

# *The* Kentucky Press



Published In the Interest of Community  
Journalism - - Of, by, and for  
Kentucky Newspapers

*April, 1942*

Volume Thirteen Number Six

## Newspaper Entries Wanted For 1942 Prize Contests

Call is hereby issued for the 1942 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 dFront 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 the 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 1942 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 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 his paper, or may clip any specific entry, between the dates of May 1, 1941 and May 1, 1941. 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" issue 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 Russell Dyche.

### *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 percent; 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 writers' 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. Space is reserved on the plaque for subsequent winners and your paper 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 sheet of paper with the notation of 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 Conroy Trophy is announced in another column.

### *Daily Contest Added*

A new contest for the smaller papers was added two 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 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. President Harry Waterfield will present a handsome trophy to the winner of the contest.

### *Best Advertising Composition*

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

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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, 1941, and May 1, 1942, each entry to be mounted on a sheet of cardboard with the notation as to the name of the newspaper, date of issue, and name of contestant.

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

Through the courtesy of Thomas F. Smith, president of the Louisville Paper Company, a special contest is again open for the editors of the state at the mid-summer meeting. Mr. Smith will present a handsome and 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.

#### *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 Werren Fisher's Carlisle Mercury. Mr. Fisher won again in 1936. Gracean M. Pedley, Lyon County Herald, won the 1937 contest. The 1938 con-

test 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, now editor of the Princeton Leader, won another leg on the cup last year. The contest is "wide open" this year. Come on in!

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.

5. Features and literary: features such as "Twenty Years Ago," syndicate materials such as written by Doctor Copeland, Bob Burns, etc., essays, poems, etc., will be acceptable.

6. A column, whether serious, humorous, or a mixture, will be considered editorial page material.

7. Editorial cartoons will be acceptable.

8. Headlines, whether spot heads or standing department heads, will be judged for typographical balance.

9. Mast head: the typographical appearance, the content, and relation to the page as a whole will be considered.

10. Art work: if any, will be given full consideration.

11. Make-up and balance: the page make-up with emphasis on balance, symmetry, and contrast will be given close scrutiny. Extra width columns, in symmetry with the rest of the page, will be given special consideration.

12. Subject matter: as a community paper should emphasize community news and 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.

#### *Sixth District Association Formed*

Publishers and editors of newspapers in the Sixth district at a meeting April 4 at the Lafayette hotel, Lexington, approved the organization of the Sixth District Editorial Association and elected Fred B. Wachs, general manager of the Lexington Herald-Leader, and Victor R. Portmann of Lexington, secretary of the Kentucky Press Association, permanent chairman and secretary respectively.

The association is a district unit of the state association and will hold meetings twice a year in the spring and fall at periods spaced several weeks from the state body's meetings.

The newspapermen discussed wage-hour regulations as they affect the small newspaper, censorship regulations, state-fair advertising, circulation and other news matters.

Counties included in this district are Bourbon, Boyle, Casey, Clark, Estill, Fayette, Franklin, Garrard, Henry, Jassamine, Lee, Lincoln, Madison, Mercer, Owen, Scott and Woodford.

Newspaper editors and publishers present included Flem Smith, Georgetown News, Georgetown; John Hovermale, Estill Herald, Irvine-Ravenna; Delmar Adams, Jessamine Journal, Nicholasville; D. M. Hutton, Harrodsburg Herald Harrodsburg; William C. Caywood, Winchester Sun, Winchester; T. J. Wilson, Log Cabin, Cynthiana; Ed Muehler, Kentuckian-Citizen, Paris; Albert Schumacher, the Citizen, Berea; Jesse Alverson, Paris Daily Enterprise, Paris; Col. Vernon Richardson, Danville Advocate-Messenger, Danville; Tom Underwood, Lexington Herald, Lexington; Mr. Wachs and Mr. Portmann.

#### *Mrs. Joplin's Mother Dies*

The sympathy of the newspaper fraternity is extended to Editor and Mrs. George A. Joplin on the death of Mrs. Joplin's mother, Mrs. Sarah Harvey Sallee, Somerset, on April 4. She was at the advanced age of 85 years at her passing, and had been a resident of Somerset all her life.

