

# The Kentucky Press

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

VOLUME FOURTEEN

September, 1943

NUMBER ELEVEN

## Further Aid Asked In Pulpwood Campaign

Many articles have been published recently in our local county papers relative to the impending shortage of pulpwood needed for war necessities as well as newsprint and other forms of paper.

Farmers and other local producers are being urged to set aside extra days to devote to the cutting and marketing of pulpwood.

The big consumers of pulpwood and paper are backing a vast advertising campaign, the object of which is to produce more and more pulpwood.

In our efforts to supply this demand let us be careful lest in curing one shortage we do not lay the foundation for another. You can cut down all of the trees on your farm and flood the market with pulpwood, thus helping to cure shortage number one; but in so doing you have destroyed the productivity of your woodlot for many years to come, and have helped develop shortage number two.

Nations desiring to raise and maintain big armies have coldly proceeded by various means to increase the birth rate, certainly they do not set about to kill off the young children. So if we desire to raise the timber needed for present and future use, we must not kill off our young trees unless it is done in such a way that the woodlands from which they are cut will be left with sufficient older seed trees and growing young timber not only to replace through growth the trees taken, but also supply continuously trees for future use.

Most areas of young timber can stand a fairly heavy amount of thinning out,



without reducing the total growth in board feet per acre. These thinnings can be used for pulpwood. The remaining trees will grow faster and the amount of wood produced in a year's time will be the same as before the thinning was made. In other words you eat your cake and keep it. On the other hand if you cut down all the trees in the stand, your cake is eaten up and there isn't any more.

Now if your woodlot contains trees of various sizes, large, middle-sized, and small, you should cut most of the larger mature trees for saw-timber and thin out the smaller ones for pulpwood. Also you can cut some of the medium sized trees of the less valuable species for crossties. Then you will still have left a few big trees to produce seeds as well as some medium sized and small trees for future growth.

Let us remember not to let the urge for big cash returns this year take from us the source of cash returns for future years.

### Correct Cutting Practice For Pulpwood

1. Species suitable for Pulpwood — consult buyer for local demand before cutting.

Soft wood groups: Pines (except white pine and Hemlock), Poplar, Basswood, Buckeye, Cucumber and Willow. Keep pine separate.

Hardwood groups: Ash, Beech, Birch, Cherry, Elm, Gum, Hickory, Locust, Maple, Oak, and Sycamore. Keep groups separate.

2. In even-aged stands of pulpwood size, composed of one or more of the above species, two methods of thinning are recommended:

A. If future saw timber is desired, thin out the inferior and smaller trees leaving the better trees about 16 feet apart for growth to sawlog size.

B. If it is desired to manage the stand for continuous pulpwood production, it may be thinned by removing the larger trees only, and leaving the smaller to attain pulpwood size.

3. In uneven aged stands of mixed species remove most of the trees of sawlog size for saw timber, leaving a few of the better species for seed trees. Cut the inferior species of medium sized trees for crossties and thin out the pulpwood sized young growth for pulpwood as in 2A above. Leave enough of the small and medium sized trees of valuable species for crop trees 16' apart.

4. In the case of old fields which have seeded in to pure even aged stands of Virginia Pine (*Pinus Virginiana*), often called "scrub" pine, blocks or strips of



the stand may be clear-cut for pulpwood, and the areas allowed to seed in as before.

KARL M. STOLLER,  
*District Forest Ranger*  
Morehead, Kentucky

### Pulpwood Supplies Will Soon Be Exhausted

In an interview with Advertising Age, Harold D. Boeschstein, the WPB director for wood and woodpulp, warned that at the present rate of consumption, all reserves of the United States and Canada will be exhausted by next May and that further curtailment of newsprint consumption will be inevitable.

The WPB newspaper industry committee has recommended a 5 percent cut in newsprint for the fourth quarter of 1943. This additional cut would mean a total of 15 percent for the year. The committee also recommended that inventory requirements in the central and northeast regions be reduced from 50 to 40 days and in the south and west from 75 to 65 days. The committee refused to approve a proposed 14.5 per cent cut, pending determination by a fact-finding committee of whether Canada would continue to supply its monthly amount of 210,000 tons.

