaned and polished at least once a year. If you do a real job this often, you won't have to do it every month or two.

Use carbon tetrachloride for cleaning fluid—but don't get it on your keys. You'll have a blind keyboard if you do. If your keys need cleaning, use ammonia.

If you clean your machine right, you will have 10 or 12 hours of the busiest time you ever had in your life, but it pays good dividends to do it.

After a survey of operating costs on 45 Iowa newspapers, Leon Barnes, publisher of the Northwood (Iowa) Anchor, stated that wide variations in their range of costs were often due to the efficiency or inefficiency practiced in the plants. Here are his recommendations for taking in some slack along the life of operation.

1. Change help as infrequently as possible. Efficiency drops with each change. Encourage your employees to become active in community affairs.

2. Cooperate with your employees in getting legible copy and getting it in early. Do not work too much at night.

3. It pays to keep the machinery in a good state of repair.

4. Make the shop a comfortable place in which to work. Automatic heat will have the rooms at workable temperature when employees arrive.

5. Actual savings can be made by using labor-saving machinery. The monomelt and automatic presses should be investigated in this respect.

6. Collect for subscriptions in advance. It is business-like, although strict enforcement of this policy may cause the list to drop temporarily.

7. If you are publishing a good newspaper, a series of expiration notices on renewals will save you money in subscription commissions.

# 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

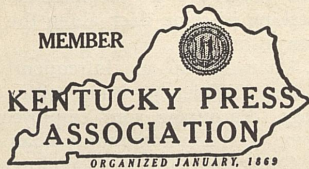
Vance Armentrout.....Courier-Journal, Louisville  
*President*  
 Joe Richardson.....Times, Glasgow  
*Vice-President*  
 Victor R. Portmann.....U. of K., Lexington  
*Secretary-Manager*

### District Executive Committee

Tyler Mumford, Union County Advocate, Morganfield, (State-at-large), Chairman; Chauncey Forgey, Independent, Ashland, (State-at-large), Vice-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; Sixth, Fred B. Wachs, Herald-Leader, Lexington; Seventh, Walker W. Robinson, Herald, Paintsville; Eighth, J. W. Heddon, Advocate, Mt. Sterling; Ninth, Harold A. Browning, Republican, Williamsburg; Immediate Past President, Harry Lee Waterfield, Gazette, Clinton.

### 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,



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### KPA Summer Meeting To Be Held With NEA At Cincinnati

Basing its decision on the premise that all KPA members should have an opportunity of attending the National Editorial Association War-time Conference at Cincinnati on June 18-20, the Executive Committee voted at its regular spring meeting to hold the KPA mid-summer meeting jointly with that group. Our program will be arranged so that ample time will be allowed for a business meeting during the two days without interfering with the comprehensive and interesting meetings of the entire group.

The all-expense setup for the conference includes convention registration fee, hotel room, Friday night banquet, Saturday noon luncheon, and Saturday and Sunday breakfasts at the cost per person as follows:

For those arriving Friday and remaining until Monday, when sharing the occupancy of room with double bed, \$26.61; when two persons share a twin bedroom, \$28.11 each; single bed room, \$29.11.

As many Kentucky publishers may want to leave Sunday evening, and only keep their rooms for two days, the all-inclusive costs will be per person: Double room, \$23.11; twin room, \$24.11; single room, \$25.11.

A four-day boat trip, following the conference, up the Ohio, has been arranged for those desiring a longer vacation. The extra cost on the Steamer Gordon C. is Lower cabin deck berth (per person) \$48.00; Upper Texas deck bed, \$54.60 (per person). For all details see the National Publisher for April. The complete program will be published in the May issue.

Reservations should be sent in at once to NEA Manager Don Eck, 188 West Randolph, Chicago. We presume that reservations may be procured at the last minute at the Hotel Netherland Plaza if necessary.

This conference promises to be of wide-spread interest and importance with the nation's headliners appearing on the program, and gives our Kentucky editors an opportunity of attending a program of headliners that we could not procure for a state meeting. We hope that many of our publishers will be able to attend. Be sure to send in your reservations early to Don Eck, Chicago.

### 1943 Prize Contests

Announcement of the 1943 newspaper prize contests is made in another column. We know that editors are busy, but hope that all will take a few minutes in selection and forward their best entries in every contest. The dead-line has been set for May 15 in order that the entries may be forwarded to judges in other states. Please be sure that your entries are on time.

### Mishaps Are Costly And Unpatriotic

Increasing numbers of news items about press breakdowns, mishaps with line casting machines, damaged stock in storage, minor injuries to personnel, and

similar more or less serious upsets in printing plant routine, lead to two conclusions.