# 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

Harry Lee Waterfield, Hickman Co. Gazette, Clinton

President

Vance Armentrout, Courier-Journal, Louisville

Vice President

Victor R. Portmann, U. of Ky., Lexington

Secretary-Treasurer

### District Executive Committee

J. Curtis Alcock, Advocate-Messenger, Danville, (State-at-large), chairman; First, Joe LaGore, Sun-Democrat, Paducah; Second, Tyler Munford, Union Co. Advocate, Morganfield; Third, John H. Hoagland, Courier-Journal, Louisville; Fourth, Joe Richardson, Times, Glasgow; Fifth, Frank C. Bell, Trimble Democrat, Bedford; Sixth, Fred B. Wachs, Herald, Paintsville; Seventh, W. W. Robinson, Herald, Paintsville; Eighth, T. T. Wilson, Log Cabin, Cynthiana; Ninth, H. A. Browning, Whitley Republican, Williamsburg; State-at-large, Chauncey Forgey, Independent, Ashland.

### Legislative Committee

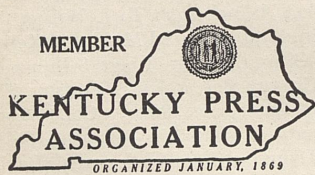
Tyler Munford, Union Co. Advocate, Morganfield, chairman; George A. Joplin, Commonwealth, Somerset; Ebert C. Taylor, Record Herald, Greensburg; Thomas R. Underwood, Herald, Lexington; H. A. Ward, Allen Co. News, Scottsville; Henry Ward, Sun-Democrat, Paducah; Cecil Williams, Journal, Somerset.

### Newspaper Exhibit Committee

Mrs. Lee Spalding, Kentucky Standard, Bardstovon, chairman; J. LaMarr Bradley, Enterprise, Providence; Mrs. John S. Lawrence, Record, Cadiz; Miss Lillian Richards, Russell Co. Banner, Russell Springs; Miss Jane Hutton, Herald, Harrodsburg.

### 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, Providence, Treasurer.



Volume Thirteen, Number Six

### Advertising for U. S.

With several hundred newspaper executives, editorial and business, assembled in New York for their annual meetings EDITOR & PUBLISHER feels that this is the moment for a summation of the arguments which have been advanced for advertising by the United States Gov-

ernment for the furtherance of victory for the United Nations.

First: Advertising is a proven instrument for influencing public opinion and actions. It has been proven again and again during the present war by the governments of Canada and Great Britain—both of which have already gone through the stages which we are just entering.

Second: Advertising space is the stock-in-trade of publications, daily and weekly newspapers, magazines, business and farm papers. It is a combination commodity and service, for the production of which raw material costs and wages have to be paid. It is as much a war utility as is steel for tanks and ships, rubber for tires, copper and brass for ammunition.

Third: Purchase of advertising space by the U. S. government would in no way constitute a subsidy to the newspaper and periodical press. It would be the use of the most efficient and economical means of bringing a government message to the widest possible audience. It can be used for war finance, for recruiting of the armed forces, for the building and manning of merchant ships, for the prevention of inflation, as an antidote to "black market" violations of national rules, for the education of the people in air raid precautions and black-out regulations, for the conservation of food and other vital materials.

Fourth: Government advertising must be entirely divorced from politics and political influence. This is important. A publisher who exerts political pressure to get an advertisement interferes with the operating efficiency of the advertiser—in this case, Uncle Sam, who represents all of us. That will soon be considered unpatriotic. A government official who places advertising at the direction of politicians and against his business judgment in unpatriotic and should be removed from his place in disgrace. Is that too high-minded? We think that any lower standard, generally applied, might result in disaster both for advertising media and for the nation itself.

Fifth: Sponsorship of government advertising by private industry and business should be discouraged as wasteful and uneconomical—not so much of money as of the efforts of men and women who might be doing something more useful than rounding up contributors to a cooperative advertisement. The government's newspaper advertising should be thoroughly "streamlined"—moving directly to its goal and taking advantage of the economy and efficiency that news-

papers afford above all other media.

Sixth: So-called "institutional" advertising by commercial firms should be directed, so far as is possible, to advancing the march to victory. That has not been mandatory in either Canada or Great Britain, but many companies have combined the appeal for patriotic effort with maintenance of their trade name before the public.

The main point, at all times, is that Uncle Sam will get much more than his money's worth by an organized campaign in as many media as are needed for a particular appeal. On that point, plenty of expert advice is available. The government cannot attain satisfactory results if it depends entirely upon voluntary and uncoordinated contributions from industry, business, and inspired individuals. Continuity of thought and impression is essential to the success of any advertising, and the government's is no exception.—Editor and Publisher.

