

The Kentucky Press

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

VOLUME SIXTEEN

February, 1945

NUMBER FOUR

Farmers Potential Buying Power Is Strong

A substantial slice of the country's total output of goods after the war will be purchased by farmers when they make use of their accumulating purchasing power to satisfy a pent-up and increasing backlog of long-denied wants, says Paul H. Anderson, Distribution Management Unit Bureau of Foreign and Domestic Commerce, in an article which appeared in December, 1944, Domestic Commerce.

Distributors can service the bulk of this rich farm market through the many small towns which were never canvassed extensively in the pre-war days. The magnitude of opportunity for selling these small towns and through them the surrounding rural areas is reflected in the statistics on retail sales and population.

The Census of Business shows that, during 1939, sales by retail merchants doing business in retail areas and urban places with 2,500 or less people amounted to some 7 billion dollars, and accounted for 17.3 per cent of the nation's total retail sales. To marketers it is significant that 44 per cent of the 1940 population lived in these small communities and rural areas.

Agriculture and Small Towns

Most rural and small-town buying power springs from agriculture, a business which on January 1, 1944, had assets of 83 billion dollars. Both the character and the volume of retail sales made by the small-town merchants are greatly influenced by income from farming.

Since 1939 and particularly since the advent of war, significant financial and other changes have occurred in agriculture. These wartime shifts are particularly vital to

marketing men who must sell the large volume of goods that must be produced if we are to have full employment in the reconstruction period ahead.

This war has put a great deal of money into the hands of the farmer. It has given him a record high income that rose from 9.1 billion dollars in 1940 to 19.9 billion in 1943. It has enabled him, during the 4 years ended January 1, 1944, to lower his real estate debt to approximately 5.6 billion—a decrease of almost 1 billion dollars or nearly 14 per cent. Moreover, the war has made it possible for the farmer to increase his liquid assets to the extent that on January 1, 1944, his holdings amounted to 12.1 billion dollars.

Quick Assets

The marked improvements in the farmer's financial position will tend to stimulate his desire to spend from the income he will be receiving after the war. Only unforeseen economic shifts can prevent him from becoming an A-1 customer for goods and services.

The nation's farmers, at the start of 1944 owned quick assets totaling 12.4 billion dollars. Bank deposits alone accounted for 6.5 billion dollars, or more than 50 per cent of these holdings. The remainder was divided between currency on hand (3.2 billion) and United States savings bonds purchased through last year (2.4 billion).

Farmers' aggregate deposits have increased greatly during the present world conflict, and have had a more rapid rate of growth than deposits as a whole. Total bank deposits of farmers more than doubled in the 4 years ended January 1,

1944. In fact, they were nearly four times as great as in the years 1933 or 1934, and more than double the greatest volume of deposits on record for the second half of the decade beginning with 1920. These and many other interesting marketing data can be gleaned from *The Impact of the War on the Financial Structure of Agriculture*, a study recently released by the Bureau of Agricultural Economics.

Post-War Spending

Post-war spending by farmers, according to another survey of the Bureau of Agricultural Economics will include outlays for maintenance of land, for permanent improvements, for motor vehicles and other farm machinery, and for household equipment and furnishings. The nation's alert distributors will share in this lucrative farm market which is assessable through the villages and smaller cities.

Purchasing vs. Banking

For the most part, the farmers' spending will occur in those communities where they now do their banking. Consequently, the distribution of farmer-owned deposits, by town-size groups, will be a valuable, even though partial guide to the buying ability of small towns. Local merchants will be in an excellent position to capture a lion's share of this trade.

Nearness to the market, which is people, gives the small-town merchant an intimate acquaintance with his customers. It is his chief advantage over competitors, and when combined with sufficient quantities of goods to provide an adequate selection, the small-town merchant will have little difficulty in attracting his rural trade. But in

so doing he must have the assistance of his suppliers. Both stand to gain from their teamwork in approaching the farm market.

Farm Deposits By Town Sizes

Distribution of the farmer-owned deposits is revealed in a sample survey of 4,408 banks made in 1931 by the Bureau of Agricultural Economics. The percentage appearing in the table shown by town-size how these deposits are grouped.

Some shifts in the percentage have occurred since 1931. But in spite of these changes, it is believed that these figures reflect current conditions reasonably well. If such an assumption is true, then, on January 1, 1944, the villages with less than 1,000 inhabitants banked some 32 per cent of the farmers' deposits, while the places with less than 15,000 residents held some 89 per cent.