First, when it comes to a critical showdown, publishers prove themselves to be a generous cooperative crew. Workmen and equipment are placed freely at the disposal of neighbors, and frequently verbal bombs are exchanged via the same typecaster and press! This spirit of mutual helpfulness at a time when it is increasingly necessary if some of our publications are to survive is exhilaratingly encouraging.

Second, it is neither sound economy nor commendable patriotism to condone these seemingly minor mishaps. Machines, men and man-hours are not only valuable, they are precious to the point of being irreplaceable!

If our newspapers are as essential to morale at home and abroad as we have been assuring the public—if we are dead-earnest about maintaining a free and untrammled press as we have pounded into potential advertisers, then we owe it to ourselves, our communities and our nation to prevent mishaps.

Carefully check your machinery, safeguard yourself and your workmen, take every possible precaution against damage or loss by fire, flood or any other hazard.

Keep 'em rolling!

### Courier-Journal Honored

The Courier-Journal and Louisville Times were awarded second place certificate honors in the national safe driving contest for newspaper delivery trucks conducted by ANPA and ICMA at the recent New York meeting. The citation represents 200,000 driving miles marred by only one accident which caused only \$3.20 in repair bills. The Kansas City Star received first-place honors.

### New Weekly Labor Paper Established In Louisville

A new weekly newspaper, The Banner, appeared in Louisville early this month under joint auspices of union labor organizations and "civic-minded individuals," according to its managing editor, H. McClellan, who formerly was business manager of the Kentucky Labor News, official organ of the Kentucky State Federation of Labor.

This is the third weekly newspaper published in Louisville which bears the indorsement of the Construction Trades Council. The other two are the Kentucky Labor News and the Kentucky Labor Review.

Seventeen

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*Seventeen Ways To Get Help*

HELP! HELP! HELP! Help get some help, or help me, my newspaper will never get out—Among all the problems none is more helpless than the one of obtaining help.

Professor Maynard Hicks, School of Journalism, Washington State College, here offers 17 ways to help the publisher with his help:

1. If you need help advertise; advertising still pays.
2. Get more out of your staff. Old-time efficiency engineering can be converted into patriotic engineering. More people are doing more things today than they ever dreamed of doing.
3. Better organize your own hours so you can spend more of your time in practical result-getting labors; organize a routine for your day and stick to it. Such an order of the day might be correspondence, filing, bookkeeping details, news writing, make-up, planning, editing, advertising details. Grouping of similar details will speed up through systematization.
4. See that your employees similarly systematize. What's sauce for the boss is gravy for the whole organization.
5. By advertising in your newspaper, or through a direct-mail flyer, and certainly by personal salesmanship, enforce advertising deadlines; eliminate call-backs for advertising copy. Make the same solicitation calls do a variety of services, such as planning a complete campaign, asking for supplementary classified lineage, taking proof to be checked, lining up job work and picking up news items. Lay out advertising beats for geographical convenience.
6. Cover more news by telephone (this is in several ways dangerous, but it is certainly time-saving).
7. By flattery, cajoling and plain appeals for help as a wartime measure cut to the bone meetings you must sit through. Advance notice to the meeting chairman and a thorough check with him afterwards generally suffices.
8. Through your editorial columns and personal evangelism train more club officers and other news sources to bring news to the office. When such news bearers come in, question them for all the news they may have.
9. Cover lesser news sources less frequently but just as effectively by intense looking-ahead coverage when you do see them and strenuous pleas for cooperation.
10. Write news while notes are fresh; stories will be more accurate and more

quickly written; same tip will work for ad layouts. These will help provide the back shop with early copy and an even spread of work.

11. Let Uncle Sam carry collection duties for all statements except the "toughies" who have to be hit over the head while you dip into their cash drawer. Don't waste time to save a few cents postage.

12. Through college correspondence courses or other instructional methods, train the more talented of your staff for posts of greater responsibility.

13. With other newspapers in your area, arrange an extension course for further in-service training of your workers.

14. Check thoroughly your local labor pools—high school, junior college; above all married women who are beginning in such great numbers to be interested in jobs. Train them yourself if necessary; send them to a college summer session or other training center, or buy them a correspondence course.

15. Revamp your prejudices and organizational setup to enable women to do anything anywhere, front shop or back shop. Get part-time help, if full-time workers are not to be had.

16. Get help on whole important segments of your publishing job. Here are a few such ideas: High school English-Journalism class take over public school and sport news; local ministerial council take over church column; clubs and organizations encouraged to appoint functional reporters; college journalism students working vacations take over more extra work of special editions; historical societies compile the "from our files" feature and more of the same.

17. Keep on working like a son of a fury—at best you'll have to anyway!

*Dan M. Bowmar Honored*

Dan M. Bowmar, promotion manager of the Lexington Herald-Leader, was signally honored on April 22 by his election as secretary of the National Newspaper Promotion Association at the annual meeting in New York. Congratulations!

