

The Kentucky Press

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

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NUMBER FIVE

Newsprint Orders Must Be Certified Soon

Following recommendations of the Newspaper Industry Advisory Committee made at a recent meeting, the Printing and Publishing Division of the War Production Board is expected to release within the next week or ten days an amendment to Order L-240.

This amended order will affect large and small users of newsprint but will not require any further reduction during the second quarter of 1945 in their allowable use of newsprint. If recommendations of the Committee are written into the order as anticipated, the larger newspaper publishers will be required to reduce their second quarter of newsprint delivery orders by 5 per cent in order to bring them into balance with supply. This simply means that the larger newspapers will operate under the same reduction formula as during the second quarter of this year and that there will be a 5 per cent dip in their inventories to meet reduced supplies available.

The Committee limited its recommendation of a 5 per cent delivery curtailment to the second quarter only and recommended that the fractional carload delivery provisions now in the order be continued without change in order to prevent delivery delays and severe inventory reductions by small users. All of which means that the small dailies and large weeklies to order in carload lots will be exempt from the 5 per cent delivery restriction.

Another recommendation that directly affects practically all weekly newspapers was that the W.P.B. Printing and Publishing Division establish a system of certification to breakdown the newsprint purchasers of

paper, dealers and brokers according to the several limitation orders under which newsprint is consumed. If this recommendation is included in the amended order it will mean that paper dealers and jobbers will be limited in the purchase of newsprint from mills for their resale purposes to the total amount of newsprint which their customers are eligible to buy. For example, a jobber who has 100 weekly newspaper customers would not be permitted in the future to buy up to 25 tons per quarter for each of those newspapers but would be restricted to the amount of newsprint which each paper is entitled to receive in accordance with the provisions of L-240 as amended a short time ago and which provides quota limitations for all weekly newspapers.

This restriction on paper dealers and jobbers will apparently make it necessary for them to obtain certifications with each order received from weekly newspaper publishers and all publishers are warned that if they have not already determined their quotas under the new order they should do so immediately as the first quarter of 1945 is now ending and they are required to operate within their quotas. The weekly newspaper quotas, as provided under this last order, is regarded as being extremely liberal but in event there are publishers that find it works a hardship on them they may be able to obtain relief by applying to the Printing and Publishing Division of the War Production Board, Washington, D. C.

It is understood that the main purpose in limiting purchases of newsprint by paper dealers and jobbers is the sale of and use of newsprint for purposes to provide pro-

tection of news dealers' established customers and to prevent a leakage of newsprint into other and new uses. In certain sections of the United States it is understood that newsprint is being used for wrapping paper and other new non-historic uses.

For your information in determining your quota here are the present L-240 regulations as contained in the amended Order of January 2, 1945:

"Newspapers using less than 25 tons per quarter. If, prior to October 1, 1944, a publisher used less than 25 tons of print paper per calendar quarter for civilian readers (whether or not he used additional paper for military readers), his total quarterly consumption quota for all types of readers shall be computed as follows:

"(i) Ascertain the total number of copies of all issues printed in each of the seven calendar quarters between January 1, 1943, and September 30, 1944.

"(ii) Ascertain the average number of pages per issue printed in each of the seven calendar quarters between January 1, 1943 and September 30, 1944.

"(iii) Multiply the highest quarterly figure determined under subdivision (i) by the highest quarterly figure determined under subdivision (ii). The weight of paper required to produce this number of pages is the publisher's quarterly consumption quota; Provided, however, That if this figure is in excess of 25 tons, the publisher shall be limited to 25 tons per quarter plus the tonnage in excess of 25 tons which he used for military circulation in the third quarter of 1944."

Labor Standards Act Held Applicable To Newspapers

Review of all the Wage-Hour cases in which application of the Fair Labor Standards Act to newspapers has been at issue shows the majority of courts are in agreement that the Act does apply to newspapers. The only instances in which newspapers may be said to have scored victories were over technicalities that slowed up enforcement of the law and its administrative regulations.