(By town-size groups)

Population of towns	Farmer-owned deposits			Per-cent of de-posits farmer-owned
	Amount (in mil-lions of dollars)	Per-cent of total	Per-cent ac-cumulated	
Less than 1,000.....	2,086.5	32.1	32.1	48.5
1,000-2,499	1,499.5	22.3	54.4	31.6
2,500-4,999	1,046.5	16.1	70.5	22.7
5,000-9,999	780.0	12.0	82.5	12.0
10,000-14,999	396.5	6.1	88.6	7.6
15,000-24,999	214.5	3.3	91.9	5.4
25,000-49,999	221.0	3.4	95.3	4.4
50,000-99,999	305.5	4.7	100.0	3.9
100,000 and over	(*)	(*)		(*)

*Assumed to be negligible.
Source: Bureau of Agricultural Economics, Department of Agriculture.

Such figures are profoundly significant to marketing men. The latter figure suggests that alert merchants in the communities with less than 15,000 inhabitants should be able to attract a vast amount of the post-war rural trade. Distributors desiring to cater to these merchants must bear in mind, however, that a high potential volume of trade will not materialize if they fail to place the necessary merchandise in the small-town retail store.

Rural Electrification

The Rural Electrification Administration is planning a vigorous post-war program to provide electrical service to some 3,655,000 additional rural families. Should these plans materialize, the farmer will come nearer to enjoying the facilities workers now have in the large industrial centers. He will want to purchase, near his home, the many goods now available only in the metropolitan cities.

Accomplishments of this electrification aim involves the expenditure of some 5½ billion dollars. Line construction alone would require 1 billion dollars, while the remaining 4½ billion dollars would be used to meet other requirements of the old and the new customers of the REA. It is estimated that these customers on REA lines would

spend 3 billion dollars for electrical appliance and equipment purchases, 750 million dollars for wiring or premises, and 700 million dollars for plumbing installations. These impressive figures indicate that the farmer will be a truly fine prospect when post-war sales plans are made.

Others Spend in Small Towns

Up to this point no mention has been made of the buying power of the people who live in these small towns. They, too, will make purchases from local merchants. The extent to which the residents will influence the volume of such post-war buying is partially reflected in the table which shows the estimated percentage of farm deposits to total deposits in the population size groups.

Farmers, deposits in towns with less than 1,000 people amounted to some 2 billion dollars. Since farm deposits were approximately half of the total deposits on hand in these towns, probably their total amounts to some 4 billion dollars. Additional purchases will be made by tourists and vacationists from metropolitan centers.

Liquid assets of the farmers will include spending in the small towns. Farmers and the townspeople are able to make purchases which, in the aggregate, will represent a huge sales potential that can be realized if distributors and marketing men recognize their opportunity, and seize it.

University Of Kentucky Establishes F-M Radio

Members of the Kentucky Press Association interested in Frequency Modulation radio are invited to visit the University of Kentucky's new 500-watt FM station, WBKY, which is now on the air for testing purposes. Program service on the station will start the middle of February.

The new station, construction permit for which was granted last July, is non-commercial and will operate on the educational FM band on a frequency of 42,900 kilocycles. Educational and cultural broadcasts originating at the University, non-commercial programs of the Mutual Broadcasting System, and programs consisting of student talent, will comprise the educational fare of the station.

Elmer G. Sulzer, University director of Public Relations, and director of the new station, suggests that members of the KPA desiring to see the station in operation make the visit during night hours and on any night except Saturdays and Sundays as the station will not be operated for a while on these nights.

Lawrenceburg Publisher Dies February 10

Rumsey Elliott Garrison, 74, owner and publisher of the Anderson News, Lawrenceburg, Ky., died at St. Joseph's Infirmary, Louisville, February 12 following an operation.

He bought the Anderson News in partnership with former Gov. Keen Johnson in 1921 and assumed entire ownership of the weekly in 1936. He was employed by the Lexington Leader for 25 years prior to buying the News and earlier was employed by The Courier-Journal and the Knickerbocker Express, Albany, N. Y.

Survivors are his wife, Mrs. Florence Scrivner Garrison; a daughter, Miss Frances Garrison, Lawrenceburg; a son, Capt. R. E. Garrison, Jr., Ft. Belvoir, Va.; two sisters, Miss Bertha Garrison, Scottsville, Ky., and Mrs. Earl Davis, Ashland.