*McCoy Heads Army Press In Europe*

Captain Wade W. McCoy, former editor of the Shelby News, Shelbyville, has been placed in charge of the press section of the entire European theatre of operations according to advices recently received at the University of Indiana, his alma mater.

*Keep Small Town Stores Alive, Commerce Dept. Study Urges*

"The security of thousands of cities, towns, and rural districts rests in no small measure upon their retailer citizens. The maintenance of convenience, shopping, and specialty stores in small towns and rural areas is, therefore, to be regarded as a necessary war measure."

So said the Department of Commerce in a study just completed in cooperation with the OPA for the Senate Small Business committee. The Department's studies are expected to have an important influence on future government regulation of local merchandising practices and policies.

Pointing out that retail establishments in places of less than 10,000 population constituted more than 45 per cent of the total number of retail establishments in the country in 1939, Commerce officials said that such stores are trying to adjust to wartime conditions by:

1. Taking on a completely new line of goods.
2. Adding to the old line something kindred.
3. "Pushing"—in advertising copy and verbally—such articles as could be sold and replaced, rather than those whose sale would cause future scarcity.
4. Modifying or eliminating services with a view to greater simplicity and saving.

Hugh J. Hughes, Louisville, a native of Wisconsin, was recently named editor of the Anderson News, Lawrenceburg, following the resignation of Frank C. Swift some weeks ago.

*Veteran Newspaper Man Dies*

Marmaduke B. Morton, former Louisville newspaperman and for thirty-nine years managing editor of the Nashville Banner, died April 17 at the age of 83 years. He was editor of the Russellville Herald-Enterprise in 1886. Later he worked as a reporter on the Courier-Journal but left for other fields. Returning to Louisville in 1891 on the Courier-Journal, he later served as city editor. He left in 1898 to go to the Nashville Banner. His autobiography, "Kentuckians Are Different," was published in Louisville in 1938.

Farm classified ads. . . . Teach new methods of advertising. . . . Will emphasize service advertising and incoming shipments of short goods.

*A Penny Saved*

From New York weekly newspapers come several ideas for saving the small sums of money that add up in the long run. Instead of paying 17 to 20 cents per pound for rags, one weekly has them washed at the local steam laundry for 5 cents per pound. Although the washing doesn't take the ink stains out, the rags are just as satisfactory as those received from waste companies or other sources. This same weekly, instead of throwing away sheets of heavy wrapping paper when unpacking sheets of flat news, cuts the large sheets in four strips and uses them for wrapping weekly deliveries to the newsstands and neighboring communities.

Another paper found the power company was sending two bills a month—one for light and one for power. By putting the two on one meter and one bill, the newspaper was able to reduce the total electricity bill between \$1.50 and \$3.00 a month.

Here's another tip from Postal Laws and Regulations: "Single sheets or portions thereof from any publication entered as second-class matter, sent by a publisher to an advertiser or agent in proof of the insertion of an advertisement, shall . . . be received and transmitted through the mails at the zone rates of postage applicable under the law to the advertising portions of such second-class matter." (Paragraph No. 539.)

Postage on newspapers for men and women in overseas armed service is figured at the zone rate for either New York or San Francisco. The foreign postage rate does not apply.

*Newspapers Bring The People A Sense of Genuine Security*

This is another treatment on newspapers taken from facts gathered by Edwin H. Badger, Press Relations department, Los Angeles branch, Lord and Thomas:

There is another reason why people read newspapers besides satisfying their curiosity about things happening about them. Newspapers bring them a sense of security. For generation people have learned that nothing can happen that will long escape the men who patrol the news lanes of the world.

It is known, by experience, that enemies within and those in far places will be paraded before us for identification; that where graft or corruption exist, sooner or later, they will be exposed. It

is this dependence on news from a press, free to print the facts, that has made the American newspapers so essential a part of our lives.

Pacific Coast residents annually pay in excess of \$35,000,000 for the newspapers they read, or an average of approximately \$12.75 per family. This can mean only one thing, newspapers are considered a vital part of the lives of the people who subscribe to them.

This is three times the amount spent by the average family for magazines and books combined; nearly equal to the total expenditures of the average urban family for the movies; almost as much as is spent for toilet articles, and half the amount spent for tobacco.

More concentrated soliciting and layout of advertising for local merchants is the backbone of our business. Concentration on local news so that local people must take the paper. Give extra service on legal business, as a business getter and goodwill builder. — Note: Another statement worthy of a hearty Amen.

Try and build up regular local advertising a little each week.

The Federal Government should spend more money for display ads on Bond Sales and Rationing. Wholesalers should advertise more.

Newspapers ought to sell co-operative war theme ads on basis of 13 weeks or more.

It appears as though newspapers will have to go into co-operative advertising on an extensive scale.

Our small community is ripe for a prolonged promotion to re-unite its local territory with this community center.

