

The Kentucky Press



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

July, 1941

Volume Twelve Number Nine

\$5,300,000 Taxes Paid by Railroads in Kentucky in 1940

Railroads operating in Kentucky paid a total of more than \$5,300,000 in taxes to the State, counties, cities and towns last year. Of this amount, at least \$2,645,000 went into School Funds; approximately \$960,000 went to build and maintain county roads and city streets, and the remaining \$1,695,000 went into General Funds.

Thus the railroads paid a generous share of all the money required to conduct State, county and local business. This includes public education, streets and highways, public health work, police and fire protection, mental and tuberculosis hospitals, penal institutions, public charity, administration, and all the other services that you and other citizens require of your State and local governments.

You can readily see by these figures that every section of our Commonwealth shares in the prosperity and earnings of Kentucky railroads. So it is to your interest, as a progressive citizen and taxpayer—

1. TO OPPOSE unfair national or state subsidies to competing forms of transportation.

2. TO SUPPORT fair and reasonable measures to put all other carries for hire under regulations similar to those prescribed for railroads—which bear so large a part of the general tax burden and carry over their own roadways the bulk of the country's transportation load in peace and in war.

Kentucky Railroad Association

Two Prominent Kentuckians Die During This Month

The Press joins in mourning the death of two of our most prominent Kentuckians during the month.

Robert Lee (Colonel Bob) Elkin, life member of the KPA, saddle-horse breeder and retired editor of the Central Record, Lancaster, died on July 5 after a three-days illness.

Known throughout central Kentucky as "Colonel Bob," Elkin for 25 years was editor of the Central Record, Lancaster weekly newspaper, retiring in 1936. He was a specialist in the saddle-horse breeding industry and many of his horses are at Elkin Place, his 300-acre estate near Lancaster.

Mr. Elkin was the father of Dr. Daniel Collier Elkin of Atlanta, Ga., prominent surgeon at Emory Medical school, who last year won the Matas award for outstanding work in vascular surgery. His brother, Dr. W. S. Elkin of Atlanta is a retired millionaire surgeon.

Though never a candidate himself, Mr. Elkin was prominent in Democratic circles and had served as Garrard county chairman. He was a member of the local draft board.

Though retired from newspaper work, he recently was voted a lifetime membership in the Kentucky Press Association.

Mr. Elkin was born Oct. 8, 1866, and spent most of his life in the home in which he died. He long had been a horseman of note, specializing in the breeding of saddle horses, many of which now are on his 300-acre estate. A past director of the Kentucky Saddle, Hunter and Walking Horse Association, he was in charge last year of the horse show at the Kentucky State Fair and was a member of the board of the fair association.

He long was a member of the Lancaster Rotary Club and also was a member of the Lancaster Christian church and of the local draft board. Among his numerous civic achievements was his leadership in obtaining the project for repaving and modernizing the Lancaster public square, dedicated several months ago with Gov. Keen Johnson as the chief speaker.

Son of Zacariah and Mary Beasley Elkin, he was married in 1888 to Miss Bertha Collier, who died in 1925. In 1927 he was married to Miss Joan Mount.

Mr. Elkin's farm, located two miles from Lancaster on the Stanford pike, is a central Kentucky showplace. In addition to considerable horse pasturage, the farm contains several acres of daf-

fodils of many species, which Mr. Elkin cultivated. Visitors annually flock to the farm to see his fields of daffodils, his collection of which is regarded as unique.

Besides his wife, son and brother, survivors include a grandson, Daniel Collier Elkin Jr. of Atlanta.

The Rev. Dr. George A. Joplin, 80 years old, retired Presbyterian minister and secretary emeritus of the Kentucky Sunday School Association which he served in various capacities since 1909, died of a heart ailment at his home in Louisville on July 7. He was the father of George A. Joplin Jr., editor of the Somerset Commonwealth, and a welcome visitor and guest speaker at many of the KPA conventions.

A native of Barbourville, Ky., and believed to be the oldest alumnus of Centre College—he was graduated in 1880—Dr. Joplin had held pastorates at Mt. Sterling, Ludlow and Buechel before retiring three years ago. In earlier years he also served as assistant pastor of a church in Pittsburgh and was secretary of the Y. M. C. A. at Omaha, Neb., and at Lexington, Ky.

Dr. Joplin attended several world Sunday school conventions here and abroad and in 1914 inaugurated "go-to-Sunday-school day" in Kentucky.

One of Centre College's greatest boosters, he rarely missed an alumni meeting or graduation and his tall, spare figure and white beard were familiar to a multitude of the school's graduates. In 1915 his alma mater conferred an honorary Doctor of Divinity degree upon him.

Moderator of the Kentucky Synod of the Presbyterian Church, U.S.A., in 1911, he had been clerk of the Ebenezer Presbytery in Kentucky for many years, resigning a few years ago.

Surviving are his wife; two sons, George A. Jr., and Vaughan, Jersey City, N.J.; a daughter, Mrs. A. W. Lee Jr., of Clearfield, Pa., and a sister, Mary Joplin of Lexington.

Special Advertising Pages

An excellent suggestion for increasing ad lineage is for publishers who need a central theme for one of their periodic special pages or special editions, the campaign of the U.S.O. for funds to finance entertainment of the men in the services furnishes an ideal subject. It is a worthy cause, possesses a patriotic motive, and is another contribution of the weekly press to national defense.

Miss Hutton Attends Convention

Miss Mary Elizabeth Hutton, Harrodsburg Herald, president of the Kentucky Press Woman's Club, took an active part in the annual convention of the National Federation of Press Women Inc., in Milwaukee on June 26-28. She was accompanied by Miss Jane Hutton, national vice-president of the Federation, Miss Mildred Babbage, Breckenridge News, Cloverport, first vice-president of the state organization, and Miss Janet Shutts, advertising manager of the Danville Advocate-Messenger.

Miss Richards Buys Russell Banner

Miss Lillian Richards, who leased the Russell County Banner in January from J. R. Bernard, purchased the Banner and goodwill the early part of this month. The Philadelphia Inquirer recently ran a feature story on Miss Richards who is one of the youngest, if not the youngest, women editor and owner of a newspaper in the country. The Press welcomes her to the fraternity of Kentucky Fourth Estate.

Ashland Newspaperman Dies

James Dunn Cranley, 75 years old, veteran newspaper man who had seen service on many American newspapers including the Ashland Independent, died July 27 at his home in Ashland. He was unique because in all his years of writing copy, he never used a typewriter. Associates said that he could write legibly with a pencil as fast as others could on a typewriter.

Army Public Relations Funds

Included in the War Department Appropriation bill, which passed the House, is an item providing for the distribution of mats and plates to newspapers, primarily weeklies. Another authorization allows funds for the Army Bureau of Public Relations to pay for a limited number of trips for newspaper writers to camps and at maneuvers. Estimates call for an expenditure of \$10,313 for mats for small papers, and it is likely that the Army will revise its plans and use plates more extensively.