Funeral services were held at the home in Lawrenceburg with burial in the Lexington Cemetery.

Court Rules Against Deductible Excise Taxes

The Supreme Court of The United States has ruled that a manufacturer may not exclude advertising and selling expenses from his selling prices when computing Federal Excise Taxes. The opinion was delivered by the Court in the case of the F. W. Fitch Company vs. United States of America on appeal from the decision of the Circuit Court of Appeals for the Eighth circuit.

The controversy arose under Section 619 (a) of the Internal Revenue Code which provides that in computing the sales price:

There shall be included any charge for coverings and containers of whatever nature, and any charge incident to placing the article in condition packed ready for shipment, but there shall be excluded the amount of the tax imposed by this title, whether or not stated as a separate charge. A transportation, delivery, insurance, installation, or other charge (not required by the foregoing sentence to be included) shall be excluded from the price only if the amount thereof is established to the satisfaction of the Commissioner, in accordance with the regulations.

The Company contended that advertising and selling expenses fell within the term "other charge" of Section 619 (a) and therefore should be excluded in determining the selling price for taxation. The court found that advertising and selling expenses incurred by a manufacturer clearly fall within the class of charges which Congress intended to be included in the tax base.

Applying 85 Years Of Food "Know How"



With a renewed sense of urgency the nation has buckled down to an intensified war effort. In the food field this calls for even greater efforts to assure fullest possible utilization of every pound of precious food.

It means greater efforts to combat waste and spoilage of food en route to consumers—and encouragement of housewives to combat food waste in the home . . .

It means keeping food costs down through the elimination of every unnecessary in-between expense in food handling . . .

It means delivering perishables from producing areas to city markets quickly, so they will have little chance to lose their nutritional values . . .

It means increased conservation of manpower, gasoline, oil, rubber and other facilities in the essential transportation of food . . .

For more than 85 years, the A&P organization has been working toward these objectives. In applying themselves to today's wartime job, the men and women of A&P bring to bear the fruits of these 85 years' experience and accumulated 'know how'—a long series of advancements that today enable A&P to do the nation's most efficient job of food distribution.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Kentucky Press Association Officers

Chauncey Forgey.....Independent, Ashland
President

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

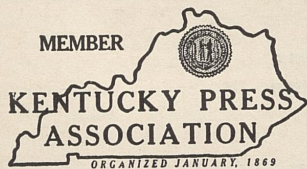
Victor R. Portmann.....U. of K., Lexington
Secretary-Manager

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, Enos 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.



Volume Sixteen, Number Four

Newspaper Best Medium For Heinz Advertising

Plans for what may be the largest newspaper campaign in the history of H. J. Heinz Company have been revealed by H. J. Heinz II, president. The decision to use newspapers on a broader scale resulted from tests made by the company before Pearl Harbor in various size cities. Newspaper advertising was placed continuously for 13 weeks, and over-all results showed that "Consumer Awareness" of the products affected was increased by 19.7 per cent during the 13 weeks of advertising, and that consumer buying of the product advertised increased by 33.7 per cent during the 13 weeks.

Convinced of the effectiveness of news-

papers as an advertising medium, Mr. Heinz outlined the following advantages for an advertiser who uses this medium:

1. He can reach all kinds of people in selected markets.

2. He can concentrate upon best markets, taking full advantage of any changing economic conditions, any seasonal changes—even down to a specific day, and accommodate his advertising throughout the country to geographical or population preference which may affect the product he is selling.

3. He can even make effective use of "typing in" with current news.

4. He can employ a local touch denied him by other media.

5. By naming local outlets, he can earn dealer support.

He can merchandise the advertising at the point of sale.

Heinz national advertising has been concentrated, in the past, largely on ketchup, soups, baked beans, vinegar and spaghetti. Obviously, most of the "57" Varieties received little or not advertising. With advertising prepared on a nation-wide scale, proper emphasis could not be given to changing food preferences in different parts of the country and to climatic differences.

The decision to create more localized newspaper advertising was also based on the fact that each Heinz branch manager best knows food merchandising conditions in his own territory.

Federal Law Regulates Political Advertising

President Roosevelt's signature on H. R. 2973 implemented the Federal Corrupt Practices Act (U. S. C. title 2, secs. 241-256) making it a criminal offense punishable by imprisonment for a term of not more than 1 year or a fine of not more than \$1,000, or both, for any person, association, organization, committee, or corporation to publish or distribute any political statement relating to a candidate for election to any Federal office unless the statement contains the names of the persons responsible for its publication or distribution. The measure is applicable to primary elections and conventions as well as to general elections.