Another of these cases has been recorded recently in the Federal district court of Oklahoma in which the court held the Wage-Hour Administrator may subpoena the books and records of a company without first proving that the company is engaged in interstate commerce and therefore is subject to the provisions of the law. This was an affirmation of a lower court decision which ordered a newspaper publisher to produce books and records on wages and hours.

The publishing company defended its refusal to produce with the argument that it was not engaged in interstate commerce or in the production of goods for commerce, and that a forced investigation of its records would amount to unreasonable search and seizure, and that any attempt to regulate its business violates the freedom of the press. Evidence introduced by the company showed it publishes two newspapers neither of which has any paid out-of-state subscribers.

Quoting the decision in the Associated Press case the court held that "a newspaper publisher has no special immunity from application of general laws and that uniform regulations imposed upon those covered by the Act are not an abridgement of freedom of the press." Then the court opens up widespread investigations by stating that "To hold the Administrator cannot compel the production of data relating to coverage until that question has been conclusively determined is to deny him the very powers deemed necessary in order to effectuate the purposes of the Act."

Under this decision, the Wage-Hour Administrator may demand and obtain the pay roll records of any concern, excepting those which have been legally established through court decree or by statute as interstate business or as exempt under the Act. It is unusual because it vests judicial powers in an administrative official to determine whether or not a business is of interstate commerce character.

Future weekly success may be as simple as ABC. ABC may mean \$\$\$ to you.

Senate Committee Criticizes Treasury

Report of the Senate Committee on Small Business, issued this week, takes a punch at the Treasury's well-known antipathy toward a policy of paid government advertising. Their study of the Treasury's part in the huge program of surplus property disposal brought the conclusion "mailing lists are inadequate and unpaid publicity uncertain." The Senate Committee pointed to the tremendous effectiveness of a government paid advertising campaign after World War I, which resulted in heavy sales of surplus war materials at a low cost. The expenditures were \$75,000 in 1919 and \$750,000 in 1920.

The report stated that dependence on direct mail and the limited distribution of the government publication "Surplus Reporter" prevented prospective buyers from entering the market. It is understood that the Reconstruction Finance Corporation, which must unload billions in war plants, has employed advertising counsel. Outgrowth of Senate attack was an announcement that the Treasury had called conferences with large advertising agencies.

New Jersey Set Precedent In Legal Advertising

"Legals," published in agate type which nobody can read, may eventually be replaced by modern types of advertising as a result of the example set in New Jersey preceding the recent election.

Because the state legislature voted to hold a referendum on revision of the New Jersey constitution, it was required by law that the full text of the proposed revision be published. The legislature voted \$200,000 for this purpose. Ordinarily, that money would have been spent to go through the formalities of acquainting the people with the proposed revision by publishing it in agate type in the columns of the state's newspapers.

But before such advertising was ordered, a New Jersey advertising man, Charles Dallas Reach, proposed that instead of having the money wasted in the usual form of legal advertising, the campaign be handled along modern advertising lines. The result was a series of readable, large-type, appealing messages—each containing part of the proposed constitution. With each advertisement was a box urging voters to vote on the revision on election day and inviting them to send for a copy of the text of the revised constitution.

The fact that the revision proposal was defeated on election day does not reflect

on the value of the campaign. For, naturally, in legal advertising, no sales message can be included. The advertising could not urge adoption or rejection of the constitution but could only stimulate the people to familiarize themselves with it and to vote upon it. The fact that some 25,000 people in New Jersey sent for the complete text and the vote broke all records on a proposal of this kind was evidence that the money had been well spent.

Publishers who followed this campaign in New Jersey are now working out ways that other types of legal advertising, for which many millions of dollars are spent each year, can be dressed up to make the money spent on them more worthwhile. It looks as though the New Jersey campaign may have started something which will eventually bring legals to life.—The American Press.

Publishers Believe Lineage Greater In Postwar Future

Eighty-two of the executives of more than 800 weekly newspapers interviewed believe that their postwar advertising lineage will be greater than their 1943 business.

At the same time 81 per cent of the heads of some 1,500 daily papers express the belief that advertising lineage will be higher after the war.