Miss Helen F. Randolph, 60 years old, Louisville newspaper woman and author, died at her home on June 24.

Our genial secretary, J. Curtis Alcock, was made a director of the Danville Board of Commerce at its July meeting.

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Press Association Officers

Russell Dyche, President, London Sentinel-Echo
Harry L. Waterfield, Vice-Pres., Clinton Gazette
J. Curtis Alcock, Secy.-Treas., Danville Messenger

District Executive Committeemen

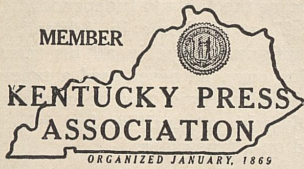
Vance Armentrout, Louisville Courier-Journal (Third), Chairman; First, Joe LaGore, Paducah Sun-Democrat; Second, Tyler Mumford, Union County Advocate, Morganfield; Fourth, Joe Richardson, Glasgow Times; Fifth, Frank Bell, Trimble Democrat, Bedford; Sixth, Fred B. Wachs, Lexington Herald-Leader; Seventh, W. W. Robinson, Paintsville Herald; Eighth, T. T. Wilson, Log Cabin, Cynthiana; Ninth, H. A. Browning, Williamsburg Republican; State-at-large, Victor R. Portmann, Kentucky Press, Lexington, and Chauncey Forgey, Ashland Independent.

Legislative Committee

Tyler Mumford, Morganfield Advocate, chairman; Harry Lee Waterfield, Clinton Gazette; Thomas R. Underwood, Lexington Herald; Henry Ward, Paducah Sun-Democrat; George R. Joplin Jr., Somerset Commonwealth; Cecil Williams, Somerset Journal.

Newspaper Exhibit Committee

Victor R. Portmann, Kentucky Press, Chairman; Miss Jane Hutton, Harrodsburg Herald; Mrs. Mark Ethridge, Prospect; Col. V. W. Richardson, Danville Messenger-Advocate; Jerry Freeman, Tri-County News, Cumberland.



Volume 12, Number 9

In Memoriam

The members of the Fourth Estate in Kentucky are mourning the death of two of their personal friends and co-workers. Every editor feels that it is indeed a personal loss of sincere friends and comrades, men who had done much in their lives to make the state a better place to live in and the Press Association a better organization. We mourn the passing of our comrade and life-member, Robert L. (Colonel Bob) Elkins. We mourn the passing of our friend and comrade, the Rev. Dr. George A. Joplin. Their works will live long in our memories; their inspiration and their kindly counsels will temper our actions for a long time to come.

Jaycees To Raise Funds For State Sesquicentennial

At a meeting held in Lexington, July 27, the Kentucky Junior Chamber of Commerce agreed to raise funds for Kentucky's Sesquicentennial celebration in 1942. This momentous and 'last minute' offer of assistance to the Committee surely has the approval of the members of the K.P.A., who, according to resolution action at the mid-summer meeting, stand ready to assist the Jaycees in any way to make this 1942 celebration a success.

Papers To The 'Army Boys'

Elmo Scott Watson, editor of the Publishers' Auxiliary, sponsored the plan to send the home-town newspaper to the boys in the camps. A number of Kentucky newspapers have joined in the worthwhile movement. The status of such copies was decided by the Postoffice department and the procedure should be strictly followed:

"... while the postal laws and regulations make no provision for the mailing at the second-class pound rates of postage of copies which a publisher may desire to send free to the recipients, except as bona fide samples within the prescribed limits, no objection will be raised to sending a reasonable number of complimentary copies, where the purpose prompting the sending is a friendly rather than a business one, to persons in the United States service. However, this does not contemplate the mailing at the publishers' second-class pound rates of postage of a number of such copies."

That is, the Postoffice Department is willing to cooperate with community newspapers in permitting the mailing of a "reasonable number of complimentary copies" at no postage cost whatsoever, according to the Press' interpretation of this letter. The number of copies in "a reasonable number" has not, as yet, been interpreted by any authority.

Editorial Subject

What are the living costs in the community served by your newspaper? This question is worrying every household in every town, village, and rural neighborhood. It is of prime interest to every business man up and down main street. And the weekly newspaper is the only institution that can furnish the information with particular reference to the home area.

Two courses may be followed in determining local living costs. One is to query wholesale houses that serve your merchants, compare local produce and

farm prices for the past year or six months, obtain from the U.S. Department of Commerce figures that show national living cost comparisons and give the story of their relation to local costs, compare prices today with those of a year ago on such commodities as sugar, gasoline, coal, clothing, bread, milk, utility rates, rent. Another way is to obtain a symposium of opinions of your grocery store owners and managers, clothing store merchants, bankers, gasoline station men, real estate dealers, and other business men as to the stability or increase of living costs. Nearly every one of them will have been furnished pertinent information by manufacturers, trade associations, dealer groups, and wholesale houses as to prospective price increases or decreases. Or, combine the two methods to produce a single yarn. You cannot obtain a scientifically accurate forecast, but at least a good straw-in-the-wind will be in the possession of your subscribers.

Furthermore, the yarn can later be developed into an advertising argument by pointing out that price increases called for more advertising to offset loss of sales caused by the increase. A good yarn to precede or follow the cost-of-living story, would be to find out if wages and salaries have gone up or down, as well as the incomes of professional men, merchants, and farmers. In other words, is their more money available for spending in the community and if so, why aren't advertisers increasing linage to take advantage of it.

Publisher Grosses \$7,000; Itemizes Expenditures

The Iowa Publisher for May contains a breakdown of expenses submitted by the publisher of the Jewell Record. Gross receipts for 1940 were \$7,019.40, and the total cash expenditures, including proprietor's salary and reserve for depreciation, were \$5,549.99, itemized as follows:

Wages	\$1404.75
Proprietor's salary	1666.25
Depreciation fund	575.00
Country correspondents	19.79
Stock for job printing	427.78
Stock and supplies and services for newspaper	352.10
Rent	240.00
Taxes	104.10
Fuel	111.75
Dues	19.50
All other incidental expenses and repairs	471.13
Total	\$5549.99

Newspaper Promotion

A simple but effective way to imprint the number of a newspaper's telephone number on the minds of its readers is to provide a handy service that subscribers will find themselves using because of its convenience, with the result that the newspaper becomes more and more a necessary weekly visitor to very home in the villa and surrounding neighborhood. The Pleasantville (N.Y.) Townsman carried a brief announcement on the front page of the June 6 issue that filled the bill. Several other papers have been doing the same thing, but here is what the announcement said in case others want to adopt the procedure: "In order to prevent conflicts in the dates of event being sponsored by organizations in Pleasantville and vicinity, the Townsman will keep a calendar of coming events in its office which may be consulted by the officials of any organization which is planning to hold a party, dance or other activity. The calendar will serve as a clearing house for all organizations in this vicinity. Just call the Townsman at Pleasantville 248 if your organization wishes to register a date, or to find out what dates are still unclaimed."