The committee recommended that all appeals except those based on emergencies arising during the quarter be required to be filed 15 days before the commencement of the quarter for which appeal tonnage is required; that facilities be provided so all appeals may be acted upon by WPB by the 15th day of the quarter; and that a list of all appellants and additional tonnage requested be released for publication in the week following that in which such appeals were filed.

Reports from Ottawa are conflicting, as to whether the Canadian government may classify wood-cutting as an "essential" industry for military service deferment. It is also reported that Ottawa may revise present tax regulations as affecting the wood and pulp companies so that present drain on earnings can be eased.

The urgency of inducing Michigan farmers in the forest area to cut woodpulp during the coming winter months, following completion of their fall harvest, remains as great as ever. Michigan daily and weekly newspapers are devoting much space to the ANPA woodpulp campaign.

### U.K. Journalism Students In Wartime Activity

University of Kentucky journalism-trained students are finding themselves as much in demand in war activities as they were in peace time work, reports reaching the campus indicate. In both the armed services and in defense plants the graduates are putting their training to daily use.

Recent news received by the Department of Journalism, one of the 34 members of the American Association of Schools and Departments of Journalism, show the following activities of former students:

Woman's page editor for the publication of a leading defense plant in Akron, Ohio, Patricia Snider, 1943 graduate and former editor of The Kentucky Kernel, student newspaper.

Editor of the publication of a large defense plant in Louisville, Ky., Dorothy T. Cabot, 1935 graduate.

Managing editor, Post Poster, semi-monthly publication for and by the officers and enlisted men of Fort Thomas, Ky., T/5 Robert M. Rankin, 1939 graduate.

Editor, The Rivulet, U.S.S. Achelous, James M. Caldwell, QM 3/c, 1941 graduate and former editor of The Kentucky Kernel.

Editor of the 77th Infantry Division newspaper, Camp Hyder, Arizona, T/5 Anthony J. Frezza, 1940 graduate.

Editor, The Gremlin, Air Corps trainee newspaper, Rochester, N. Y., A/s Robert A. Gold, ex-1943.

Reporter, The Message, Camp Crowder, Mo., Pvt. Raymond Greenfield, ex-1943.

Public relations, Fort Knox, Ky., Capt. Ted McDowell, 1926 graduate.

Public relations, Bowman Field, Louisville, Ky., Sgt. Elbert T. Humble, 1941 graduate.

Aviation photographer, United States Navy, Pensacola, Fla., Andrew M. Sea, S 1/c, 1942 graduate.

Communications, Lt. Gus Petro, USMCR, and Lt. Jack Baker, USMCR, Los Angeles, Calif., 1942 graduates, and Pvt. A. E. Winer, ex-1941, who is located in the South Pacific area.

Three members of recent journalism classes at the University of Kentucky, have lost their lives on active duty. They are Lt. Fred Hill, of Somerset, Ky., 1942; Lt. George Lawrence, of Cadiz, Ky., 1941, and Cadet Sidney Buckley, of Sturgis, Ky., 1939. Lieutenants

### Shortage Of Newsprint Grows More Ominous

An analysis of the facts shows that the newsprint shortage will grow more acute in the months to come, despite the recent 5 per cent reduction in consumption.

Here are the cold facts. Newsprint production was off 15.8 per cent the first six months of 1943 compared with a like period of 1941. Newsprint consumption which was to have been reduced 10 per cent really came down only 5 per cent.

Although the combined publisher-mill stock pile was off only about 1 per cent in June compared with June 1941, the supply has been running out fast since January 1 of this year. Today publishers' stocks are off 10.5 per cent from the first of the year, and mill stocks show an even more ominous decline. There is 25 per cent less newsprint supply at the mill today than on January 1.

And it must be remembered that production this year is based on last year's pulpwood production. Mills this year have been chewing up pulpwood which cutters stacked up last year. Although there is no accurate record of the amount of pulpwood being cut this year, it is a safe bet that it is far from equal to the cut last year. It is certain that the draft and industry and farm demands for workers have drawn off much of the pulpwood-cutting manpower.