### KPA Program Committee Meets

The KPA program committee met in Lexington, April 21, and laid down plans for the coming mid-summer meeting. The theme of the meeting will be "The Community Newspaper In War time" and outstanding speakers of national reputation have been invited to take part. Open general roundtable will be held immediately following each address. The meetings all are planned for the morning hours, leaving the afternoons and evenings free for the entertainment features. As soon as the program is completed, copies will be sent every editor in the state. Accompanying the program will be a questionnaire on entertainment features that every editor is expected to fill out and return. Keep the dates, June 12-13, in mind, and plan to spend a short but enjoyable vacation in the Heart of the Blue Grass.

### Newspapers Not Classified As Essential

The fact that you are a publisher of newspaper, even a one-man newspaper, does not exempt you from service in the armed forces, if you are of draft age. Nor are other newspaper workers exempt. Many publishers, particularly in the one-man to five-man shops, are facing a real problem at this time, for this reason. Fellow publishers can aid them materially by advising the Central Office, Lexington, of available newspaper workers. We have a far greater number of inquiries for help than we have applications.

Underwood

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*Underwood Represents Kentucky At Censorship Advisory Meeting*

At the invitation of the Advisory Council of the Press Division of Censorship, a group of state editors held a conference in Washington April 14 and 15 to study censorship problems and to engage in round-table discussions of censorship with Byron Price, director of Censorship, and John H. Sorrells, assistant director. The group also held off-the-record meetings with Chairman Donald M. Nelson, of the War Production Board, Major General A. D. Surles, chief of the bureau of public relations of the War Department, Rear Admiral A. J. Hepburn, chief of the bureau of public relations of the Navy, and others.

Tom R. Underwood, editor of The Lexington Herald, representing the state of Kentucky, attended the conferences at the invitation of Charles P. Manship, president of the S. N. P. A. On his return Mr. Underwood made the following statement concerning the censorship conferences:

"The conferences conducted in Washington were to acquaint those newspaper men who attended with some phases of censorship, but it was not in any sense an effort to set up any type of censorship other than that already established.

"Byron Price, a former Associated Press bureau chief, and John Sorrells, also an active newspaper man, made it clear that what they are asking of newspapers is that they exercise voluntary censorship so effectively that no compulsory censorship will be necessary. Of course in military areas the Army and Navy exercise censorship.

"Mr. Nelson, Archibald MacLeish, director of the O.F. F., and Mr. Sorrells made it clear that it is impossible to obtain any information about the production of the enemies of the United States at the present time. Mr. Sorrells pointed out that a newspaper can not ignore a large plant manufacturing war goods, can not ignore its general location or that it will employ a large number of persons. Both to avoid giving information upon which the enemy can base his plans and to avert sabotage he suggests that as far as possible stories in connection with such production be generalized. The exact location of vital machinery, floor plans, specific and detailed information as to the Articles produced and the exact production capacity made public by 'an appropriate authority.' This expression, used in the Code

of Wartime Practices, he defines as pertaining to a military officer or governmental official in charge.

"In regard to the publication of stories which are withheld due to uncertainty of those in charge in regard to what can be released, the Bureau of Censorship and the Army and Navy public relations bureaus, the names of whose chiefs are given above, will go to extreme lengths to assist newspapers to obtain the release of information because they are keenly aware of the importance of public morale and of the necessity of supplying essential fact to the public.

"Particular stress was laid upon the danger of publishing news about troop movements, particularly embarkation.

"Although local draft boards have the right to interpret the instructions of General Lewis Hershey, director of Selective Service, it was clear that censorship branches have no objection to the publication of names of draftees. What they hope will not be published are stories that might indicate large movements of troops and stories that will show, by comparisons and compilations and statewide summaries, what total strength may be.

"Inland weather reports, it was explained, can be used by enemy agents to compile weather predictions that are essential for submarine action or air raids and for this reason general weather summaries have been discontinued.

"The Code of Wartime Practices is the guide book by which the Bureau of Censorship answers questions submitted. The Bureau will keep newspapers informed concerning any revision of the Code of which every newspaper should have a copy as it is a safe guide to follow."

Mr. Underwood will give the editors further information and constructive advice when he appears on the program at the mid-summer meeting.

*County Seat Newspaper For Sale*

The publisher of a successful county seat newspaper in Kentucky, only newspaper in the county and a real money maker, has authorized the KPA secretary and Press editor to offer his property for sale at the attractive price of \$10,000. It is worth far more than that. A full cash payment is deemed advisable, although a substantial down payment, backed by reputation and references, will be considered. All correspondence will be treated confidential. Write the Press editor Lexington, if interested.

*Owenton Editor Dies April 11*

L. C. Littrell, 73, Owenton banker, newspaper founder and publisher, farmer, merchant and former member of the Kentucky General Assembly, died April 11 of a heart ailment at St. Joseph's hospital, Louisville.