No Paid Bond Advertising

Special Assistant Harold Graves to the Secretary of the Treasury testified before the House Appropriations committee that it was the treasury's policy not to buy advertising in the various media. He pointed out that 2,000 banks, however, purchased advertisements of defense savings bonds. Explanation of the department's attitude was found in his statement that the various media were generous in providing free publicity. On the other hand, \$1,710,000 will be spent on printing and binding sales promotion material.

New Twist on Draftee Letters

The Marcellus (N.Y.) Observer last week organized what it calls the "Observer Home Fires Club." The purpose of the organization is to write to the boys now in training. Homefolks are asked to become members and the Observer supplies each member with the name of a soldier boy each week. The member then writes a letter to the lad and encloses a stamp for a return letter. Each member gets a different name each week, thus giving the trainee a chance to hear

from a different person every week. The enclosed stamp makes it easier for him to answer, since, as Publisher Roy A. Gallinger remarks, some of them are not overly supplied with funds. He testifies to the popularity of the service by pointing out that the Observer was scarcely off the press when prospective members for the "Observer Home Fires Club" began to phone the office, asking to be enrolled. There are no fees of any kind, the newspaper standing the expense of sending out postals each week to the members, containing a soldier's name.

Cancellation Clauses For Ad Contracts

Below are given two types of cancellation clauses which publishers have used in advertising contracts to protect themselves from federal regulation of taxes which would increase the cost of production:

1.—Any tax imposed on advertising will be paid by the advertiser from time of tax imposition by the government to end of contract.

In case of change by the federal government in value of currency, rates in this contract may be changed on 60 days' notice.

2.—If due to tax, or other extraordinary cost increases, a change in the charge for advertising hereunder is necessitated in the judgment of the publisher, the publisher may on 10 days notice to advertiser, change the charge for same, it being agreed that the advertiser before the date of the effectiveness of such new charge hereunder has the option of cancelling the contract as to future obligations hereunder and without short rate for space used.

Uphold Right To Publish Letters-To-Editor

The *Buffalo Law Journal*, June 26, carried under a Washington dateline a jury's verdict upholding the right of a newspaper to publish in good faith letters sent to the editor. The decision was reached in a libel action for \$50,000 filed in a Washington, D. C., U. S. District Court, against the Washington Afro-American by a local attorney. The attorney sought to recover damages from the newspaper for publishing a letter purporting to have come from him, defending a high school principal in a controversy revolving around the principal's crossing a picket line. The ver-

dict is considered important because it upheld the universal practice of publishing the opinions of readers in newspaper forums. Otherwise, editors would have been forced to track down every letter to the sender before publication.

Wage And Hour Bulletin

For those publishers under the Wage and Hour law, the recently issued Interpretative Bulletin Number Six relating to retail and service establishments will be informative. Generally considered a liberalized version of previous interpretations it is not expected to bring much relief to newspapers or printing plants. Write the New York office of the U. S. Labor Department, Wage and Hour Division, 341 Ninth Ave., New York City.

Mark Publicity "Advertisement"

Third Assistant Postmaster General Ramsey S. Black has warned that when publicity furnished by national advertisers is used by newspapers either on the threat of withdrawal of national advertising or on promise of such advertising, the publicity must be plainly marked with the word "advertisement." Furthermore, the matter is subject to the zone rates of postage applicable to the advertising portion of the publication.

Rural Education

The federal government is expanding vocational work in small towns working under a ten million dollar grant to extend trade and industrial education for out-of-school rural youth. The state board for vocational education will become the agency within the state to set up the courses and decide where they shall be located.

A number of Kentucky editors have not as yet filled out the questionnaire requested by the Press and the University Department of Journalism. May we have these returned at your earliest convenience?

Warren R. Fisher Jr., business manager, and Waller Boyd, editor, of the Carlisle Mercury were painfully injured on July 25 in a motorcycle accident while returning home from Lexington. They are now back at their posts but retain memories and some bruises.

*Mimeographed Sheet Held
"Newspaper" by Attor.-Gen.*

Attorney General Earl Warren has issued an opinion that Angel's Camp Daily News, a California mimeographed publication, meets the requirements of a newspaper within the meaning of the public resources code. The opinion was given to a query as to the sufficiency of the publication of a legal notice of application for ore buyer's license in the Angel Camp's "newspaper."

The code does not require publication of the application in a "newspaper of general circulation," but only that publication in a "newspaper" published in the county or counties where the business is to be conducted.

The opinion stated: ". . . And it is too narrow a construction, in relation to the facts of this particular case, to hold that the newspaper in question is not a newspaper merely because it is mimeographed, rather than printed by the usual typesetting methods."

*Average Family Spent \$1,200
In 1939—About \$4 A Day*

The American public today would rather buy at home than travel long distances. Domestic Commerce, bulletin of the U. S. Department of Commerce, reports the increase of retail outlets during the period from 1929 to 1939 by 20 per cent. Population increased only 7 per cent during that time. Only 74 persons were required for the theoretical support of each retail establishment in 1939 compared with 83 required in 1929.

Each of the retail outlets received \$23,750 as its pro rata annual share of retail business in 1939, or approximately \$79 a day. This was about 15 per cent better than in 1935.

The average family, which according to latest census reports is composed of 3.8 persons, spent more than \$1,200 in 1939 or approximately \$4 a day. Based on the figures released, the family spends 24.2 per cent with the food group; 1.9, general stores (with food); 13.5, general merchandise; 7.8, apparel; 4.1, furniture-household-radio; 13.2, automobile; 6.7, filling stations; 6.5, lumber-building-hardware; 8.4, eating and drinking places; 3.7, drug stores; 10.0, other stores.

Census Population Figures

In the trend of population away from the cities to the country, as shown by

the 1940 census figures, weekly editors may find increased hope for the future of the rural newspapers. Fifty-two per cent of the population of the entire nation live in the country or in towns of under 10,000 inhabitants. The increase in cities of more than 10,000 has been approximately 48 per cent since 1930, an increase 4 per cent less than in the rural areas.

*Local Baby Pictures May
Tie-in With Advertisements*

A combination of the "baby picture" series and a "Who's This" feature is an idea suggested in the Georgia Press Association publication. Baby or childhood pictures of grown folks in the community might be obtained either from them or from their wives or sweethearts and run under a "Who Are They" heading.

A contest might be made out of the feature with a small prize being offered for anyone who correctly identifies all the pictures. Or an advertising tie-in may be achieved by using one of the pictures in a bank ad with some such copy as: "The same year this youngster was born, the First National Bank opened its doors. We hope we have been as much a credit to this community as the baby pictured here."