It has been stated that the law as drawn does not apply to newspapers because these publications are not specifically mentioned in the list of campaign publicity media. The exclusion of newspaper political advertising is not clear. Representative Cochran, of Missouri, had a vote postponed on the bill last March. He contended the measure was too broad in that it might require, say newspapers enjoying second-class privileges, for

instance, to have a signature over every article referring to the record of a candidate for a political office.

Attorney General Biddle, in an analysis of the legislation, reported to the Senate Committee on the Judiciary that "it would also aid in the enforcement of that provision of the Hatch Act which places a limit of \$5,000 on the size of contributions which may be made in connection with Federal elections."

The Senate committee reported: "Section 3 defines 'election' to include a general or special election and in the case of a Resident Commissioner from the Philippine Islands, an election by the Philippine legislature. The bill is also made to apply to a primary election or convention of a political party."

Newspaper Circulations Show Gain In 1944

According to Editor and Publisher's 1945 International Year Book, daily newspaper circulation in the United States last year increased to a record high of 45,954,838. The number of English language daily newspapers was reported at 1,744, a decrease of 10 since 1943.

Total gain in circulation of all daily newspapers was 1,562,009 or 3.4% according to the Year Book with morning newspapers accounting for 981,530 and evening newspapers, 580,479. Sunday circulation totaled 37,945,622, a gain of 653,790 copies or 1.5%.

According to the 1945 directory of country and suburban town newspapers published by the Ammerican Press Association, there are now 8,727 weekly, semi-weekly and tri-weekly newspapers published in towns of less than 50,000 population.

These newspapers have a total circulation of 13,701,390, an increase of about 3% during the past year.

New Model 31 Linotypes Are Installed

Recent Linotype installations in Kentucky include a Model 31 by the Todd County Standard, Elkton, equipped with three magazines, 8 and 12 point Excelsior with Memphis Bold, and two-letter 24-point Memphis Extra Bold Condensed and Medium Condensed for heads. The Journal and Gleaner, Henderson, installed a two-magazine Model 31, making a battery of four machines.

The Courier-Journal and Times, Louisville, installed a Model 31, giving them a battery of 29 Blue Streak Linotypes, with Number 30 on order.

Sixteen other Linotypes are on order as soon as delivery can be made, according to Charles A. Blanchard, production engineer.

Bureau Recommends Tightening Of Laws

The Children's Bureau of the Department of Labor is proposing amendments to State Child Labor Laws to establish a basic sixteen year minimum age for employment in states where such standards do not now exist. These proposals were made by the Children's Bureau in collaboration with various child labor organizations. The recommendations of the Bureau follows:

It is recommended that the State Child Labor Laws be amended to provide that no minors under sixteen years of age shall be employed, permitted, or suffered to work in any gainful occupation during school hours, and that no minor under 16 years of age shall be employed, permitted, or suffered to work in or in connection with any manufacturing or mechanical establishment.

Cynthiana Newspapers Are Consolidated

Consolidation of the two Cynthiana newspapers to be issued from one publishing plant was announced last week by front page editorials in both newspapers. The announcement read in part:

Articles of incorporation of the "Cynthiana Publishing Company" were filed here in the office of County Clerk Will King last Friday and sent to the Secretary of State. It is the purpose of the corporation to take over and continue the publication of the Cynthiana Democrat and The Log Cabin, Cynthiana's well known weekly newspapers, to do a general job printing business and to deal in stationery and office supplies.

Each of these newspapers will continue the general policies it has pursued in years past. The Cynthiana Democrat, known for many years as a staunch Democratic newspaper, will of course continue to follow its political tradition. It will have a Democratic editor and it will be its policy to support Democratic principles and Democratic nominees in county, state and national elections without interference or favoritism in party primaries. The Log Cabin will continue as an independent Republican newspaper. Both papers will put forth their best efforts in assisting all worthy causes which seek to improve our city, county, state and nation. We hope that both papers will merit the continued support and friendship of the good people of Harrison and neighboring counties.

The entire business of both newspapers and their properties will be merged into the "Cynthiana Publishing Company" next Friday, March 2, and after the surplus material and equipment are disposed of both papers

will be published in the same plant in the building on South Main Street now occupied by The Log Cabin.