Mr. Littrell established and was editor of the Owen County Democrat, a weekly newspaper, and was president of the Peoples Bank and Trust Company of Owenton. He served as Owen county representative in the General Assembly from 1910 to 1912 and was a member of the state Senate from 1916 to 1920 and from 1928 to 1936.

He is survived by his wife, Mrs. Mary Littrell; two daughters, Mrs. Myrtle Cromwell of Cincinnati and Mrs. Frances Kemper, and six sons, George Littrell, Ashland; Herman Littrell, Owen county draft board clerk; James Littrell, associate editor of the Owen County Democrat; Robert Littrell, assistant cashier of the Peoples Bank, and Cornelius and L. C. Littrell Jr.

*Students Can Earn Their Way Through College At The University*

Kentucky editors are advised that any young man or woman in their families, their shops, or their communities, who have had some mechanical experience in the printing shop, and who are high school graduates, can enroll in the University of Kentucky and procure most, if not all, their expenses by working in the Kernal printing plant. The new change in the University curriculum from the former semester system to the four-quarter, all-year-around program is particularly helpful and inviting. Applicants, stating their qualifications, are requested to communicate with the Business Office, Kentucky Kernel, at once for possible enrollment during the summer sessions or fall quarter. They are several openings for qualified young people in the printing plant today.

*Train Girls For Newspaper Jobs*

The shortage of trained newspaper workers is going to become more and more serious. Wise publishers will be training local girls to fill the places that are likely to be vacated—both in the front office and the back shop.

Newspaper comrades of Col. B. F. Forgey, Ashland Independent, will be happy to know that he is convalescing nicely following a major operation in a Hungtington hospital.

*Advertisers Watch Farm Market*

The Department of Agriculture has released a statement showing that the cash farm income may total 13 billions during the coming year which is the highest since 1920. Farmers are expected to spend their money for food, farm equipment if they can get it, building materials, containers, and other small equipment and supplies. Farm wage rates also will be substantially higher. Prices of farm machinery, fertilizer, seed, Moderate advances are expected in gas and oil and taxes. Advertisers are reported considering this market which has been tapped lightly the past few years. Also, the Bureau of Census reported a substantial decline in the amount of farm indebtedness.

*Back Scratching Not Enough*

There is no logic in the contention of many newspaper publishers that a merchant should advertise in their newspaper because the publisher buys his groceries of the grocer and his clothes from the clothier.

There may be logic in the contention that, all things being equal, merchants should buy their requirements from each other in order that the trading center may prosper and they may set a good example to the good folks in the community.

But the difference between that and the contention of the publisher is this: When the publisher buys groceries he gets something to eat; when he buys clothes he gets something to wear. But when the merchant buys advertising he gets nothing but space. He receives nothing tangible. He cannot eat or wear this space.

Trading with each other is a commendable habit and should be encouraged. But a newspaper publisher who has no other reason why the merchant should advertise than because the publisher buys from that merchant has given no honest sales story.—*Canadian Weekly*

Arkansas implement dealers are being urged by the Agricultural Extension service, the AAA, and other agencies to make use of the machinery repair theme in their advertising for 1942. Conservation of farm machinery and implements is a part of the effort of agriculture in the national defense program. The repair theme for all types of merchandise will be a chief one during the war period of curtailed production of new equipment.

*What Is A Newspaper?*

The Federal government has classified newspapers for years as manufacturing. It was also the basis for the Attorney-General ruling at the outset of the gross income tax law because the New York office of the OPM says "This form is intended to be used by manufacturers. We do not consider newspapers to be manufacturers." Of course, they are not retailers and the Wage-Hour Division says they are not service establishments, so just what is a newspaper?

*Advertising Expenditures*

Dr. L. D. H. Weld, former president of the American Marketing Association, onetime professor of Business Administration of Yale University and at present research director of McCann-Erickson Inc. says that advertising expenditures actually amount to only about 1% of the final prices of all goods and services in the sale of which advertising is used and to only about 2% of the national income. He estimates about \$1,700,000,000 was spent in 1941 for advertising.

*Won't Make Promise He Can't Keep*

A Baltimore printer writes the following: "We have learned long since that buyers of printing, almost to a man, expect the printer to deliver a job when promised. We know, too, that a print-

er's failure to do this merits a very punch in the nose. That's why we deliver on time. Believe us, we'll turn down a job rather than make a promise we know in advance we cannot keep. You'll find this printer's advice the surest way of keeping confidence—and profits—up.