Or a department store might remind readers that about the time this youngster was born, or entered high school, the

store had burned down, yet had been rebuilt to go on serving its customers.

When the Belleville (Ill.) Advocate installed a photographic department, pages of local advertising pictures were sold under the copyrighted title of "Camera-ads." The Editor's Forum suggests: "Take a picture of the mayor's six-year-old daughter sitting up at the counter sipping a soda, and lay out an ad using this illustration for the druggist. He'll buy it."

*Wage Increases Cannot
Cover Overtime Payments*

General Philip B. Fleming, administrator of the Wage and Hour Division, has stated that wage or salary increases cannot be later claimed to cover overtime payments under the Wage and Hour Law. Part of his statement follows:

"Payments made to employees cannot be wage or salary increases and extra compensation for overtime at one and the same time. Where additional amounts are paid without any understanding that they are overtime compensation and the payment of such amounts remains constant even during weeks in which the employee works no overtime, the payments are in fact wage or salary increases and must necessarily be reflected in an increase in the employee's regular hourly rate or pay rather than as an offset against extra compensation due for overtime."



BLUE STREAK LINOTYPES will give your customers what they want, sparkling new types in a greater range of sizes—at a lower cost to you.

Linotype receives many letters, telling how Linotype users' customers—the advertisers—enthusiase over the greater range and flexibility of the product of Blue Streak Linotypes. And all of these publishers are profiting by Linotype's simpler, easier maintenance and speedier, more productive operation.

Ask your Linotype representative.



Linotype Baskerville Bold and Caslon Old Face

Who Taught Retailers To Advertise ?

One of the nation's greatest publishers is credited with teaching retailers how to attract more business—how to advertise. He showed them ways of promoting their wares through the printed word, and of dressing up their advertisements with more attractive headings and typography.

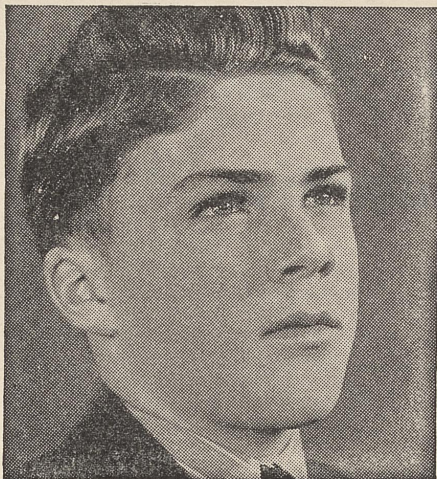
His name: Benjamin Franklin

Were he alive today, Franklin would undoubtedly find much to commend in the progressive merchandising and advertising methods which chain stores have helped popularize and make part of the modern business system. He would find that chain stores in many communities have led in introducing consistent newspaper advertising, attractive display, full assortments, wide varieties, efficient operation. He would point out that chain stores make significant contribution to community welfare by enabling consumers to save up to 10, sometimes as high as 25 per cent, on their purchases.

Were he to speak in modern promotional terms, Franklin might point out that every family in your trading area is "willing to buy." By patronizing chain stores, they become "able to buy" more. They stay at home to shop, knowing that they can obtain as outstanding values in their own locality as they can find anywhere.

In thus making it possible for willing-to-buy families to become able-to-buy more clothing and food and drugs and furniture and other needs and comforts in the community, chain stores—along with newspapers and other civic institutions—are a vital factor in your community's well-being.

THE GREAT ATLANTIC & PACIFIC
TEA COMPANY



A boy like this will be running this company some day!

Whose boy? We don't know.

He may be yours. Or your neighbor's.

But he's somewhere in this neck of the woods—on the farm or in town—burning with the grand old American urge to try his wings in the exciting life of business.

One day he will join us. As a clerical worker. Or a lineman. Or perhaps a meter reader.

It doesn't matter what the job is. He will do it well. And he will climb.

For, to a boy like this—intelligent, clean-eyed, strong, unafraid—a job is a challenge. He will meet it and he will win.

It's the American pattern. The stuff American industry is made of. The pattern that has built free enterprise in this country.

And (this is important) because this boy

is of the people, he will know best how to serve the people.

That is why we like to pick likely youngsters, and let 'em grow up in this business. That's the way most of us who work for this company started in.

The result is that we have a group of experienced people who have spent their lives in this business. Because they know our customers' needs, they have been able to improve our service and reduce the rates.

Electric service is better than it has ever been. Today you get twice as much electricity as you did 10 to 15 years ago for the same money.

The people who work for this company will keep on giving you better service and more for your money. *That's their business.* Their aim is to keep on bringing you more and more of the benefits of electricity at less and less cost.

→ IT COSTS LESS TO LIVE BETTER ELECTRICALLY ←

KENTUCKY UTILITIES COMPANY

INCORPORATED

The Kentucky Press



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

August, 1941

Volume Twelve Number Ten

National Newspaper Week To Be First Week In October

This is your official reminder that National Newspaper Week will be observed October 1 to 8, 1941. You have less than two months in which to prepare for this important event. If you are wondering what steps you should take to insure an effective celebration of National Newspaper Week, the following suggestions may be helpful.

1. As soon as possible prepare a concise history of your newspaper which may be printed in booklet form for distribution to visitors. Combine with it a brief, clear description of the way your newspaper is made. Illustrate the booklet with pictures of your building, offices, and machines, as well as photos of each member of your staff. Print more of these booklets than you think you will need.

2. Prepare several articles for publication in your newspaper about the processes of journalism and printing. Run them once a week during the whole month of September.

3. Prepare a calendar of all meetings in your community during the week of October 1-8. Invite each of your local groups to visit your plant during newspaper week. Try to schedule a talk by some member of your staff, or any other well-informed person at each of these meetings. Prepare material about the newspaper that speakers can use conveniently.

4. Plan to have a speaker on some newspaper subject at each of the schools in your community sometime during newspaper week.

5. Ask each of your local ministers to devote a part of his sermon to an evaluation of the newspaper's place in the religious life of the people.

6. Try to prepare in advance one or more exhibits which may be displayed in your own windows, in cooperating store windows, in the lobbies of public buildings, etc., showing the intricate processes required to produce a newspaper.

7. Reprint the short, purposeful paragraphs from N.E.A. directors in your newspaper and in your promotion material.

8. Give some thought to what your paper will contain during National Newspaper Week. That ought to be the best issue or issues of the year, for the occasion is intended to impress your

subscribers with the importance of the newspaper in the life of its people.

A large variety of promotion copy will be available free from various sources on request. Announcements of sources will be made later. Much of this promotional copy will be presented on a national scale and will support the slogan, "The Newspaper Light The Way Of Freedom." However, the real success of Newspaper Week, as proved in 1940, depends on localization of promotion ideas in each newspaper community, as outlined above.