The Cynthiana Democrat office, at its present location on Walnut St., will remain open for an indefinite time to transact any unfinished business.

The recent owners of the two papers are retaining a substantial interest in the "Cynthiana Publishing Company" and it is hoped that the combination of mechanical resources and personnel will in a measure relieve the almost insurmountable difficulties that have been caused by the impossibility of getting sufficient employees to handle the work of the two newspapers under present conditions.

50c Wage Allowable

Voluntary wage and salary increases which do not bring rates above 50c per hour may now be put into effect by employers without the necessity of obtaining War Labor Board approval, according to a procedural revision of General Order 30. In the past each adjustment could be made without approval only up to 40 cents per hour.

The revision specifies that increases between 40 and 50c, without approval, may not furnish a basis either to increase price ceilings or the commodity or service involved or to resist otherwise justifiable reductions in ceiling prices.

Lawrence Hager, Jr. Praised In War Story

"Lieutenant Hager is a brave man with plenty of grit." That was the description a fellow soldier placed on Lt. Lawrence W. Hager, Jr., son of the publisher of The Messenger and Inquirer at Owensboro, Ky., in an AP story.

Lieutenant Hager, now recuperating from wounds suffered in recent fighting in Belgium, was instrumental in halting the German advance toward Liege. One of his fellow soldiers was Sgt. Alvin Lotshaw, Versailles, Ind.

Sergeant Lotshaw told how Lieutenant Hager's outfit staged a counterattack against a German-held town in knee-deep snow and subzero weather. The Germans laid down a barrage which threatened to stop the Americans cold.

But Lieutenant Hager, Lotshaw said, with disregard to his own personal safety and the weather, moved among his men, shouting encouragement here, giving directions there, while he continued to fire his own gun.

He was wounded by German machine-gun fire but not before his fighting skill and

leadership enabled the Americans to recapture the contested town, Sergeant Lotshaw said. Later, Lieutenant Hager learned in a field hospital that it was his division which stopped the German drive on Liege.

Community Leadership Is Function Of Paper

Local news and community leadership are the two chief functions of the community newspaper essential to success in the postwar period, Fred S. Siebert, director of the Illinois School of Journalism, said at the Louisiana Short Course. Highlights of his talk follow:

The local news field is the one area where the local newspaper reigns supreme. The community newspaper must rebuild a competent and experienced news staff. If it sticks to those functions which it can do better than anybody else, it will survive.

The community newspaper will have to have a competent photographer and photographic equipment. The editor can no longer rely on amateurs, on pictures from local residents, or the local commercial photographer.

Local news will have to be presented more interestingly and attractively. You cannot afford to tolerate long, dull, intricate writing. Local news must be reported factually and accurately, and it must be enlivened by graphic, vivid and concise prose.

The successful postwar editor must be avid and persistent in ferreting out local news regardless of persons or organizations involved. This is a news as well as an editorial job. If your community is failing to provide employment, if your local police and courts are incompetent, if your schools are not entirely efficient, a factual report of such shortcoming is local news.

The local newspaper will never regain its leadership in the community unless it is willing to take a stand on the issues of the community. There is no objection to considering both sides of a question, but the aggressive editor, after considering both sides, should make up his mind which side is right and then proceed to convince his community accordingly.

The chief enemy of freedom of the press in the future will be the highly organized pressure groups, with power and numbers to intimidate the newspaper publisher. This pressure group may take the form of a labor union, or a citizens' committee, or a chamber of commerce, but whatever form it takes, it is the enemy of the freedom of the press when it seeks to bring pressure on the newspaper. Strong and determined editors must resist these pressures.

How Are Your Relations?

There isn't any good reason why a weekly newspaper should not do a public relations job both for itself and its community. How are your public relations? The Press as a whole, in the nation, must continually strive to keep the people reminded that press freedom is one of the American heritages most worthy of being maintained. But in your local community, your problem is one of keeping the community sold on the newspaper and its value to the community, especially if there is strong competition from other media. Local public relations appear to fall into three classes.

1. Promoting the newspaper and its contents and services to the community to create general and community good will toward the newspaper and publisher.

2. Promoting the value of a free press.

3. Promoting the community itself—its residents, merchants, facilities, advantages, and all-around values every chance possible. "What helps the community helps the newspaper."