It doesn't take a wizard to figure out that the new 5 per cent reduction will not bring consumption down to a level with production. In fact, after adjustments are made the 5 per cent reduction will probably wind up closer to 2 per cent or maybe 3 per cent. That will leave production about 8 per cent under consumption. And that is assuming that production will not decline further, an assumption for which there is little basis.

Shortage of pulpwood is the big headache in the growing newsprint problem. ANPA has recognized this fact and named a committee headed by Walter M. Dear to encourage more pulpwood production. The committee has worked out a sound plan to stimulate production, but the committee will do a magician's job if it is able to hold production at its present level.

Hill and Lawrence were killed in North Africa, and Cadet Buckley died in an airplane crash in Canada.



## Helping Housewives INCREASE Home Food Supplies

**T**HERE has been a 300 per cent increase over last year in sales of glass jars and other canning supplies in A & P stores. This indicates how America's housewives are making 1943 the biggest year in home-canning history.

Every jar of home-canned food bolsters domestic supplies and releases commercially processed food for our armed forces and for people freed from Axis domination.

To help home-canners do an even better job, A & P stores are using thousands of store posters and newspaper advertisements, informing housewives when fresh fruits and vegetables are most abundant and economical and best for canning. In addition millions of leaflets provide latest canning hints and instructions.

This wartime food information program is another example of how efficient chain-store methods are helping to feed America better.

In the handling of perishables for canning, efficient distribution is supplementing the government's home-canning program. It is making available millions of pounds of fresh fruits and vegetables that would otherwise spoil before reaching consumers. It means more food on the meal-tables in your community and throughout the nation this fall and winter.

On a larger scale, more efficient distribution of all kinds of foods means more food, better food, less expensive food available all the year round. That is why the men and women of A & P take pride in doing the most efficient job of food distribution in America.

## A & P FOOD STORES



# The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

### Kentucky Press Association Officers

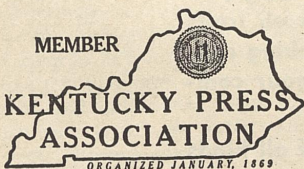
Vance Armentrout.....Courier-Journal, Louisville  
 President  
 Joe Richardson.....Times, Glasgow  
 Vice-President  
 Victor R. Portmann.....U. of K., Lexington  
 Secretary-Manager

### District Executive Committee

Tyler Munford, 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,



Volume Fourteen, Number Eleven

## Wage Raise Ban Lifted

Requirements governing wage or salary adjustments for merit increases, promotions, or reclassifications under the national wage and salary stabilization program have been simplified by the War Labor Board. It is now permissible for firms with 30 or less employees to make merit increases without WLB approval provided that the total of increases to any individual does not exceed 10 cents per straight-time hour during any year, starting with last July 1.

## Mergenthaler Surveys Post-Victory Prospects

A nation-wide survey of current conditions and future prospects in newspaper publishing and other graphic arts fields has been undertaken by Mergenthaler Linotype company in the formation of post-war plans. They have retained Dun and Bradstreet as research agency to hold personal interviews with several thousand publishing, printing and kindred organizations throughout the United States.

No questionnaires-by-mail will be used, but the interviewers will follow carefully prepared questions so that the results may be fully tabulated and compared. A completely confidential status is to be maintained and no identities are to be revealed.

Among the weekly newspapers, several hundred representative publishers, some in each state, will be consulted for their views on current operating conditions and the trends toward post-war operations. The factors involving advertising and circulation, commercial printing, trends in processes, trade education and organization—all such influences on the welfare of the weekly newspaper are to be included.

In announcing this undertaking, Joseph T. Mackey, Linotype president, says, "The proprietors of these businesses will be asked for their judgment on general business conditions, their estimate of post-war possibilities, and particularly for their appraisal of the needs and problems of the weekly newspaper field."

Other graphic arts fields to be similarly studied include the daily newspapers, commercial printers, advertising typographers and trade compositors.