The free press of America has an imposing list of achievements to recount this year. It has been at the forefront of every movement to upbuild the community, state, and nation. It has been the first to attack enterprises destructive of the common weal.

The selection of the slogan is based upon the Bill of Rights according to the general committee which states: "National Newspaper Week is a time in which the attention of the American people will be focused upon the freedoms guaranteed by the Bill of Rights—among which stand free press rights—a freedom enjoyed by all people. Newspaper service will be revealed and properly appreciated as never before and it will be made clear that newspapers are the bulwark of all our freedoms—that they are free to voice their opinions, good, bad, and varied—without fear of interference on the part of anyone who might desire to detect the thought of his fellow citizens."

Promotion Data

Census Bureau Pamphlet Series P-3, No. 14 will be useful to publishers in the presentation of market data. It shows the 1940 urban and rural population of each county, with the percentage urban for both 1940 and 1930. Of the 3,100 counties and other primary divisions of states, 1,257 were entirely rural in 1940. This decrease in the number of rural counties results mainly from the fact that some places which had less than 2,500 inhabitants in 1930 had grown sufficiently during the decade to attain urban classification. There was a net increase of 299 in the number of urban places between 1930 and 1940.

Special Days Coming For Advertising Tie-Ups

By taking advantage of all special days and holidays to persuade merchants to use timely advertising, many newspapers get considerable extra lineage each year. Forward-looking publishers are now talking up the special days in September which offer advertising possibilities. The leading events of this kind in September are:

- September 1—Labor Day.
- September 2—Anniversary of the creation of the U.S. Treasury Department in 1789. (Tie-up for local bank.)
- September 5—Anniversary of opening of first Continental Congress in Philadelphia in 1774.
- September 8—Schools open in most communities.
- September 13—Anniversary of the writing of the Star-Spangled Banner in 1814.
- September 13—National Felt Hat Day.
- September 15-20—Constitution Week.
- September 17—Constitution Day.
- September 21-27—National Dog Week.
- September 21-27—National Newspaper Boys' Week.
- September 22-28 — Better Parenthood Week.
- September 22—Rosh Hahanah (1st Day) Jewish New Year.
- September 22-27—The Silk Parade.
- September 23—Rosh Hashanah (2nd Day).
- September 23—First day of autumn.
- September 27—Football season starts.
- September 28—Daylight saving ends.

Family History Features

Appearing in the Attica (N.Y.) News are a series of family portraits giving the history and background of old-time residents of the community. The series is running while an exhibit of old family portraits is on display at the Attica library. For years, personality sketches and articles have been the mainstay of magazines. Localized the series could be expanded to include buildings, parks, organizations, and readily obtained from newspaper files. Here again the weekly cashes in on the use of local names, which is its exclusive province and main foundation for its circulation. The Attica News in a departmental head urges its readers to save the articles for their "Attica History Book."

If you want something, the best way is to ask for it—and keep on asking.

*Fifty Live Suggestions
For Summer News*

There are dozens of ways in which the news columns of a newspaper may be given life with news and features from many sources. Summer months often are the time when local news appears to be at low ebb. Here are fifty source suggestions as compiled by the *Colorado Editor*:

1. Weekly crop report, giving general conditions of crops being planted or growing.
2. Weekly market feature about produce, crops, livestock.
3. A daily or weekly anecdote.
4. Weekly food news obtained from a tour of grocers.
5. Timely interviews with winners of something or other, local honor students, housewives.
6. Series of articles on history of civic clubs, women's clubs, churches, and schools.
7. Seasonal features on various holidays or special days, to be obtained from encyclopedia or interview.
8. Weekly accounts of all civic club and other meetings.
9. Occasional debates on popular current topics by local citizens, such as opinions on American aid to Britain in the war.
10. Local interviews based on newspaper or magazine articles, on controversial subjects.
11. Sermon of the week, prepared by ministers of various churches, taking a different denomination each week.
12. Letters received by local citizens from relatives in foreign lands.
13. Hobbies and collections.
14. Success stories of men or women who have won recent recognition.
15. Description of busiest street corner in town.
16. Interviews with obscure characters, junk collectors, hot tamale men.
17. Informal interviews with officers on precautions against house breaking, fires.
18. Oldest building in community and its history.
19. History of storms, fires, or other disasters in your community.
20. Who were streets in city named for and who selected names?
21. Experience of telephone operator, number of calls, longest distance call.
22. Experience of rural mail carrier, what are some of odd articles found in mail boxes.
23. What merchant has advertised longest and most consistently with your paper? Get his testimonial.
24. Is there a "haunted house" in your community? Ghost story.
25. What is the history of the local volunteer or paid fire department? Who were the first members?
26. Has the soil in the area ever been analyzed? What crops are best suited to it?
27. What is the plan of each of the graduate students of the high school? What kind of business do they want to follow?
28. Has there ever been a bank robbery in your town? These accounts are interesting regardless of being retold.
29. Experiences of local fishermen and a best "fish" story contest will interest readers.
30. Saturday brings a large number of farmers to town. Street corner conversation and interviews furnish good reading.
31. What is the history of the modern shoe? Give some experiences of shoe salesmen. Approximately how many pairs are sold in your town in a year?
32. Interviews with city, county, and school officials on their work.
33. Suggestions on gardening. Stories of successful gardens, unusual landscaping.
34. Summer sports. Is there a former big league baseball player in your town? History of local ball club.
35. Articles on economics, government, or travel, contributed under by-line of teachers, clergymen, or others in public life.
36. Personal narratives of unusual things.
37. Short reviews on popular books.
38. History of local library. Additions of new books. Recommendations for summer reading.
39. History of local churches. Where are the ex-pastors? Unusual gifts to pastors from members.
40. First moving picture in town. First talking picture.
41. Local pioneer landmarks, their history.
42. Do you have a local inventor? Carpenter with unusual ability, cabinet maker, doll repair man? The village blacksmith—what are their experiences?
43. Tracing local antiques.
44. Who is driving oldest car in county? This can be located by story in paper asking accounts of old cars still in use.
45. What kind of minerals and soil

are predominant in your community? What is their geological history?

46. Is there a keeper of bees in your community, or a rabbit, guinea pig, or squirrel breeder?

47. How did your town and county, your schools or churches, get their names?

48. What farmer has lived longest on the same farm, or resident of town in the same house?

49. What new crops are farmers planting, compared to 20 years ago? Contact your county agent to get this information.

50. Check city and county records for out-moded ordinances or other regulations which still remain on the statutes.

What's Read?

Newspapermen at a Georgia convention recently were told that surveys show the following in regard to reader interest:

Inside pages of newspapers are read by 97 per cent of both men and women subscribers.

Illustrated pages are read by 92 per cent of all readers.

More women read advertisements than read even the picture pages.

