

The Kentucky Press

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

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Community-State Should Plan Recreation

Many ideas and ideals have been expressed in the Press, and in other publications, concerning postwar plans for Kentucky communities. Many plans have been presented which should make our communities better places in which to live.

A concrete plan has been presented for consideration of Kentucky citizenry and government by some very sensible suggestions given by the first Kentucky State Recreational Conference held recently at the University of Kentucky. These suggestions, not only directed toward recreation for the boys and girls in our various towns, but also will serve the returning servicemen. These servicemen, perhaps learning new sports and recreations in camps, will desire to continue their new-found fun. It is going to be the duty of every city and town, large or small, to see that facilities are provided.

The easiest and most logical way to provide facilities will be through the use of war memorial funds as suggested in the resolutions. Not only should the town provide facilities, but should appoint a trained leader, preferably from among the returning servicemen. The town should start a trust fund for maintenance of the memorial recreation center which perhaps could be provided for by a small tax levy. The program should also include hobby and handicraft shops for the physically handicapped returnees.

The suggestions as presented were:

1—Community and school buildings and facilities be brought into full-time service of the community.

2—First consideration be given to "living"

war memorials by memorial committees in all communities. The living memorials to be any type needed by the residents for recreational purposes.

3—All communities take steps to train young men and women for recreational leadership work in co-operation with educational institutions of the state.

4—A variety of local and state recreational programs be developed to utilize more fully the state's resources for outdoor recreation.

5—Provisions be made to meet needs for industrial recreation.

6—That the Governor provide money from his emergency fund to initiate a state recreation service; to appoint a state Recreation Committee of seven and a state recreational director.

As part of a similar program, the state of Utah began a schedule of paid advertisements in all the newspapers, daily and community, aimed at selling Utah and its many attractions, recreational facilities, and possibilities to native Utahans, newcomers to the state, and Utah servicemen.

Sponsored by the Utah state department of publicity and industrial development, the program is under the direct supervision of Joseph J. Cannon, commissioner of publicity for the department. Assisting Commissioner Cannon in assembling and preparing copy is David H. Mann and William C. Winder, assistants to the commissioner of publicity.

Also included in the program is a series of news releases prepared by the department of publicity, which will be submitted to the papers regularly for use in their columns, aimed at further stimulating the Utah pop-

ulace in postwar planning, particularly in preparation for the great tourist industry expected after the close of hostilities.

Of particular interest to the department is the speedy return and rehabilitation of Utah servicemen after their release, and one of the chief considerations in selecting the weekly press of the state as a media, was the large percentage of "home town papers" now going to men and women in the armed forces. Both paid advertising and news releases are directed in large part to these young men and women, pointing out the many advantages of returning to Utah to reap their share of the "golden harvest" of Utah's famed scenic wonderland, and otherwise participating in the expansion and development of Utah's possibilities.

The advertising schedule includes an average of 12 inches of space bi-weekly in each of the 62 newspaper members of the Utah State Press association with occasional spot advertisements in support of events of especial interest as they occur in various parts of the state.

The entire schedule is being handled through the facilities of the press association's business office in Salt Lake City, which distributes copy and insertion orders, assembles tear sheets, makes combined billings and distributes payments to the members, providing a one-order, one-check service. Roy A. Schonian, a former Utah publisher, is manager of the office.

Connected with the program is a subscription to each newspaper by the department of publicity, and the association office will provide a clipping service of all re-

Spacing Distinguishes Better Printing

No single characteristic more quickly distinguishes the good printer from the careless one than the spacing of lines. A good printer is known by his spacing.

In writing for a recent issue of *The Oklahome Publisher*, James A. Gahan states that the aim of good typography is to space a line so as to enable the eye to catch each word with the smallest possible effort. At the same time, says Mr. Gahan, the whole mass should not be streaked with white space created by an excessive amount of space between words. Neither should a line be so tightly spaced that it becomes a puzzle to the eye to determine where one word ends and the next begins.

The space inserted between words depends somewhat on the type face used. The general rule is that the condensed or narrow faces be thin-spaced, whereas the expanded or wide letters should have words correspondingly wide-spaced. The three-to-em space is the blank usually put between words set in ordinary roman lower case type. This is accepted as the average space that will give legibility to the words of a printed page held in the hand at a normal distance from the eyes.