Newspaper face lifting is in order now to prepare for the postwar period, F. "Jimmy" Price, Louisiana, School of Journalism, declared at the Short Course. Here's a summary of his suggestions for making a more attractive newspaper:

If you're all set for brighter days—when you won't have to write the news, round up the ads, runt the composing machine, feed the press and keep the office going—here are a few tips on what to do with your newfound leisure and the earnings that went into the new-equipment fund:

1. Switch heads to caps and lower case; all-caps are twice as hard to read, and you can't say enough in short-count heads.

2. Settle on one or two head faces. One will do, with italics for contrast. Look over some sample page layouts if you intend to buy; some bold faces are entirely too black, some light faces much too pale.

3. If you change to flush-left heads, see that each line runs at least two-thirds the column width. Don't letter space.

4. Pick a new sans serif or flat serif face—medium weight—if you're buying, or maybe that old standby Bodoni. But don't mix oldstyle and modern types.

5. See that heads have breathing room—at least six points below head rule or cutoff.

6. Simplify at every turn. Toss out dingbats, simplify 30-dashes, drop jim-dashes in heads, use half boxes instead of full ones.

7. Cut heads to one deck, two at most; a good head writer can keep them informative.

8. Make your composing machine contri-

bute. Bold face or italic paragraphs (indented) furnish a fillip to your page. Run the No. 1 story lead in type a size larger than usual, two or three-column measure.

9. Keep you ears clean. Change one or both every once in a while.

10. Check regularly on column rules, standing heads, boxed matter which may be squeezed out of shape in lock-up. Scrap the sadly worn stuff.

11. If you contemplate re-styling your paper, will your new head harmonize with the nameplate? A script flag may be an answer.

12. Balanced makeup is so easy it may become a habit. Try some variations. Slip a cuit up alongside the flag. Try one-line heads (at least 24-point) running two or three columns, not necessarily at the top. Use trick heads on suitable features.

13. Remember the half-page below the fold. Liven it up with a cut or two and two-

or even three-column heads.

14. Let no head run more than three lines. Hold your smaller heads to two.

15. Spread will spruce up inside pages. Don't limit yourself to one-column heads; cuts count, too.

16. Give the editorial page character with live local editorials. Work in a cut or cartoon and a feature or two. Try a spread on your lead editorial. Dress it up with italics or boldface; indent some paragraphs. Masthead doesn't have to run in top-of-page-column 1 position every issue.

17. Every page should carry name of paper, place of publication (in full), date and page number.

18. Switch to 12 ems. If you're running 13-em columns and leaving a big margin all around, cut to 12, add a column and give your readers that much more news.

ABC means \$\$\$\$ to you.

Linotype PRODUCTION ENGINEERS

welcome assignments with publishers and printers who are studying their present or postwar composing-room problems.

They will be glad to study your plant operating conditions and give you the right solutions, based on the facts, complemented by their own extensive experience.

Remember this: *our* production engineers are your production engineers!



BROOKLYN 5, NEW YORK

Linotype Clotter Series

Hugh Ellis Joins Paris Kentuckian

Hugh B. Ellis, Bethel, has accepted the position of managing editor on the Paris Kentuckian-Citizen. He served in the armed forces for over four years after his graduation from the University of Kentucky, and was retired with the rank of major of infantry. He served in the European theater, Africa and Italy, for 26 months with the First Armored Division, Sixth Infantry. We welcome him to ranks of Kentucky journalists.

Colonel Joe Lovett Back In Kentucky

Joe is back again. Lieutenant Colonel Joe T. Lovett, former publisher of the Murray Ledger and Times, has reverted to inactive status after three years of honorable service in the U. S. Army, and has resumed his position as Executive Director of the Mid-South Chain Stores Council. He will have his office in Murray. Joe spent most of his time in the Eastern theater of war, in India and China, and will have many tales to tell at KPA "bull-sessions."

Ways To Save Manpower

Several ways to save manpower in newspaper establishments have been suggested by the New York Press Association: (1) Trace all routine through your organization and check for any publication of work. (2) Have one record. It is possible to have one record so well classified that no duplicates have to be made. Helpful in this are (a) looseleaf paper; (b) columnar sheets, and (c) carbons. (3) In preparation of statistical or accounting data, discontinue any reports or copies of reports which are not essential either to the management or to prove to the government that all transactions have been honestly and correctly recorded.

Decatur (Ala.) Daily publishes a Veteran's Directory in a box feature on an average of once a week as a public service for returning veterans. This guide lists all agencies with addresses that are prepared to assist returning veterans with their adjustment to civilian life and the services which they render. A Veterans' Committee has advised the publisher that considerable confusion has subsided since the Directory was started.