Back section pages are just about as well read as front sections.

White space doubles the value of advertising, and advertising appealing to pride of ownership is ten times as strong as price appeal.

The old idea that right-hand pages are read more carefully than left-hand pages is untrue.

Get The Readers Interested

The *Scarsdale* (N. Y.) *Inquirer* is using a news tip contest to obtain live community features and news yarns. This week's tale was told in pictures and text. It was about the rescue of six ducklings trapped in two storm drains. The attention of the winner of the contest was attracted by the mother duck's frantic quacking. When released, the entire family, for the drake had arrived in the meantime, scuttled for the woods. Such human or rather, animal, interest yarns attract readers like bees to spilled honey, and fill the gap in news that is felt during the summer months.

Every week is Circulation Promotion Week.

The Kentucky Press

Official Publication of the Kentucky
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Press Association Officers

Russell Dyche, President, London Sentinel-Echo
Harry L. Waterfield, Vice-Pres., Clinton Gazette
J. Curtis Acock, Secy., Danville Messenger

District Executive Committeemen

Vance Armentrout, Louisville Courier-Journal
(Third), Chairman; First, Joe LaGore, Paducah
Sun-Democrat; Second, Tyler Munford, Union
County Advocate, Morganfield; Fourth, Joe Rich-
ardson, Glasgow Times; Fifth, Frank Bell, Trim-
ble Democrat, Bedford; Sixth, Fred B. Wachs,
Lexington Herald-Leader; Seventh, W. W. Robin-
son, Paintsville Herald; Eighth, T. T. Wilson, Log
Cabin, Cynthiana; Ninth, H. A. Browning, Wil-
liamsburg Republican; State-at-large, Victor R.
Portmann, Kentucky Press, Lexington, and
Chauncey Forgey, Ashland Independent.

Legislative Committee

Tyler Munford, Morganfield Advocate, chairman;
Harry Lee Waterfield, Clinton Gazette; Thomas
R. Underwood, Lexington Herald; Henry Ward,
Paducah Sun-Democrat; George R. Joplin Jr.,
Somerset Commonwealth; Cecil Williams, Somer-
set Journal.

Newspaper Exhibit Committee

Victor R. Portmann, Kentucky Press, Chairman;
Miss Jane Hutton, Harrodsburg Herald; Mrs.
Mark Ethridge, Prospect; Col. V. W. Richardson,
Danville Messenger-Advocate; Jerry Freeman,
Tri-County News, Cumberland.

NATIONAL EDITORIAL
ASSOCIATION
1941  Active Member

MEMBER 
KENTUCKY PRESS
ASSOCIATION
ORGANIZED JANUARY, 1869

Volume 12, Number 10

*Have Wage and Hour Inspectors
Visited Your Plant?*

Wage-and-Hour Law and Job Plants
—Recent activity in New York state of
Wage and Hour inspectors has caused
no little concern to weekly publishers,
as a result of which Manager Johnson
has taken time off from his vacation
to contact Washington officials. Mean-
while NEA's Washington representa-
tive, Bill Daley, has informed NYPA
President Charles L. Ryder that the in-
creased inspections of weekly newspa-
per plants, and resultant classification
of the plants under the Wage and Hour
Act in many cases, resulted from a pro-
test to the Wage and Hour Administra-
tion, lodged by commercial printing

firms. The firms, which do not publish
newspapers complained in effect that
smaller plants, which were publishing
weekly newspapers, produced job work
that went into interstate commerce.
Furthermore, NEA President Howard
said he has received correspondence from
other states indicating that inspectors
were active in other areas and that the
"current troubles of weekly newspapers
were primarily in connection with the
operation of job plants."

Daley advised publishers that al-
though their newspapers had less than
3,000 circulation but were producing
job work going into interstate com-
merce to isolate that work so that it is
completed within a week's time. Thus,
employees working on any job destined
for interstate commerce would come
under the Wage and Hour Act only for
that week.

However, if the job is not completed
until the following week, all employees
connected with the job would be classi-
fied under the Act for that week, even
though they may spend no more than a
few minutes on the job. Furthermore,
Daley recommended that employers
keep only certain employees exclusively
on a single job or on commercial work
in general, since being the only men
working on a job that goes into inter-
state commerce, they are the only em-
ployees that need be classified under the
Wage and Hour Act.

You will find this referred to in the
Special Report Bulletin of April 30,
1941, in which it was said: "An exemp-
tion is also provided in Section 13 (a)
(8) of the Act for employees employed
in connection with publication of any
weekly or semi-weekly newspaper with a
circulation of less than 3000, the major
part of which circulation is in the coun-
ty where the paper is printed and pub-
lished. The Wage and Hour division
does not consider this exemption appli-
cable in the case of any employee who,
during part of the week, is engaged in
activities connected with the printing
or publishing of a newspaper of the
type described in the exemption, if
also during the same week he is engaged
primarily in the production of job-print-
ing for interstate commerce."

It is advisable for all publishers to
have copies of the Fair Labor Standards
Act of 1938, which you can obtain from
the U.S. Department of Labor, Wage
and Hour Division, 341 Ninth Ave.,
New York City. Also, it is advisable to
obtain a copy of the regulations defining
the terms of an employee employed as

an executive, administrative, profession-
al or local retailing capacity (ask for
Title 29, Chapter V, Code of Federal
Regulations, Part 541). Furthermore,
several interpretative bulletins that ap-
ply to the newspaper business have
been issued (ask for Interpretative Bul-
letins Nos. 1 and 2, 5 and 6).

Meanwhile, the NEA Washington of-
fice is seeking to obtain as quickly as
possible an interpretation to clarify the
situation of job plants operated by
weekly newspapers and this informa-
tion will be sent you as soon as it is
available.—NYPA Service Bulletin

Wage and Hour Policy Restatement

The Wage and Hour Division has
mailed direct to all weekly newspaper
publishers a press release on the special
wage and hour question with respect
to Section 13 (a) (8) of the Fair Labor
Standards Act of 1938. Also NEA has
mailed a Bulletin to all members. The
NEA bulletin contains a detailed dis-
cussion of the enforcement problems in
connection with weeklies and semi-week-
lies with circulations of less than 3,000
of their status under the act. It is gen-
erally believed that adoption of many of
the suggestions contained therein will
minimize the hazards of back pay assess-
ments in instances where there are bor-
derline cases involving compliance.

The official release, which the Wage
and Hour Division has mailed to all
weekly and semi-weekly newspaper pub-
lishers irrespective of their circulation
maximum, points out that the Divi-
sion's position relative to enforcement
policies, which was first enunciated in
an opinion to the NEA on July 13, 1939,
has not been changed. The latest clarifi-
cation statement was necessitated by
confusion over enforcement policies on
the part of employers and field inspec-
tors. Special instructions have been is-
sued to regional administrators listing
the prerequisites to exemption under
Section 13 (a) (8).