All words in a line should be evenly spaced. A thin space on one side of a word and a thick space on the other are inexcusable faults. Spacing between words should be approximately the same throughout the page; one line should not be set with a five-to-em space and the next with an em quad.

Letter-spacing lower case type for purpose of justifying a line is not permissible, except in forced cases in a very narrow measure, such as in tables or around cuts. In such cases it is objectionable to letter-space one word in a line with the others set solid.

Naturally, it cannot be said that lower case should never be letter-spaced. The lower case letters may be letter-spaced to very good effect at times in display composition. Generally speaking, however, this should be avoided as much as possible. Lines set in capitals, of course, require wider

leases submitted by the department and other news items of interest to it.

The entire program is rather unique in Utah history, and the association officers feel that it provides a wonderful opportunity of proving to the members the value of maintaining an efficient business office, and cooperating fully with that office, as well as proving to the state department the value of selling Utah through Utahans via the weekly press.

spaces between words than lines of lower case, and if such lines are letter-spaced the spacing between words should be increased accordingly.

It is often necessary, in order to justify a line properly, to add only a thin space. This should be done by inserting the thin space between two long words in the line, and not between the short words where it becomes more noticeable.

An inexcusable error often seen in the printed page is wide spacing between words at one end of a line and thin spacing between words at the other. This produces a broken up, uneven effect which, to the most casual observer of printing, is displeasing.

Not so long ago it was common practice among printers to double, and in some cases triple if not still more, the space after a period at the end of a sentence. Admittedly, it is remarkably easy to justify a line of handset type to proper tightness by inserting all justifying space after a period. It does, however, cause unsightly white gaps throughout the composition and is certainly not to be recommended.

While there are still some printers who stick to this old method of using an em quad or more between sentences, their number is rapidly decreasing. Among other printers it is now considered good practice to use the same amount of space between sentences in a paragraph as is used between words in a line. Less space may be inserted with a letter with wide shoulder, A, T, V, W, Y.

"Imagic" Process Is Far From Perfect

Publishers and mechanical men will probably recall the several references to George Waterous when he was operating through Box 9, Bristol. He apparently moved on to greener pastures as he is now operating through Box 56-6 Irvington Station, Indianapolis, in connection with his Imagic Photo Engraving Process, says the SNPA Bulletin.

The Waterous "process" does not require much analysis to discern that it is based on the use of a cheap photographic copy of a halftone screen, which is interspersed between a continuous tone negative and the sensitized metal plate, and the "halftone image" (?) created on the metal plate by transmission of light through the negative and screen.

Waterous' idea is said to be as old as the proverbial hills. If any member of the SNPA paid Waterous his price of \$175.00 for the idea he kept it a deep dark secret. We will be interested in knowing whether any publisher or photo engraver in Kentucky buys the idea.

Review Of Payroll Records Is Suggested

Easing of the employment situation in the so-called white collar jobs should be the signal for employers to review the record in determining whether there has been substantial compliance with the provisions of the Fair Labor Standard Act during the period when shortage of help may have caused inadvertent, although actionable, violations.

So little has been heard about the enforcement of the Wage-Hour law for several years that there may be an impression this agency has gone on the inactive list and need no longer be considered in relations with workers. But it should be remembered that the Wage-Hour division is not a wartime agency but was in operation fully three years before start of the war. Since the establishment of the War Labor Board and the problem of manpower shortage, the activities of the Wage-Hour agency have been lessened because management has been concerned with paying higher wages and a maximum of overtime rather than putting a curb on overtime pay.

There is every reason to believe the Wage-Hour Division will shortly resume its former role of enforcing compliance with minimum wage and overtime pay provisions. It will be fortified with court opinions that have added to its power and authority to require inspection of payroll records, and where the records are not available or not adequate, there is certain to be an assessment of penalties.