## Army Christmas Gift Subscriptions

Postal authorities have for a period of 30 days set aside the requirement that newspaper subscriptions to Army personnel overseas must be confirmed by a request in writing from the addressee. Purpose is to encourage sending of papers overseas as Christmas gifts from friends and relatives. However, the prohibition against publishers sending free copies remains unchanged. Publishers are permitted to accept bona fide subscribers (meaning payment of at least 50 percent of the advertised subscription rate) between September 15

and October 15 without a letter or an authorization from the soldier that such publication is wanted. It is suggested that publishers notify the new subscriber by letter that a paid subscription has been entered as a Christmas gift to satisfy Army regulations which frown upon the receipt of unsolicited newspapers and complimentary merchandise. Christmas gift subscriptions may be sent for the complete period for which payment is made. Orders for overseas shipments must be recorded by the October 15 deadline to qualify for the endorsement on all wrappers "mailed in conformity with P.O.D. Order No. 19687." The order applies only to Army personnel stationed abroad.

## Back To School Advertising Is Order Of The Day

There seem to be so many prospects connected with the fall return to halls of learning that a separate item may be justified. Either for local newspapers to handle direct, or certainly to get retail lineage on, these items suggest themselves:

Books, pencils, tablets, erasers, sharpeners, etc.; clothes; cleaning and repairing services, including shoe repairs; lunch pails; luggage; pictures; beauty parlors; teeth and eye care; dentists, optometrists, drug stores, etc.; book covers and carriers; dairies; restaurants and confectionery stores; sporting goods.

Other less obvious possibilities are opening savings accounts for future college use, and checking accounts for older and college students; insurance of all kinds—life, term, personal property; study tables and lamps; first aid kits; jewelry, particularly watches; bowling alleys and recreational places catering to youths.

In towns with colleges and consolidated schools, business colleges, and so on, Part-Time Help, Board and Room, and similar subjects suggest themselves as Classified possibilities.

Civic minded persons and firms can well run ads warning drivers that school is in session again, and extra driving care is called for.

Welcome ads to teachers are in order.

Autumn officially begins September 23.

A thought for beauty parlor ads and cards: "What is your Face Value?" "Are you capitalizing on your Face Value?"

## Time No Floodage

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**Time Now To Stop Floodage Of Publicity**

One publisher says: This is the moment, with rationing, paper shortages, decreasing advertising, increasing demand on weekly newspapers to promote war programs and lack of sufficient manpower, to crack right down on the free publicity nuisance. It is also a good time to start taking steps to curtail the floods of this publicity which will pour into newspaper offices after the war. This campaign to insert free advertising in the weekly newspapers in the guise of news is both a menace to the future of news and a bother to the already overworked editor. Following are some suggestions to get rid of the publicity releases with a hint on trying to turn them into advertising:

1. Request removal of your name from the mailing lists.
2. Send back material unopened.
3. Send back material with markings and comments showing flagrant use of publicity—pointing out to the firms that send it that you are not fooled into printing the stuff as news or feature material.
4. Send a letter to the worst offenders and explain tactfully why free publicity is a bother and a waste of money.
5. Use a label on an envelope and return publicity material with such wording: "We've all the free advertising we can use now. Sorry, we can't use it. Now if it were advertising . . ."
6. Return to firm with rate card and suggestion for a layout with copy written from publicity releases.

Naturally the simplest way (and one followed by many editors) is just to drop it into the wastebasket. Usually with this method it continues to come into your office in the same abundance, taking up your time and the time of the post office. Because of this quite a few publishers have taken to writing letters to stop it. One publisher in another state upon receiving considerable material from a manufacturer of jars for canning, figured the cost of the space in advertising space and wrote back to the company giving them the cost for the advertising space that the release would fill. He suggested that if they didn't want to do business that way they might send him that amount in jars, half quart size and half pints.

**Here's A Splendid Argument Against Free Publicity**

Garland B. Porter, Manager of the Division of Advertising and News of the State of North Carolina Department of Conservation and Development, upon presentation of a press agent's guarantee of a specific number of newspaper clippings for a stated sum, writes the following:

"As a man with years of experience in the editorial and advertising end of newspaper business, I am wondering if newspapers generally realize just how deeply publicity agents might cut into advertising money by offering the space of such newspapers 'free' to people who should be clients of the newspapers' advertising columns?