Emphasis is placed on the meaning
and scope of the Administrator's ruling
of July 13, 1939, so that field inspectors,
employers and employees may be famil-
iar with the requirements of the law. *It
has been found that many of the current
cases involving reimbursements to em-
ployers for back pay are traceable to the
false impression that the July 13, 1938,
ruling was actually a blanket exemption
for any publisher operating weekly or
semi-weekly newspaper of less than 3,000
circulation whose employees were also*

engaged in other activities, usually job printing. Typical situations are presented in the official release to illustrate the applicability of the exemption of the operations of the average combination newspaper-job printing shop where the circulation is within the statutory maximum prescribed in the Fair Labor Standards Act of 1938.

The special memorandum of Administrator Fleming to regional directors defines three tests to determine the coverage or exemption of employees in a plant of the character described in Section 13 (a) (8). The gist of the matter is that the exemption is applicable only to particular employees in the establishment during work weeks in which their primary work may properly be said to be in connection with the publication of a weekly or semiweekly having a circulation of less than 3,000, the major part of which circulation is within the county where printed and published *Field Inspectors of the Wage and Hour Division have been instructed to regard the employee in question as exempted when he works more than 50 per cent of his time on work directly necessary to the publication of the newspaper.*

Social Security Revision

It is reported that the Social Security Board has forwarded to a special Senate committee recommendations calling for higher pay roll taxes. Under the recommendations the existing 1 per cent pay roll tax on all employees covered under the old-age and survivors' insurance program would be boosted.

The schedule of social security taxes, in the aggregate, will require 15 per cent additional pay roll taxes on employers. Employers are now paying a 3 per cent tax for unemployment compensation insurance for their employees. The formal recommendations of the Social Security Board contemplate a 6 per cent tax on old-age and survivors' insurance which is a 4 per cent increase. The unemployment compensation tax would be continued at 3 per cent. A temporary disability tax of 1 per cent is a new suggestion. Included in the innovations are a permanent disability tax of 3 per cent, a medical tax of 5 per cent and a relief grant of about 1 per cent.

Danville citizens have taken a forward step in planning for a Historical Pageant in connection with the Kentucky Sesquicentennial in 1942. J. Curtis Alcock is a member of the general committee.

N.E.A. Opposes Stam Proposal

Chief of Staff Colin F. Stam of the Joint Committee on Internal Revenue Taxation has reported to the House Ways and Means Committee an alternative method of raising the three and one-half billion dollars requested by the President, and has included a proposal for "placing second class postage on a paying basis (exclusive of county free delivery)," which he states would yield \$78,000,000.

The Postmaster General's report for the year ending June 30, 1940, shows an alleged deficit of \$85,381,000 on second-class mail, of which free-in-county shows an alleged \$7,000,000 deficit. Mr. Stam's proposal would mean that an additional burden of \$26,900,000 would have to be borne by daily newspapers, \$12,900,000 by newspapers other than dailies, \$16,300,000 by fraternal, religious and other zone exempt rate publications, and the balance of \$22,400,000 by all other publications, including magazines and farm and business papers.

Few people realize that the free-in-county privilege is granted only to second-class mail rated publications distributed from post offices that do not have either village or city letter carrier service. Development of these services has reduced the number of papers utilizing the service within the county.

Previous Congressional committees and post office commissions have established that nothing like this proposed amount or even 5 percent of it could be collected by any assessment of postal rates without driving many newspapers out of business.

The policy under which second-class rates were granted is for newspapers and other publications to be distributed to the public in all sections of the country without discrimination. Certain types of larger newspapers could arrange, if necessary, for other methods of delivery which are not available to the county newspaper. But the services rendered by the Post Office Department in handling these publications to the readers represent little additional cost over what is necessarily incurred by the Department in handling other classes of mail.

The P. O. Department has never been in accord with any such recommendation as this, and will undoubtedly appear before the Ways and Means Committee opposing any such procedure. Meanwhile, the N.E.A. Legislative Committee is co-operating with other publishing groups in an effort to pre-

vent this proposal from being written into law before its effect can be considered by appropriate postal agencies.

Kentucky Editors To Serve On N.E.A. Committees

Three Kentucky editors were appointed on committees for the National Editorial Association by President Raymond B. Howard. Secretary J. C. Alcock, Danville Advocate-Messenger, was named on the membership and the awards committees; President Russell Dyche, London Sentinel-Echo, was named on the membership and the consumer education committees; and Cecil Williams, Somerset Journal, was named on the committee on consumer education.

Wage and Hour Enforcement

Complaints of weekly newspaper publishers from New York and other states about the assessment of back pay when they have considered themselves exempt under Section 13 (a) (8) of the Fair Labor Standards Act have been accumulating so fast that a clarifying restatement as to the Wage and Hour Division's enforcement policies is expected shortly. The NEA Washington Representative has been in conference on the subject for several days with Division officials in an effort to clear the confusion apparently existing over the scope of the Division's interpretation as to the status of combination newspaper-job shops. A special NEA Wage and Hour Bulletin will be issued as soon as the negotiations are completed.

J. LaMarr Bradley, editor of the Providence Enterprise, was appointed a member of the State Crippled Children's Commission by Governor Johnson on August 6. He will serve out the unexpired term of the late Ben Williamson of Ashland.

Defense officials predict that restrictions of the use of chlorine, a bleaching agent, soon will cause magazines and other periodicals to resort to the use of paper with a yellow tinge. This, however, does not mean that Yellow Journalism will again come to the front.

Barry Bingham, publisher of the Louisville Times-Courier-Journal, has been named a member of the Seaway for Defense Committee, dedicated to promotion of the Great Lakes-St. Lawrence Seaway project.

*OPM Committee
On Printing and Publishing—*

Conferences called by OPM with printing publishing representatives July 18 were followed by invitations to 100 men in the industry to meet July 29 to select a committee of 12 as a general advisory group. The call was issued for the purpose of setting up a liaison between the industry and the government in matters relating to commodities, as paper, pulp, ink, engraving materials and so forth.

Tentative plans call for a Defense Industry Advisory Committee to represent paper manufacturers and converters, job printers, engravers, publishers of newspapers and magazines. Functions of the committee as defined by the OPM are to discuss freely any subject pertinent to the defense program, collect and furnish information relating to the OPM when requested by the government presiding officer, to render service with respect to any matter raised by the office or by any government consultant who may be present at a meeting of the Defense Commodity Group, and to make recommendations when requested.

Committee is limited by the regulations not to determine policies for the industry nor compel or coerce any person to comply, and after conferring with the advisory committee and government consultants, the government presiding officer shall decide as to what action with the approval of the chief of the branch concerned.