One of the chief problems many employers will encounter is to determine whether employees once exempt as executives, administratives or outside salesmen became covered by the provisions of the law because of increased duties that changed their status. The administrator of the Wage-Hour Division has clearly defined the six elements, all of which must be observed in order to constitute an exemption. Newspapers have been furnished with copies of these definitions, which should be reviewed in ascertaining whether overtime payments are due in some cases and in adjusting records to meet probable inspection.

According to the Bureau of Labor Statistics, the average cost of living as of March 15 was 126.8 per cent of the 1935-39 average, and was 2.4 percent above the figure one year ago. Food rated 135.9 per cent; clothing 143.7, and rent 108.3. Yet there are many publishers who haven't raised either advertising or subscription rates.

ABC is a fine target.

ELECTRONICS AND POSTWAR FOOD



One of the most interesting food stories of the immediate future is being developed in experiments that have been under way for more than six months in the scientific laboratories.

In commercial baking, a problem is posed by the fact that frozen foods take hours and often days to thaw out before they can be used. Besides being time-consuming, this process involves large space outlays to hold the thawing food. Besides, food thawed at room temperature often discolors and is affected by decomposition. At home, housewives must thaw out some frozen foods for several hours before using them.

Working on this problem, A & P and the scientists of the Federal Telephone and Radio Corporation have developed a high-speed thawing process which permits the use of high frequency heat to defrost frozen foods almost instantly, while preserving their taste, texture and nutritive value.

This Megatherm device 'broadcasts' a beam of dielectric heat throughout a solid block of frozen food, in much the same way that a radio station transmits sound. A result of this improvement will be to enable the food industry to move perishables from producer to consumer in better condition than has ever before been possible. Federal Telephone officials also hope for the early development of consumer-type defroster.

In helping develop this significant improvement in food processing, A & P is adding another to its 86-year list of contributions to better food, at less cost, for more and more people. These contributions to more efficient food handling and distributing have played a major role in making it possible for the men and women of A & P to do the nation's most efficient job of food distribution.



A & P FOOD STORES

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 ORGANIZED JANUARY, 1869

Volume Sixteen, Number Nine

Selling Kentucky As Utah Is Doing

In another column, the Press carries the important story of promoting Kentucky as a recreational center for her own citizens and for the tourists who will flock to the state in the postwar era—providing that we do the job now in selling our own citizens first. Our newspapers can do nothing more worthwhile than to get solidly behind this program today, both from the standpoint of their own communities and for the benefit of the state at large. The important thing is that we must start at once—before other states have relegated our state to the bottom again.

Our editors should take an active part in the formation of a committee of community leaders, and, through this, survey the possibilities of their communities, project sites, and the needs of their citizens. Intelligent planning today will bring the desired results tomorrow.

Some years ago, our newspapers under the leadership of Russell Dyche and KPA, ran a series of articles to acquaint Kentuckians with their state. The idea was sound, the newspapers responded wholeheartedly, but the only drawback was that the series did not run long enough and many local spots had to be neglected. This project was given full endorsement and commendation by the leaders of our state. It should be done thoroughly again.

Utah has taken an important step, a step that should bring a tremendous return for the investment. The value of the Utah project cannot be estimated today in dollars and cents—the return will be evident in later years, but the return will be sure and manyfold. Kentucky should follow Utah's lead.

The Press suggests that a special committee of state editors should be formed, to cooperate with a similar committee of the State Recreational Conference, to wait upon Governor Willis and other state officials with a similar plan. It has common sense and merit behind it, and should sell itself on that merit alone. It may be that legislative action is needed. If so, right today is the time to get started. We cannot do more to bring Kentucky up to the front rank of states—the place that is rightfully ours.

Rule On Pleadings Changed By Decision

Newspapers have long been confronted with the problem of whether the privilege accorded through the freedom of the press clause of the Constitution permits publication of the contents of pleadings in court actions and relieves newspapers of liability if subsequently the contents are proved to be defamatory. Until recently, the general rule has been that publication of such matter is privileged and involves the newspaper in no liability, but that rule has been upset and caution will now be required of newspapers in publishing the allegations and charges contained in pleadings.