"The reason I am asking this is that I have just read a presentation from a press agent who 'guarantees 1,750 minimum newspaper clippings for \$6,000; 1,000 for \$3,750; and 750 for \$3,000.'

"I would like to know the ANPA's feelings about people who will brazenly guarantee to show results in the columns of American newspapers? Isn't there anything that can be done in protection of newspaper space and of the accounts which are sources of paid space? If this state, for instance, can deal with people who guarantee newspapers' running 'publicity' free, why should the state spend money with an advertising agency to buy space?"

—ANPA Bulletin.

Under the heading "Free Publicity Requests Continue More Numerous," the Ohio Newspaper Association bulletin carries the following suggestions to crack down on free advertising in an effort to turn such copy into paid advertising:


1. Request removal of your name from the mailing lists.

2. Send back material unopened.
3. Send back material with markings and comments showing flagrant use of publicity—pointing out to the firms that send it that you are not fooled into printing the stuff as news or feature material.
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**Lighter-weight Paper**

Further limitations on the weights of printing and writing papers imposed by the War Production Board, effective September 1, is expected to result in a wider spread of paper supplies. WPB stated the reduction in weights in certain papers actually increases by about 15 percent the area of paper available for commercial and governmental use, as well as for general public consumption.

Limitation Order L-120, as amended, affects practically all paper used in publications, including newspapers, magazines and books, and all commercial printing papers, as well as writing, tablet and envelope papers. While the weights or thicknesses of papers will be reduced materially, the average reader of the printed word or user of writing paper will notice little difference. In effect, the amended order will materially increase the number of sheets available to serve the greatest number of essential users. Newsprint weights remain the same.



**Call Upon This Reserve Force**

With key men away on the fighting fronts, the **Franklin Printing Catalog** is the ever-present aid to the printer who needs the help of a dependable ally. A special 60 days' trial will prove its worth.

*Write today for details of trial-order plan*

**Porte Publishing Company**  
Salt Lake City 5, Utah



**Newspaper Given Same Rating As Radio-casting**

On June 19, the Office of Defense Transportation established a system of priorities for automobile transportation in the Eastern Shortage area, which gave to commercial broadcasting an A-1 priority as against an A-3 priority for newspapers.

WPB has advised that the purpose for which the list was prepared has disappeared with the improvement in the gasoline situation, and that it is now sending to ODT a single list, without the breakdown into classifications, with the request that full requirements of all essential industries be met.

Spurred by the Pennsylvania Newspaper Publishers Association which led the fight, eight press associations throughout the nation demonstrated the ability of united newspaper organization to have the press recognized on an equal footing with radio. As reported in the Service Bulletin recently, a Washington official's reason for radio being given an A-1 rating and newspapers only an A-3 was very vague. It now turns out the reason was so hazy that newspapers have been placed on an equal basis with radio. The following letter, received by PNPA from W. Y. Elliott, director, Stockpiling and Transportation Division of WPB, explains the new status for newspapers:

"With reference to the priority rating for newspapers under our essentiality list for trucks in the eastern gasoline shortage area, I am pleased to advise that we have just revised our classifications under that list, and have transmitted the new list to the Office of Defense Transportation.

"Under the new system all industries formerly listed under the categories of A-1, A-2, and A-3, now appear under a single listing and accordingly, under this new rating system, newspapers along with all other essential industries are given an equality of priority."

Another increase in the price of newsprint, and a further curtailment of use, reaching probably farther into the ranks of the smaller publications than before, seem now certain to come about before the end of October. There will be further cuts in paper for commercial printing, though that is not likely to reach into the average country shop. However, it is well for all of us to be as careful and saving as humanly possible.

**Don't Hesitate To Ask For Orders On Calls**

When calling on an account, don't forget to ask him to buy! This advice may sound ridiculous to you—but stop and honestly think how many times you have made a call and walked out without asking for the order. You will probably be surprised to note this has happened more frequently than you at first imagined.