Members of the committee are selected by the government and may or may not be members of publishers' associations, and will serve as individuals and not as representatives of publishers' associations. Various publishers and other members of the committee will be asked to serve on subcommittees that require special knowledge in handling problems of allocating essential materials. At present, chlorine and other chemicals used in bleaching paper are scarce and priority orders vitally affect the quality and quantity of paper supplies. Copper, zinc and other metals used in printing are in the same category. OPM has stated they want publishers to have a voice in allocation policies. Of particular importance is the priority status for repair and maintenance materials and equipment required for uninterrupted operation of a wide range of industrial processes and public services. Printing was not included in the preferred list issued recently.

Post-War Problems

Publishers and editors will find a new pamphlet "After Defense—What?" issued by the National Resource Planning Board, interesting in that it indicated what public and private agencies must do now on the problem of transferring millions of men from "all-out production for defense to all-out production for normal living, when this war is over." Many points pertinent to a newspaper are raised in this document. Copies may be obtained by writing the National Resources Planning Board, Washington, D. C.

Barry Bingham, Louisville Times and Courier-Journal, on active duty as a naval lieutenant, has been assigned as assistant in the research division of the office of Civilian Defense, headed by Mayor LaGuardia.

At the Navy meeting at Louisville, August 18, 125 state newspapers were given advertising to aid in Navy recruiting, and were appointed to act as "navy editors". J. D. Embry, managing editor of the Hart County News, Mundefordville, furnished a climatical surprise at the close of the meeting when he volunteered for navy service.

We are grateful that we have passed up so many opportunities to lose money—or have we? Look well to your circulation problems.

*Tri-Weeklies Under Wage
And Hour Act*

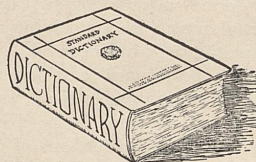
A tri-weekly publisher submitted informally to the Wage and Hour Division an inquiry that elicited the opinion that such publications are not exempt by Section 13 (a) (8) of the Wage and Hour Act. Officials called attention to the fact that the exemption mentioned specifically "any weekly or semi-weekly newspaper" with no mention of a newspaper issued three times a week. Thus, this particular class of publication is not defined in the exempting section.

Rural School Picture Series

An exceptionally popular feature in Fayette County Union (Ia.) was the rural school picture series. Each issue depicted the pupils of one of the county's rural schools and their teacher. Interest in the series was shown by calls from parents for extra copies to send to relatives and to save for the children's scrap books, and by requests from teachers that their school be included in the series.

Weekly Newspaper Circulation

Obtained from the Census Bureau, based on 1939 returns from plants doing \$5,000 or more business annually, show 6,212 weeklies had an aggregate circulation per issue of 19,294,604. The gain between 1937 and 1939 amounted to 2,007,876.

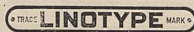


Asked for the DEFINITION

of the word, "substitute," a schoolboy wrote: "Substitute is the right article made out of the wrong stuff."

Despite the publication of his definition as a "boner," that boy hit the nail on the head. It's the wrong stuff that can injure your Linotype, slow it up, cause costly downtime. A thousandth off here, the wrong metal there, lack of careful design and workmanship all add up to "wrong stuff."

Specify Genuine Linotype Replacement Parts and avoid costly downtime and eventual expensive repairs. Ask your Linotype representative.



Linotype Fairfield and Granjon

AN EXAMINATION WE BOTH CAN PASS

You've had occasion within the past few years to become aware of this disturbing fact—newspaper circulations are hitting all-time highs, yet newspapers often have not been properly appreciated as vital community institutions by many of the very people whose subscriptions make these circulations possible! Of course, those people who DO think about it, are quick to understand the importance of a free press in a democracy, and of a good newspaper in a community.

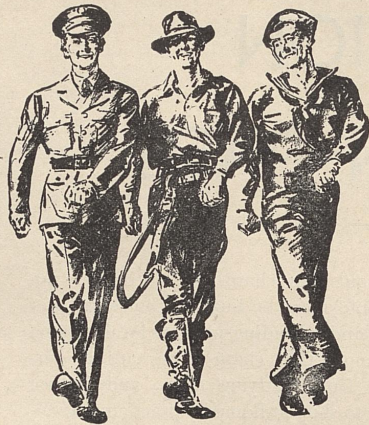
Chain stores have faced a similar situation. Millions of customers consistently patronize chain stores because of the real values they make possible in food, clothing, home furnishings, and other needs and comforts. Yet these same people have too infrequently appreciated the chain store's contributions to community well-being.

Fortunately, as with newspapers, people who DO think about it—who make an honest evaluation—are quick to show that chain stores provide an efficient, economical marketing channel from farm and factory to consumers, passing back to producers a greater share of the consumer's dollar. They

point out that chain stores stimulate local employment by buying from local producers and providing jobs for local people. They note that chain stores attract customers from outlying areas, and induce people to shop at home by practicing up-to-the-minute merchandising, advertising, and sales promotion methods. They realize that chain stores materially improve real estate values. They see that chain stores create a flow of buyers that means a merrier ringing of cash registers in ALL stores. They figure out that chain stores actually leave more money in the community by making possible such substantial savings to consumers.

Today, as American civic and business institutions receive more widespread examination than ever before, the Newspaper and the Chain Store are being more intelligently evaluated. Such critical examination cannot help but emphasize the full range of services that justify the Newspaper's and the Chain Store's existence—and which make them such important contributors to community and national well-being.

THE GREAT ATLANTIC & PACIFIC
TEA COMPANY



Now
America looks to
ALL THREE
for preparedness

Build! Build! Build! Faster! Faster! Faster!

The call for defense roars over the land, and above all else it cries for power . . . electric power. Power to turn lathes. Power to drive rivets. Power to weld, to cut, to stamp, to form, to forge, to drive. Power to build guns, ships, tanks, planes. Power to prepare!

For today American defense wears three uniforms—military, naval, industrial. And the watchword of all three is SPEED.

When the call came, the electric industry was ready. Over night the industry began to deliver quantities of power unheard of in peace time. We could do it because we have always built for the future.

We've been preparing for 61 years.

Ever since this industry was born in 1880 the men who manage it have planned ahead.

We have always been ready for emergencies. Today we are meeting the greatest emergency of all, and handling it without cramping or stinting our regular customers.

Intelligent planning made this possible. It took foresight, initiative, and hard work. Business operation of this industry made it possible. Business operation alone built this industry big enough to serve you and handle the defense emergency at the same time.

Business operation has improved your electric service and cut the cost so you now get about twice as much electricity as you got 10 to 15 years ago for the same money.

Business operation of the electric industry will keep on giving you better service and more electricity for your money, and we will be able to handle emergencies in the future just as we have in the past.

→ IT COSTS LESS TO LIVE BETTER ELECTRICALLY ←

KENTUCKY UTILITIES COMPANY

INCORPORATED