The leading case on this subject, as reported in Volume 136 of American Law Reports is that of Harshaw v. Harshaw, settled in the North Carolina Supreme Court in 1941, in which the court expressed the opinion that "the general rule is that pleadings are privileged when pertinent and relevant to the subject under judicial inquiry, however false and malicious the defamatory

statements may be." In that case judgment was entered against the newspaper not for libel, not because it published the allegations of a pleading but because the allegations had already been proved false in prior litigation. Despite this finding, the court reaffirmed the general rule that publication of defamatory allegations is privileged.

However, this rule was changed materially, if not effaced, by the recent decision of the Massachusetts Supreme Court awarding judgment for damages against a newspaper for libel in publishing false accusations in a complaint for alienation of affections. The decision of the court in ruling against the newspaper stated: "The right to report proceedings in the court does not extend to reporting accusations contained in paper filed by a party and not yet brought before a judge or magistrate for official action. *** The right of a party to make charges gives no right to others to spread them. Publication of accusations made in a pleading is neither a legal nor a moral duty of newspapers. Enterprise in that matter ought to be at the risk of paying damages if the accusation proves false. To be sure a newspaper has only to send its reporter to listen to the hearings rather than to search the files of cases not yet brought before the court."

Undoubtedly, this places a new aspect on the rights of newspapers to disseminate information, although many newspapers already have a fixed policy against publishing what might prove to be false defamatory matter in pleadings. This policy is based on the fact that much litigation is of the spite variety in which parties make false accusations and hope that newspaper publication of the charges will damage the reputation of opponents or effect settlement of the dispute. Newspapers have thus often been used to the advantage of litigants, and under the general rule have been beyond action for what would amount to libel under ordinary circumstances.

All this is now changed through the opinion of the Massachusetts Supreme Court. The decision does not deny the rights of newspapers to publish court proceedings, such as evidence taken under oath during the trial of a complaint, which is part of the record. It is true that pleadings are also a part of the record but, under the reasoning of the court in the Massachusetts case, they do not become a formal part of the record until submitted to judicial action.

It is better to be without an operator than to be without him AND money forwarded to him in the hope of getting him.

ANPA Manager Reviews ITU Contract Situation

Cranston Williams, General Manager of the American Newspaper Publishers Association, made the following statement today:

"In response to inquiries from the public as well as publications, both periodicals and newspapers, for comment about the present situation involving relations between daily newspapers and some officials of the International Typographical Union, I want to point out—

"The issue is simple—is the publisher of a daily newspaper to be forced in any way to accept, without his consent or agreement, any rules adopted by the International Typographical Union for the operation of a part of the plant to produce newspapers?"

"It is not necessary to cite proposals, rules, laws and other things being debated on a technical basis by those in the International Typographical Union who want to fasten their own wills and wishes on those responsible for the publication of newspapers. Mandatory acceptance of International Typographical Union laws makes a farce of collective bargaining.

Collective bargaining either means what law, custom and precedent says it is or there is no such thing as collective bargaining.

Daily newspapers must refuse to accept the program of some ITU officials to concentrate complete authority in ITU and take away the right of the newspapers and their printer employees to operate through the procedures of honest collective bargaining.

More Newsprint Possible In Fourth Quarter

Possibility that United States newspapers may be allowed still more newsprint during the fourth quarter of 1945 appears.

World-wide shortages of newsprint will continue, however, at least until mid-1946, and probably longer, J. Hale Steinman, War Production Board Printing and Publishing Division director, asserted in a statement July 21 to representatives of the press services.

Further relaxation of newsprint consumption quotas depends upon Canadian deliveries being increased to \$250,000 tons monthly, Steinman said, and whether Scandinavian mills can meet newsprint needs in western Europe.

The sliding scale formula determining newsprint usage quotas quarterly for American newspaper publishers was eased one degree this month, for the third quarter. It was the first relaxation since the limitation order went into effect in 1943.

Boards May Still Defer Newspaper Men

Though national headquarters of Selective Service has not announced it, newspapers are no longer listed as "essential" because the "list of essential activities" issued many months ago for the guidance of local draft boards has been abandoned.

Selective Service Director Lewis B. Hershey June 22 sent local boards revised copies of Local Board Memorandum 115, which outlines occupational deferment policies. In his transmittal memo, he wrote, "The list of essential activities has served its purpose and therefore has not been reissued as an attachment to this memorandum."