I once knew an advertising salesman who had the appearance, personality, brains and ability to make an excellent sales talk, but he could not close a contract. After selling the prospect, this salesman would leave without asking him to put his name on the dotted line. He could service his accounts and keep them perfectly happy with the medium and the results they were getting, but he could not sell a larger ad because he was afraid to ask for it. He never closed a contract unless the customer asked him to fill it out and let him sign it, because he was afraid to ask the buyer to sign. Someone always had to go with him to get the contract signed.

The worst an advertiser can do is say no, and usually he doesn't mean no the first time or two he says it. He wants the salesman to insist that he buy. He wants the salesman to tell him all the reasons why he should buy.

**Publisher Answers Request In WPB's Own Language**

A daily newspaper in Ohio was recently requested by the WPB district manager to print two stories which the publisher felt were unnecessary publicity. The publisher had only recently had his PD-556 application turned down by WPB in Washington for the purchase of a piece of printing machinery. Adapting the letter denying him permission to purchase the printing machinery to the publicity situation, this publisher wrote the WPB district manager as follows:

"In reference to your application of August 20 requesting publication of two publicity stories for your regional office, we regret to inform this application must be recommended for denial.

"This office has an established policy whereby we will not sanction the assignment of additional free publicity which would entail expansion of existing facilities. Any space like the above request become available in our publica-

tion columns must be held for replacement purposes of excluded or might-be-excluded orthodox news. Since you have been able to get along without this publicity since 1936, we ask that you bear with us and refrain from requesting additional space in our publication because the manufacturer of newspapers is now restricted under the newsprint limitation order L-240 for the duration of the war."

**You're Right, Brother!**

**After attending one of the Linotype Mechanical Clinics, one man wrote us as follows: "I have learned to respect the machine and to know that it is built right, will run right if kept clean, properly lubricated and adjusted, and worn parts replaced promptly."**



**Keep Buying Bonds! We lend our money—they give their lives.**



*Linotype Bodoni Italic and Caledonia Bold*

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### Danger In Giving Direct Discount

Wonder how many Minnesota newspapers are running Vick Chemical Co. advertising and allowing the customary agency 15-and-2 direct to the company? We know one who isn't, because the two-page letter explaining why he should was sent to this office, was analyzed by competent advertising authorities, and is being rather convincingly answered.

The letter from the analyst says, in part, "How easy this whole problem of commissions would become if all publications stood fast on this same ground." The newspaper which sent in the Vick letter was highly commended for so doing.

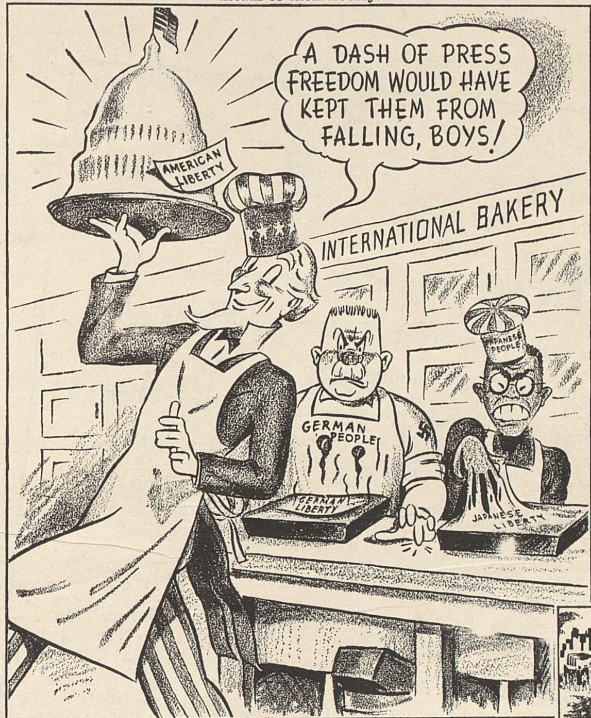
All of which leads to the observation that our best chance of advertising in the rural press seems to lie with the established advertising agencies. We can't gain their goodwill and cooperation by giving them the run-around in allowing discounts and commissions direct to advertisers. The two practices simply do not and will not mix. Since none of us is overly fond of chiselers and cheapskates, it would seem that we'd rather do business with those who do it in the established and accepted manner. Which, in the case of national advertising, is either direct at full rates, or preferably through agencies at published rates less the usual commission and discount.—Minnesota Press.