Government should do some paid advertising as in Britain and Canada. We should not be asked to carry the whole load of Government publicity free.

More co-operative and more individually sponsored ads on war subjects.

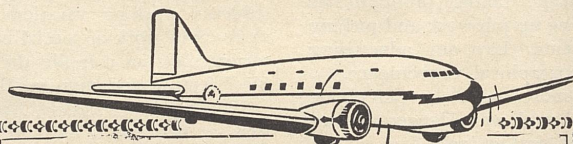
Special farm production issue backed by non-advertisers who are making a profitable business of farm production, such as feed dealers, etc. Co-operative pages to inform the buying public. Contest picture page of old-time cuts, War Stamp prizes. Winning chain stores away from throw-away sheets.

Be an optimist and turn everything possible into paid space. We aim to sell as much paid space as we give to war themes.

Poultry. Try to induce organizations and farmers to underwrite War Theme ads.

Concentrate on Classified. Sales talk to the effect that the war may soon end, and any lapse in advertising makes it a longer and costlier process to build up after the war. Civic organizations can aid in advertising lineage.

Build good will and reader interest through pictures and news of boys in service.

*Flights of Fancy*

Don't kid yourself! When you see skyships speeding on important missions, they didn't "just happen to be" ready when the orders came. Hours of inspection, checkups and lubrication made their next flights assured. . . . What about your "ground crew"? Does your Linotype equipment get the maintenance attention it needs and deserves?

LINATYPE

Emotype Granjon Bold

and Granjon Italic

## The Inescapable Facts About 1943 Civilian Food Supplies

**R**ATIONING has focused the thinking of every American on the facts about food supplies:

Millions of people have suddenly realized that food is limited not alone by ration coupons or by the needs of lend-lease and the military. Food is also limited by the farmer's ability to get help and supplies—by the productivity of the soil—and by the whims of weather.

These facts emphasize the necessity for making the fullest possible use of every pound and every bushel of precious food available for civilians.

### THIS MEANS AN ALL-OUT FIGHT AGAINST WASTE.

Progressive retailers like A. & P. have been bitter enemies of waste for years. By eliminating outmoded steps and handlings and costs we have speeded up the movement of food and drastically reduced spoilage of perishables. At the same time we have cut the waste of manpower and time and transportation facilities—all vitally needed now in the fight for freedom.

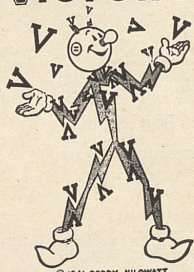
A. & P. people are proud to be doing the most efficient, least wasteful job of food distribution in America. They know that they are making a direct contribution to the well-being of the millions of families who depend upon them for food supplies—a direct contribution to the success of the total war effort.

☆ ☆ ☆ ☆

## A & P FOOD STORES

# A Free Press Is Our Greatest Safeguard!

## VICTORY



© 1941 REDDY KILOWATT

"I'm sorry, Mr. Merchant, but we just can't accept that much advertising from you this month."

Many newspapers published in America today, are making that sort of statement to advertisers. Is it because the newspapers are becoming autocratic and smug—riding the crest of the war boom?

You can bet your life that it isn't.

America's newspapers are feeling the pinch of the war effort, just as you and all the rest of us are feeling it. Paper has been rationed, and probably will be rationed more, in order that more industrial capacity may be devoted to the war effort. As a result, the newspapers are forced to reduce their size—and they are accepting less advertising, which is their staff of life, in order that they may continue to give you the news in full.

What about the newspapers in the Axis countries? In the first place, they aren't newspapers any more, but the paid, enslaved mouthpieces of Goebbels and the other truth-ignoring propagandists. They tell their readers only the lies which the dictators fondly hope the downtrodden people will believe. So there really is no way to compare them with American papers at all.

What was it that prompted our newspapers to sacrifice revenue by reducing

advertising space instead of news content? Why, they're AMERICAN, founded and operated upon the principle that the people deserve the truth, and that every man and every business, including the newspapers, has the duty and privilege of keeping truth always in the forefront of our daily lives.

That is the American way—the American principle of integrity based upon freedom of enterprise. No government official told the newspapers to refuse to accept advertising; they acted freely and of their own initiative.

Without the background of American democracy and honor, do you suppose the well-trained businessmen who manage our newspapers would have accepted less money for their space, just in order to preserve the truth and present it in full? You know, in your heart, what would have happened in Germany, Italy or Japan if such a situation had arisen.

An absolutely free press is our greatest safeguard against dictatorship and bureaucracy!

REDDY KILOWATT,  
*your electrical servant.*

Electricity is one necessity that is cheaper today than before Pearl Harbor. Our Company is a business managed utility under Federal and State regulation.

**KENTUCKY UTILITIES COMPANY**

INCORPORATED

A Product of the American Free Enterprise System