However, regional and state selective service officials advise that local boards may continue to refer to the essential list with other pertinent data in determining the eligibility of a newspaper man for deferment, and that local boards should not interpret the national headquarters' failure to reissue the essential list as lowering the status of newspaper men.

Local Board Memorandum 115, as revised, advises the local board that it may grant a deferment or continue a deferment for any man under 30 it finds "necessary to and regularly engaged in" and "indispensable and irreplaceable in an activity in war production or in support of the national health, safety or interest."

The memorandum also advises local boards that men 30 through 37 (as well as those under 30 who have been found disqualified for military service or qualified only for limited service) who are "regularly engaged in" an activity "in support of the national health, safety or interest" may now be deferred indefinitely subject to review every 6 months. "The registrant's classification need not be reopened" for each such review, and it is expected that the board will, in the absence of changed circumstances, merely send a new notice each 6 months that the deferment is continued "indefinitely." The liberal policy recently announced for such deferments and renewals is continued.

Packages for greeting cards and illustrated postcards will be restricted to simple boxes as a result of the issuance July 4 of Direction 1 to Order L-239, the Paperboard Division of WPB announced. The shortage of paper will not permit elaborate packages for the cards, WPB said.

Some editors worry about their competitors, when, as a matter of fact they should be worrying about themselves.

Fire Extinguishers Should Be Handy

Portable fire extinguishers should be placed where they are readily available and access to them is not likely to be cut off by fire.

When used to provide general protection for an area containing normal fire hazards, extinguishers should be so placed that at least one large or two small ones can be reached by traveling no more than 50 feet from any point in the area. Fewer extinguishers are required where the fire hazards are light, and more where they are severe. When the extinguishers are used for safeguarding a specific fire hazard, they should be mounted near it, but not on or so close to the hazard that they will be involved if it catches fire. If the hazard is located in a relatively small room, it is good practice to mount the extinguishers either just inside or outside doorways leading into the room. Operators can easily get at extinguishers so placed and have a safe line of retreat in case of necessity.

Nothing that might interfere with the accessibility of an extinguisher should be placed under or near it. All extinguisher locations should be checked at least once a day, and any obstructions found should be removed immediately.—Paper Mill News.

WLB Rules On Summer Holidays

The War Labor Board has announced that employers are not required to obtain approval of the Board to give office, retail and white-collar employees a weekly half-day or full-day holiday during the summer months without a compensating deduction in pay. This policy, in effect from June 1 to September 15, 1945, applies to employees who, after the reduction in working time, are still on a 5-day or longer work-week.

This is a liberalization of the policy in effect for the summer of 1944, which permitted a weekly half-holiday without prior approval, if the granting of the holiday had been the past practice of the company or was the prevailing practice of similar establishments of the community.

Urging all newspapers to continue to encourage waste paper collections, American Newspaper Publishers Association points out that possible future increases in the newsprint supply, and the overall paper and pulp situation, is directly tied up in waste paper collections.

Laying up a job for one's old age is as important as laying up money.

Why Climb Steps . . . With an Elevator Available?



Every Step You Have to Take in Assembling
Costs the Old Laborious Way Wastes
Your Time and Risks Your Profits

Take the Elevator to the highest level of efficiency.
Put your valuing methods on the top floor.

Avoid Slips — Save Time — Elevate Profits

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Kentucky Newspaper Sales
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If you feel that the future of your newspaper is worth an investment of one cent per subscriber, send a check to the Weekly Newspaper Promotion and Research Bureau, 188 West Randolph Street, Chicago 1, Illinois.

Have you investigated ABC?

Keep tear sheets a-rolling.



THROUGH THE YEARS

The test of time. Businessmen seldom continue to buy equipment year after year from the same company unless they are satisfied with the policies and product of the organization. Such experiences build mutual confidence, and such ties exist between many publishers and printers and Linotype.

"In my judgment," wrote one publisher, "based upon forty-seven years' uninterrupted experience with typesetting machines, the *Blue Streak* is in a class by itself, unrivaled, supreme?"