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

2 + 2 = 4 ANY WAY YOU FIGURE



Valuing printing jobs by assembling costs in long, laborious rows of figures COSTS YOU MONEY. It's time consuming, wasteful, outmoded. Save time, save money. Get fast and accurate valuing with the Franklin Printing Catalog. With this dependable, modern guide you get a figure based on all the costs. Accept the trial offer and learn why the leading printers use the Catalog in their business.

PORTE PUBLISHING COMPANY
SALT LAKE CITY 5, UTAH

Labor Agencies

Federal agencies concerned with some form of labor relations involving the newspapers in varying degrees are four in number and there is so much confusion regarding their functions that they are listed below with a brief statement regarding them:

National Labor Relations Board—has jurisdiction over unfair labor practices such as interfering with organized labor activities. Few newspapers are concerned.

National War Labor Board—controls increases and decreases of wages only in plants employing 8 or more employees.

Wage and Hour Division—has jurisdiction over maximum hours and minimum wage of all daily newspapers and all weekly newspapers with circulation of 3000 and over (not counting servicemen subscriptions) and also over employees of weekly newspaper-job plants who spend more than 50% of their time on job work. Number of employees is no factor with this division.

War Manpower Commission—controls shifting and placing of employees and their jurisdiction extends to all firms regardless of the number of employees.

Write for a copy of the newly revised and much enlarged edition of the free booklet "Proofreading." A number of pages have been added with a large amount of additional information included and helps for the proofreader. The booklet is free to lessees of the Franklin Printing Catalog and to association secretaries and managers having the benefit of the Catalog and Franklin Printers' Service. Others may obtain the book for the nominal sum of 50 cents per copy.

An announcement from the American Type Founders Company tells of the death of Lee B. Davison, Nashville, Tennessee, long their representative in that state and Kentucky and well known to KPA members. Edwin B. Hundley has been selected to take Mr. Davison's territory.

The Kentucky Press has been asked to call again to the attention of Kentucky publishers two legal questions affecting circulation, either or both of which are matters to be heeded by a number of individual publishers who, unfamiliar with the law, may be violating it.

The first matter relates to the position of the masthead in the daily or weekly edition of the paper. Postal practice has been interpreted to require that the masthead—statement of ownership and address of the paper, circulation rates, etc.—be placed at the top of the page within the first five pages of a periodical entered as second-class matter.

The postal regulation in question is PL&R 1940 Title IV Sec. 530.2, and reads as follows:

"The following indicia shall be conspicuously printed on one or more of the first five pages, preferably on the first page, of each copy of publications entered as second-class matter:

- "(a) Title of the publication, which shall always be shown on the first page;
- "(b) Date of issue;
- "(c) Regular periods of issue; that is to say, frequency;
- "(d) Serial number;
- "(e) Known office of publication;
- "(f) Subscription price;
- "(g) Notice of entry reading as follows:
"Entered as second-class matter
at the post office at
under the act of"

The other matter has aroused current interest because of a federal court decision in New York convicting three executives of a daily newspaper for mailing false circulation statements to advertisers. It has long been held, on the basis of a few rate state cases, that newspapers are liable to prosecution for wilfully misrepresenting their circulation figures, but the New York federal court case gives much more current and weighty corroboration.



Europe Proved This!

Our responsibility as a nation in fighting this war does not end with the military defeat of our enemies. Since we are fighting enemy ideas as well as military might, we should know what those enemy ideologies are, their symptoms and effects—so that we may prevent their occurring again over there—or ever over here.

One of the vicious ideas on which our enemies rode into power in Europe and Asia was the argument that for the "good of the people" business and industry must be controlled by the government—that if they were allowed to go uncontrolled, ultimately they would become blood-hungry monsters preying on the "little man."

But once the dictator governments of the countries we now are fighting got their collectivist claws into private business and industry, the little man soon found that his freedom too was being restricted. For the same force that took over business and industry for Mr. Average German's or Mr. Average Italian's good, soon took over Mr. Average German's or Italian's union as well.

It all simmers down to this—one vitally important lesson we can learn from the disastrous ideologies our enemies adopted is that if we destroy free business—especially the free press—we destroy free labor too! Europe proved that!

KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street, Lexington 3, Ky.

A Self-Supporting, Tax Paying Kentucky Industry