The forecasts, of interest and value to newspaper men, are contained in a 32-page booklet, "A Survey of Daily Newspapers," and a 12-page publication, "A Survey of Weekly Newspapers," which discuss the daily and weekly sections of a nation-wide graphic arts survey made by the Linotype company with the assistance of Dun and Bradstreet.

Forty-four per cent of the daily men believe that circulation revenues will remain approximately where they are now, 30 per cent expect them to increase, and 26 per cent expect them to decrease.

Among the weekly newspaper representatives, it was found that 31 per cent expect circulation income to increase, 43 estimate that it will remain at the 1943 level, while 26 per cent anticipate a decrease.

The survey was conducted by Dun and Bradstreet representatives by personal interviews with executives of dailies, weeklies, commercial printing firms, trade compositors, advertising typographers, and banks.

Copies of the published results and on three other sections of the survey—on commercial printing concerns, on trade compositors, and advertising typographers and on banks—may be had for the asking from any Linotype agency, it was announced.

The Press regrets this issue was ten days late out of the press room, owing to previous commitments.

Can Agriculture Hold Its Gains?



Both the producers and the distributors of America's food know that the day will come again when instead of markets seeking food, food will be seeking markets. That fact poses a problem of enormous proportions for the post-war days ahead.

It is a problem of pressing importance to every family in the nation because the nation's entire economy is closely bound up with the future of agriculture.

We don't pretend to know exactly how this great problem will be solved. But 85 years' experience in food distribution, through good times and bad, has taught us that farmers and food distributors must apply certain fundamental business principles proven sound by all successful businessmen.

This means that despite recognized wartime limitations we must constantly strive to:

- Give the consumer preferred varieties.
- Give the consumer garden-fresh, quality food in the grade and pack that best serves her needs.
- Give the consumer full food value for her dollar by eliminating unnecessary and wasteful handling operations and costs.

Because it has always been guided by these principles, the A&P organization is today doing the nation's most efficient job of food distribution.

But the application of these principles must be supplemented, in the days ahead, by planning and experimentation to find and develop new, better ways to serve the consumer tomorrow.

To such planning and experimentation, in the public interest, the men and women of A&P are earnestly and fully pledged.

A & P FOOD STORES

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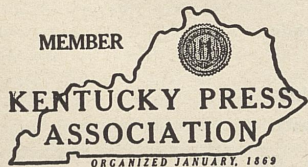
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Kentucky Press Women's Club

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Volume Sixteen, Number Five

Double-V Waste Paper Program Given Impetus

A new and strong incentive to revive public interest in waste paper collections is the Double-V Waste Paper Program which has been enthusiastically endorsed by the American Red Cross, the Surgeons General of the Army and Navy, the Veterans Administration, the War Production Board and the Office of War Information.

During the month of January, waste paper collections dropped 11% below those of the first month of last year. Moreover, collections were 38% below the monthly quota established by the War Production Board. The intensified armed service and civilian needs for paper and paper products resulted

in the new Double-V program designed to give new incentive to jaded collectors.

Briefly this is the plan. The Double-V Waste Paper Program makes a strong emotional appeal to the people and to all collection agencies concerned to save more waste paper and to channel a part of the receipts to the sick and wounded veterans in our military hospitals throughout the country.

The executive committee has received splendid assurance of cooperation from press associations and newspaper syndicates. Local representatives will encourage salvage plans better suited to the locality, if existing plans have failed to produce satisfactory results, and to report to the committee any localities needing special treatment.

A new and powerful stimulus is needed if the public is to continue saving paper through the excitement of the Nazi regime's last days. The new angle must be fresh, sincere, and of wide, general appeal to bring the situation physically and psychologically close to the heart and home of every American. The originators of the Double-V program feel that they have the answer.

Little regarded until now from a promotional standpoint has been the fact that most waste paper is sold, and that there are large sums of money from waste paper available for worthy local projects such as the sick, the aged, the under-privileged, schools, etc.

What Is A Newspaper?

Of interest, whether you like it or not, is this definition of a "country weekly" from the new Dictionary of Sociology, published by the Philosophical Library, New York City:

"A newspaper published in a community of rural characteristics for distribution through the mail as second class matter on a stated day of the week to the residents of the town and the surrounding open country as a medium of local information, inter-communication and co-ordination of town and country activities, in which is reflected the life, customs, and institutions of the people who constitute the readership."