29 RYERSON STREET • BROOKLYN 5, N. Y.

Linotype Bodoni and Bodoni Bold

**Authority Exceeded
In Esquire Case**

The Post Office Department is not a censor of what is good or bad for the public, according to a decision in the United States Court. The court ruled that suspension of The Esquire magazine's second class mailing privilege for the reason given by the Post Office Department was illegal and unconstitutional.

It will be recalled that the issue in The Esquire case involved alleged obscenity of Varga girl pictures in the magazine. A panel of three department representatives conducted hearing in the case and issued a report advising against suspension of second class mailing privileges. Despite this, the Postmaster General issued the order for suspension on the ground that the Varga girl pictures did not meet the literary standards of the Post Office Department. The question of obscenity did not enter into the ruling, which declared that in order to enjoy low-cost second class mail rates a magazine "is bound to do more than refrain from disseminating material which is obscene or bordering on the obscene. It is under a positive duty to contribute to the public good and the public welfare."

The decision of the court expressed the hope "that this is the last time that a government agency will attempt to compel the acceptance of its literary or moral standards relating to material admittedly not obscene." The opinion, written by Justice Thurman Arnold, former Justice Department trust-buster, further suggested that the Post Office Department "stick to its job of carrying the mails."

The Postmaster General declared the decision confronts postal officials with an impossible task. He has appealed to the Senate and House Post Office Committees to correct the situation, supposedly through legislation that would enable the department to establish "literary" standards which publications must meet in order to have second class mailing privileges.

Adoption of a revised form of Withholding Receipt (Form W-2) for the year 1945 was announced by Joseph D. Nunan, Jr., Commissioner of Internal Revenue. The revised form is basically the same as the old form, but has been improved, on the basis of experience, in arrangement, wording and typography.

The revised form will be usable immediately, but employers are authorized to use up existing stocks of the old form before adopting the new one. This policy has been adopted to prevent waste of paper or needless expense to employers.

**Pay For Publicity?
The Flood Continues**

Under the above head, Printer's Ink, June 8, 1945, discusses the question as to whether the services of a publicity man should be based on the actual number of releases published or on the basis of total space allocated to publicity releases.

According to this article leading publicity and public relations men say this question arises from a wrong concept of publicity, a concept which regards publicity as space grabbing or getting something for nothing which has resulted in placing press agents in such a bad light with editors that rules are sometimes established to discard all releases.

The article further states that modern publicity and public relations men do not think of publicity as a substitute for advertising but as complementing or supplementing an advertising program. The consensus of publicity experts is that no legitimate or experienced publicity man works on a basis of payment for the number of releases published or the total space secured but contracts to do a specific job at a specific fee, seldom less than \$300 a month and up to \$50,000 and more per year, it now being difficult to obtain the services of an individual publicity man for less than \$5,000 a year, salaries for more experienced running considerably higher.

Several state association bulletins report the publicity activities of the News Feature Service, 2156 Payne Avenue, Cleveland, Ohio, which sends mats to newspapers of a series called "Friends and Enemies of the Victory Garden." The copy promotes "Black Leaf 40," a product marketed by the Tobacco By-Products & Chemical Corporation, Louisville, Ky.

Proctor & Gamble Co. supplies editors with cake recipes calling for the use of Crisco. In an accompanying letter the Consumer Service Division of Proctor & Gamble describes these recipes as New-Method cake recipes and "exciting news." Editors are asked to please pass these recipes on to their readers "through your always-alive columns."

Under the head, "Why Free Publicity," the Louisiana Press Association bulletin discusses publicity as follows:

Perhaps you have asked yourself why public relations men keep sending free publicity. Some of the men who help prepare such free material for weeklies recently admitted frankly one reason they continue to send out free stuff is because it is used by publishers.

Someone offered the argument that probably only the poorer papers used it, and thus its effect for the firms sending it out

was indeed small. But it seems that better papers also use some of the material and this adds to the apparently "good and widespread" use. It was further pointed out that publicity men are increasing with the current trend in public relations, although many are using the new trend to carry out old-style publicity ideas with emphasis on the free use of white space reserved for advertising at regular space rates. It looks like publicity men and firms are preparing to go even further with their free publicity grabbing tactics, leaving it up to publishers not to use such stuff.