### Keep 'Em Printing

Pointing out that the proper care and use of printing plant machinery is far more vital to its productivity than many realize, the American Printer advises adoption of the following rules:

1. Keep the machine clean.
2. Keep it in proper adjustment.
3. Have on hand replacements for all small and fragile parts.
4. Refrain from attempting any improvements on the manufacturer's design of the machine.
5. Avoid speeding or overloading the machine beyond the capacity recommended by the manufacturer.
6. Keep every moving part properly lubricated with grades of oil and grease recommended by the manufacturer.
7. Keep cutting parts sharpened, maintaining proper bevel and edge.
8. Make proper repairs as soon as a break of excessive wear is discovered.

Observe National Newspaper Week by telling your readers what Press Freedom means to their liberty.



### Modify Zinc and Copper Plate Order

New provision which permits the borrowing of 15 percent against the next quarter's quota and permission to use any unused quota from the previous quarter have been included in WPB's Conservation Order M-339 and Order M-99, as amended, relating to restrictions on the use of copper and zinc in printing plates.

Zinc continues to be restricted to 50 percent, by weight, of a person's 1941 quarterly usage, and copper is continued at 60 percent, by weight, of a person's 1940 quarterly usage.

A test conducted by the Munising Paper Company recently proved that color letterheads are worth the additional cost—it increases the number of replies! A white envelope pulled 9%; blue, 18%; green, 16%; yellow, 21%; and pink, 26%. Another interesting result: Two colors on pink envelopes were five times stronger than black on white envelopes.

### Correct Army Mailing Lists

Postmasters have been instructed again to notify publishers concerning second-class matter which is undeliverable as addressed. Under the law, section 808, Postal Laws and Regulations, postmasters are promptly to furnish publishers a notice in each case (Form 3578) charged with 2 cents postage due, giving the necessary information in order that the publishers may correct their mailing lists. Post offices serving military installations are particularly cautioned to see that publishers are promptly notified on Form 3578 of copies of second-class publications which cannot be delivered at the address thereon.

Attention of postmasters has been called to the requirement that all copies addressed to personnel of the armed forces whose changes of address are caused by official orders, should, of course, be forwarded to the addresses at their new address in accordance with the provisions of paragraph 10, section 769, Postal Laws and Regulations, with-out requirement of forwarding postage.

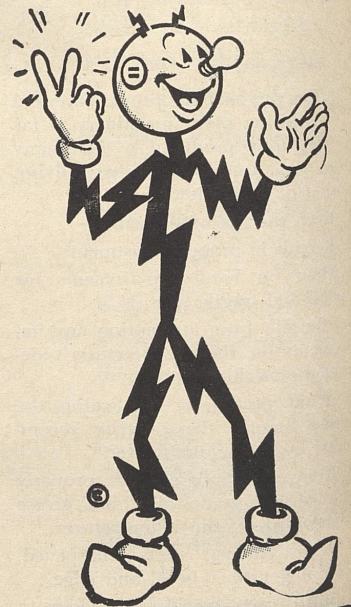


**“IN MY** honest opinion, there will come the day in this country when the people of America will build a national monument to the newspapers of America. They will do this in appreciation of their having stood four-square against the forces that are working and fermenting in this country to curtail, or change, if they can, our American way of life. And so I say to you, keep your eye on this situation. The day will come when you will realize that the American newspaper was in truth and in fact the savior of that which we all love and cherish—American freedom.”

—JOE M. DAWSON, *President*  
Advertising Federation of America

**YOU NEWSPAPER FOLKS to-day are doing a better job than ever in safeguarding the liberties of the people, and we heartily endorse the tribute to the American press that appears in this ad.**

REDDY KILOWATT  
*Your electrical servant*



**KENTUCKY UTILITIES COMPANY**

Incorporated

**A Tax Paying Utility Under Federal and State Regulation**



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