Advertising Cooperative

An Iowa publisher writes this to his business men:

"Most business men think of advertising as an individual matter. That is largely true because each merchant or manufacturer attempts to direct trade to his own place of business. It is also true, however, that ad-

vertising is a community matter.

"Every merchant benefits to an extent from the advertising done by other merchants, and even by his own direct competitor. There are many buyers who live in a circle about this town, perhaps equidistant from other trading centers of comparable nature. When the merchants in this community persistently solicit the trade they tend to make the town the shopping center for these marginal purchasers."

New York Child Labor Laws To Be Amended

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

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

Ounce Of Prevention —

A night clerk in a Chicago hotel destroyed by fire testified before the board of inquiry that he could have extinguished the blaze before it got out of control if he had known how to operate a fire extinguisher. The extinguisher was there. He had it in his hands, but didn't know how to use it. This incident prompts the question: Do your employees know how to operate the fire extinguisher or extinguishers in your plant? "An ounce of prevention" etc.

Boost Paper Salvage

Despite all the publicity and drives for waste paper, good authority estimates that more than 50 per cent of household waste paper is still being disposed of by burning. While it is true that collections in 1944 exceeded expectations, they must be equalled and if possible surpassed in 1945 because the newsprint situation is even more critical than ever. We suggest that every edition of your paper emphasize the need for saving waste paper and that you sponsor more frequent collections.

Selling Advertising To Your Merchants

Al Look
Grand Junction (Colo.) Sentinel

Transferring a few words of advertising copy scribbled on the end of a shoe box into thousands of circulating newspapers is a bit of a mystery to your merchant. He wonders how you get a picture in his ad. He can't understand why copy should not be edited on the proof. He doesn't know why he has to have his ad copy in on time.

One trip by your merchants to your plant will teach them more about the value of advertising than 100 trips by you or your adman to your merchants' stores. Invite them in to your back shop for a little entertainment! Rub shoulders with them at a Dutch lunch in the pressroom or composing room. Then watch them eat up any display you present of processing advertising from copy to consumer.

Arrange a table display starting with a piece of advertising copy on a paper sack as given to your adman. In consecutive steps show how copy is rewritten and typed, a selected illustration, the layout your department made, the type as it comes from the machines, the illustration mat on the cast, the advertisement on a galley, then how it is put in a chase, the mat that is rolled, and the cylinder that is cast for the press. Dramatize every step from getting the copy until it appears in the papers.

A little dramatics will show a merchant what he gets for his advertising dollar. Print up a thousand (or whatever your circulation figure is) of ten-inch advertisements in the job department. It will make them quite an imposing stack of dodgers. Put a sign on this stack reading "\$17.50 Bargain Delivered for \$6.50." (The first figure is the price for the printing job. The second is the price of ten column inches.) Be sure to tell them the \$17.50 price doesn't include envelopes, addressing, stuffing, stamps or time. Few merchants ever think of a ten-inch ad as thousands of copies. All they think they are buying is the one advertisement they see in their paper at home.

Glamorize your coverage by displaying some large circulation maps. One map for the city, one for the environs, one for the territory. On these maps show each paper route and the number of papers delivered. This gives your merchants visible evidence of where their advertising goes. Also show the number of telephones, number of post office stops and number of homes (1940 census) on each map. This shows him how well you cover the territory.

What a man sees he believes.

Maintenance Of Membership Contract Under Fire

A recent dissenting opinion of the industry member on the Daily Newspaper Commission of the War Labor Board will be of unlimited interest to all publishers of newspapers, even those which are not subjected to the queer arrangement established by the War Labor Board and referred to by the board as a "maintenance of membership contract."

Of course, the industry member of the commission was in the minority and "maintenance of membership" in the American Newspaper Guild was ordered for the editorial workers of two newspapers. These are the same type of workers who the Wage and Hour Division, stepfather collaborator of the War Labor Board, has refused to recognize as professionals, because they are not required to have a university diploma or pass an examination in order to practice their vocation.