Remember: "They won't pay for what you're willing to give away free."

According to the June bulletin of the Associated Dailies of Florida, the activities of numerous sectional and state associations has been at least somewhat successful in heading off unwarranted free publicity as evidenced by a recent complaint of a publicity relations director.

Bulletin of the Ohio Newspaper Association reports that from all over the country comes word of increases in requests for free publicity with warning that more ingenious efforts along this line may be expected.

**Returning Veterans
In Small Businesses**

How long can I stay in business? What about these veteran's loans? Post-war business plans of GI's. Getting started in your business. The GI Bill and small business. Survival chances of retail stores. Risk-taking in the post-war world. Effect of wartime marriage boom. Getting started in foreign trade. Disabled veterans an economic asset. These, and a number of other related problems are authoritatively discussed in a series of carefully selected articles from recent issues of Domestic Commerce, published monthly by the Department of Commerce, and bound together in one small booklet—"Veterans and Small Business." Single copies free on request to any one of the following offices of Department of Commerce: Atlanta 1, Georgia, P. O. Box 1595, 603 Rhodes Building; Savannah, Georgia, 403 P. O. Building; Jacksonville 1, Fla., 425 Federal Building; New Orleans 12, La., 408 Maritime Building.

**Forestry Awards For
1945 Are Announced**

The Louisville Courier-Journal and Times announced that \$400 in cash will be given in the 1945 Tom Wallace Forestry Award. A grand prize of \$200 will be given the contestant carrying through a complete forestry

program on his farm, which includes: (1) Protection, management and utilization of established wood areas on his farm. (2) Planting and protection during the year of at least two acres of forest tree seedlings.

A prize of \$100 is offered the contestant who shows the best work performance in establishing a forest or plantation area of two acres or more in extent. This practice calls for planting at least 1,200 forest tree seedlings, spaced six feet apart, where no previous wood stands existed.

The rules stipulate that every farm-forester in Kentucky and Southern Indiana is eligible to enter the contest. Winners of the award will be announced no later than December 15. Awards will be presented at the 1945 Tom Wallace Forestry Award—Home and Farm Improvement Campaign luncheon in Louisville.

Why not list the ration coupon numbers and final application dates in a front page book.



*The Home
Town
Reporter*
in WASHINGTON
By Walter Shead

Recognizing the need of a Washington column devoted exclusively to small town and farming interests, Western Newspaper Union has turned over this important assignment to Walter A. Shead, a newspaper man of long experience. His column, THE HOME TOWN REPORTER IN WASHINGTON, reports, analyzes and interprets Washington news with the interests of rural America first in mind.

You can easily remove the words "Home Town" from the heading and substitute the name of your own paper.

Other Famous Washington Columns
Syndicated by WNU

BAUKHAGE PAUL MALLON
DREW PEARSON

Quality Mats and Stereos
ATF Type WNU Type Metal
E-Z Job Black Ink
Black Diamond News Ink
Machinery and Equipment

Western Newspaper Union

Yes Sir!

The South Offers Great Postwar Business Opportunities

If the people of Kentucky and the South need reassurance as to their postwar opportunities, testimony of business experts is readily available. For instance, Wilford White, special studies unit, Bureau of Foreign and Domestic Commerce of the United States Government, lists Kentucky as one of thirteen states in the region in asserting:

"Right now it would be hard to select a region in the United States with greater opportunities than the South."

He cites the fact that the region has more than the average number of farm workers, domestics and day laborers; that the per capita income more than doubled from 1933 to 1943; the \$26,000,000,000 total income is 19 per cent of the national income; that markets, labor supply and resources all are ample.

The key to Kentucky and the South's over-all industrial growth does not necessarily lie in big manufacturing plants employing thousands of people. Small and medium-sized industry, adapted to the smaller urban centers, are of primary importance.

Developing new industry and strengthening existing businesses to produce, distribute and consume the products of our own state and its southern neighbors should be one of the main postwar objectives. Many such industries are seeking new locations. Let's meet them halfway.

How? By organizing our communities for action, analyzing our possibilities and advertising them. Out of such industrial growth will come better roads, better schools, better farms and an all-around improved standard of living.

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