**Keep These Important Dates In Mind**

# JUNE 12-13

**KPA Mid-Summer Meeting  
At Lexington**

**"You'll Be Sorry If  
You Miss Them"**



## Keep It Clean!

Cleanliness of machine equipment is the basic requirement of any effective maintenance system. Every good machinist and m-o knows it! Just plain dirt can do more to defeat a careful adjustment or deteriorate a product than any other factor of wear or error. To protect yourself in the future with your present equipment—*keep it clean!*

Be sure to get your copies of the Lindtype Life Extension booklets—to be had for the asking.



©aramond Bold No. 3 Series and Spartan Medium Italic

*'There fustest with  
the mostest . . .'*

*Git thar fustest with the mostest* is still the basic rule of war.

It applies to food as forcibly as to any other essential of victory.

Millions of American farmers are doing their part, raising more food than ever before in the nation's history. Our armed forces are receiving more and better food than ever before.

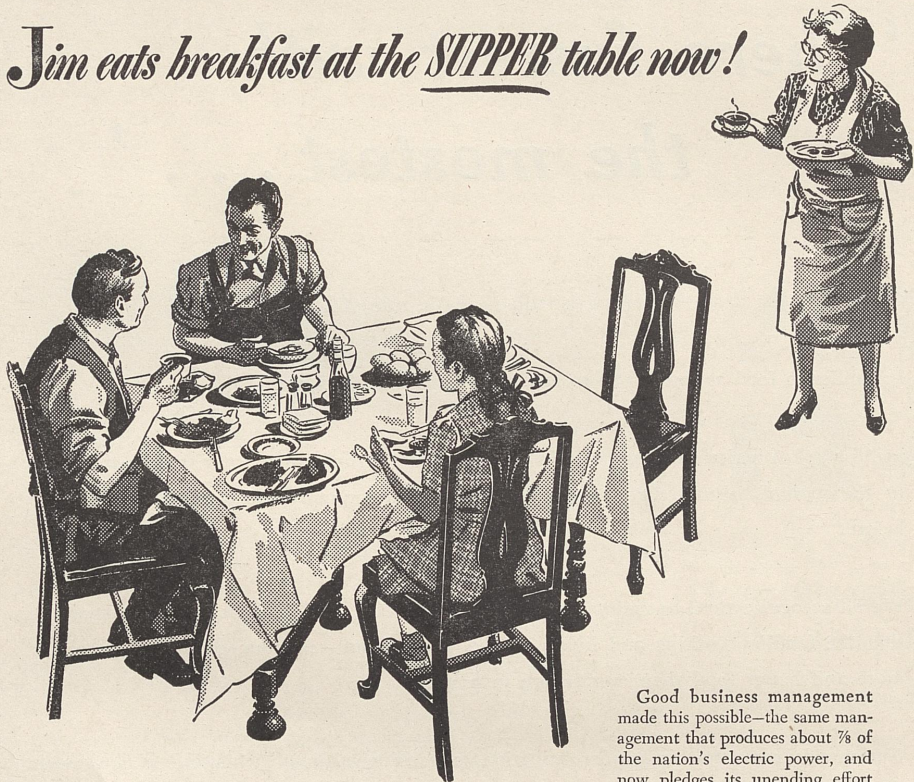
We all recognize that, to maintain national health and morale, it is equally important that the families working and living on the home front—in your community—receive more and better food than ever before in history.

Nationwide education in proper nutrition is teaching millions of housewives how much more their families should eat of fresh fruits and vegetables, dairy products, and other healthful foods necessary for a balanced diet. But education alone is not enough. Only as the family food dollar buys a maximum of food—with the minimum of distribution expense—can this new knowledge of nutrition be put into full practice.

Now, when efficient distribution of food is a national necessity, A&P is doing the most efficient job in its 82-year history . . . moving foods from American farms to American dinner tables at the lowest cost of distribution in the entire history of the grocery business—*getting there first with the most.*

**A & P FOOD STORES**

# Jim eats breakfast at the SUPPER table now!



It's a screwy schedule. Jim downs a man-sized dinner while Mom's doing the breakfast dishes, sleeps the day away, and gets breakfast at the family supper table! *He's on the mid-night shift at the plane plant.*

CONTINUOUS production, 24 hours a day, makes tremendous

demands on men, machines, and on the electric service that powers practically every operation from blueprint to bomber!

Fortunately, the electric industry was ready when the crisis came—ready with power to turn the eager wheels of almost every armament factory now in operation—ready to meet new needs with new construction.

Good business management made this possible—the same management that produces about 7% of the nation's electric power, and now pledges its unending effort to supply millions of Jims with all the power needed to make America POWERFUL!

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