As often is the case even in legitimate courts, the minority opinion in this instance was based on logic, whereas the only reason given by the majority for issuance of an order that is obviously unconstitutional was that labor unions must be perpetuated. The industry member of the commission, in his strong dissenting opinion, stated: "If Congress were to pass a law which would require a newspaper to discharge an editor or a reporter whom it wished to retain in its employ, no one would dispute the fact that it was a contravention of the freedom of the press. In the instant case, a government war agency is assuming a right specifically denied in the Constitution, when it grants to a labor organization the right to determine who shall and who shall not continue in the employ of a newspaper publisher."

The War Labor Board, through its maintenance of membership orders, is merely doing by indirection what the Constitution forbids it to do directly. Not only is it intruding on the freedom of the press but through this monstrosity it is interfering with the personal rights of individuals to determine with what organization they will affiliate and whether they will continue affiliation with that organization. The board gives the employees of a plant, ordered to set up the arrangement, fifteen days to make up their minds whether they will affiliate with the union affected. If they do affiliate they must remain members in good standing, which means they must pay dues to the union, during the pendency of the contract, or they lose their jobs. The employer is required to discharge them if they fail to pay dues, even if they have good reason for giving up their union membership. To call

Fennell Named Editor Of Cynthiana Democrat

Charles Fennell, Cynthiana attorney, was named editor of the Cynthiana Democrat earlier this month. He is senior member of the law firm of Fennell and Tucker, and is a lifelong Democrat.

Other members of the Cynthiana Publishing Company's personnel include J. T. Wilson, editor of the Log Cabin and general manager; James G. Wilson, city editor of both papers; Thomas T. Wilson, advertising manager of both papers; Mrs. George G. Fleenor, society editor of both papers, who joins the firm about the first of April, now being at Lake Worth, Fla.; Robert M. Pope, Howard Ingles, J. F. Latimer, O. V. Todd, Miss Gladys Arnold, Miss Sara Kimbrough, Edward Webster and Bobby Paynter.

\$10 For Thirty Cents

An eastern newspaper offers this investment to its readers—"\$10 for 30c—No Gambling Involved." The proposition is that if readers will look around the farm or home to find usable items someone else may need, a 30-cent classified ad may sell the item in less than a week. The promotion ad lists articles that many folks want and need now but new items of the same kind are difficult to find now. Similar promotion ads will build classified lineage.

Keep An Inventory Safe

Fire recently destroyed the plant of the Lawrenceburg Register, Lawrenceburg, Ind., causing total and partial loss of valuable and costly machinery and equipment. This reminded us of the advice we have given repeatedly that every newspaper plant should maintain an inventory of its equipment and have this made up in duplicate, one copy in the plant office and the other in a safe place to meet any emergency should the plant copy be destroyed. This inventory can be made either by the publisher or by professional newspaper auditors. There are several advantages from having this inventory, not the least being that it facilitates insurance adjustment in the event of fire.

such an arrangement a contract is ridiculous for there are none of the essential elements of a contract in it. The whole thing is a complicated and invalid scheme to avoid controversies that would arise if the board attempted to order installation of the check-off system.

They Stopped Advertising; Where Are They Today?

There was a time when the washing powder market was controlled by Kendall's Soapine, manufactured at Providence, R. I., and Pyle's Pearline. The founder of Pyle's Pearline, and the founder's sons, believed in advertising. They spent money for advertising and they built up an enormous business. After the death of the sons, the business was "administered" by some lawyers who were aghast at the vast sums "wasted" in advertising, and immediately eliminated that great "expense." It seems they felt that Pyle's Pearline was so well known that it did not need any more advertising.

When the business became a liability instead of an asset, they sold to Proctor & Gamble, who buried the dead pigeon.

During the prosperous years of Pyle's Pearline, Ivory Soap was well known and well advertised by Proctor & Gamble who, however, did not feel that they could afford to effect any great savings in that direction and kept on advertising.

Yes, Ivory Soap is still being sold—profitably.

Most of us remember when we had the choice between Sozodont and Tarrant's Selzer Apparent for tooth washing. Both quit advertising. In doing so, they turned the field over to other brands—brands that have developed gigantic markets through constant advertising.

Egg-O-See was an immensely popular breakfast food some years ago. They did a lot of advertising, and a lot of business. They quit advertising. They quit business, too. In the meantime, Cream of Wheat came on the market, did well and continued advertising. Today, Cream of Wheat is still a big seller, and a big advertiser.

General Arthur Cigars once had the big call all over the country. No more ads. No more sales.

Packard Shoes, James Means Shoes, Queen Quality Shoes, Red Raven Splits, St. Jacob's Oil, Piedmont, Old Judge and Duke's Cameo Cigarettes were tremendous sellers—once. They, too, quit advertising.

Every year provides a new market—new people to buy—and today's market must be advertised TODAY.

It is always a poor time to stop advertising, no matter how the market is, no matter how oversold a manufacturer is, the market is there, and it will belong to the men and women who have a knowledge of the science of the mind and use display space in newspapers consistently, and persistently.

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

The Ledger and Times, a weekly paper in a college town of 5,500 population with an average of 10 pages, is run here by women alone—three of them in Murray.

Mrs. George Hart, wife of the mayor of the town, volunteered for the job as editor when the manpower in the front office went to another job in 1943. Miss Virginia Hay, a former teacher, took over the bookkeeping place; and Mrs. John T. Irvan, whose husband is with the intelligence division in the 1st Army, Germany, volunteered to take the advertising department.

Since then the paper has grown from 6 pages to 10 or 12 pages each week. The paper is an 8 column by 20 inches, 12-cm size. In addition to the regular paper, the Ledger and Times printed the Gas Bag for the army camp at Camp Tyson. The Tale Wind, the paper for the naval pre-flight school, was printed in the Ledger and Times office, as are the college News, the semi-

monthly paper of Murray State college, and the Tiger, the high school paper.

The Ledger and Times, under the leadership of these women has been the promotion agent for the reorganization of the Chamber of Commerce, has taken the lead in helping the Negroes start a drive for a war memorial gymnasium for the Negro school, and has worked in the war fund drives, the bond sales and the Red Cross campaigns.

The mechanical department is run by men. The entire staff is happy working on the paper, and it feels that by this cooperative method the Ledger and Times is doing a worthwhile part in community leadership.

These women are devoting the major part of their time to this work, and for the duration of the war, are giving up all other interests save those connected with community work and war work as can be done in the paper.



Mechanical Men Applaud

Just as the business office often considers figures to be the test of the efficiency of equipment, the mechanical forces must also look upon other sides of the problem. Will it stand up? Will its maintenance be costly or inexpensive? Will it always be on the job? The people who must get out the work respect dependable equipment more than anything else.

That's why most mechanical men prefer *Blue Streak Linotypes* in the composing rooms of the world. That's why the mechanical men applaud them.



29 RYERSON STREET • BROOKLYN 5, N. Y.

Linotype Garamond Bold No. 3 Series

Employer Selective Service Guide Has Been Issued

For the assistance of employers seeking to have the War Production Board certify to local draft boards the "irreplaceability and indispensability" of essential deferred employees under 30 years of age, the WPB Office of Manpower Requirements has published a guide outlining the proper procedures to be followed.

The title of the new publication is "Advice to Employers Regarding Selective Service." A purpose of the guide, aside from outlining the new WPB certification procedure for deferment requests, is to provide employers with a single over-all statement of current Selective Service procedures affecting occupational deferments. Copies may be obtained by addressing the Office of Manpower Requirements in Washington or the nearest WPB field office. Copies have been distributed to a large cross-section of essential war plants and to key war-supporting services.

National Rate Book

The 1945 issue of the National Directory of Newspapers contains a great deal more information than the first two directories in that all of the 191 ABC weekly newspapers to date are listed in the first pages of the directory therefore giving the recognition due to the publishers who have taken this step forward to produce a better weekly newspaper.

The symbol NAS is listed before every newspaper from whom we have to this date received an authorization to represent. We are happy to report that there are 4,651 such listings.

Every county seat newspaper is designated, helping those who are selecting newspapers printed in county seats.

The area in which a paper is published is also represented by the symbol "A" for agriculture; "I" industrial; "S" suburban; "R" resort; "M" mining, etc.

The daily newspapers are quoted in a separate section in the back of the book, listing only the city, newspaper and name of publisher. We have found it best to do this in this manner rather than to attempt to keep up to date in supplements with the changes in dailies.

Forty-eight state maps included in a special color section in the center of the book make it easy for the person using the book to check locations, etc.

The price of the book is \$1.50 per copy. Send your order in now for your copy to your Central Office, Lexington.

2 + 2 = 4 ANY WAY YOU FIGURE



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

PORTE PUBLISHING COMPANY
SALT LAKE CITY 5, UTAH

Your Public Relations

Newspaper publishers throughout the country are concerning themselves about their newspaper's public relations. A newspaper is not now the only means to accomplish the job to be done. Energetic competitors have made themselves felt during recent years to such an extent that newspapers cannot wave them aside with a shrug of the shoulders, for they have gained in such proportions as to cause the thinking publishers to wonder and to take stock of their own local and collective national relationships. Many newspapers have not only been run too loosely, but have been operating over-individualistically. Certain individualism should never be sacrificed, but closer co-operation with other newspapers and others should be developed to a far greater extent.

In some cases all newspapers have been condemned because of the poor policies of a few newspapers. These examples of poor public relations reveal that newspapers in general are to blame for the public's poor understanding and passive sympathies. Most people haven't the slightest understanding of their newspapers' problems of news gathering and writing and their policing of advertising copy to protect the public. Every newspaper should enlighten its public, continuously, about its news, advertising, and community support and building policies. Point out differences in war times, peace times, depression times, good times, etc.

And along with this home town public relations program, every newspaper has a national relations program. The latter program is too costly to handle individually, but the job can be done collectively through your Kentucky Press Association and other worthy press organizations. Pearl Harbor proved that appeasement and isolationism will not work among nations, and are just as impracticable among newspapers. Newspapers must work closer, both morally and financially, with other newspapers of the state and nation. Otherwise public rela-

tions of newspapers will continue to be a great problem, and a deterrent to their future progress and acclaim.

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

SERVICE (+)

WNU concentrates its activities toward helping the publisher and printer located outside the metropolitan areas. We have exhausted every avenue to make it easy for our many friends to have access to the hundreds of items needed and used daily.

WE, therefore, have equipped our 35 branches to render the type of service required, by carrying an inventory of all available printers' supplies. Among the many items in stock for prompt delivery are the nationally-known brands — Black Diamond News Ink, Job Printing Inks and WNU Type Metal.

SKILLED workmen and modern equipment insure quality Mats and Stereotypes.

WE are agents for ATF Type and many printing machinery and equipment manufacturers.

Western Newspaper Union



'The Sun Shines Bright'

The old refrain has taken on new meaning for many a fighting man dreaming on foreign soil of "My Old Kentucky Home." He will return with new appreciation for the beauty and charm and friendly spirit of his native state. He will be gratified to find new opportunities awaiting him—not in the north or east or far west but right here at home—in Kentucky.

For the bright sun of stable, postwar prosperity is rising over our state. Last year ten new industrial establishments opened in communities served by our company. Already in the first quarter of 1945 that many more are committed to locations or are well along in the process of negotiating for suitable sites.

One of the things manufacturers and processors are most interested in is the kind of welcome they may expect from the people of the community. Not every town and city, of course, wants a new industry. Some are not equipped to ab-

sorb a new plant, either for lack of labor supply, housing shortages or other valid reasons.

Newspaper editors are taking the lead in exploring industrial possibilities, in seeking to supplement our farming, mining and business income in this state with factory payrolls. Our industrial engineering department has been called upon to help in working out the details of establishing these new plants. We are at your service.

Dependable electric power, with fair rates under proper regulation, is only one factor in obtaining new industry. As a business-managed utility we have had only the pleasantest dealings with the business management of new and prospective plants. Not one has by-passed Kentucky because it was dissatisfied with the service or the rates.

So, let's continue to pull together to give our returning veterans a square deal through ample job opportunities right here in Kentucky.

KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street, Lexington 3, Ky.

A Business-Managed Service Organization

