

The Kentucky Press

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

VOLUME SIXTEEN

December, 1944

NUMBER TWO

Moore Discusses Legal Financial Reporting

It is indeed a pleasure for me to attend this annual conference of the Kentucky Municipal League and it is a privilege to be invited to talk with you a little while this morning. Your energetic and able executive secretary, Mr. Wachs, has long held the view that adequate financial reports are an important and necessary objective for all cities and he asked me to discuss some of the problems with you. My remarks are to be brief and I shall touch only a few aspects of the problem.

At the outset, I wish to say quite frankly that I am not here to tell you what to do, because I do not claim competence in the municipal field in which many of you have labored so long and so well. But I come rather like a student who is interested in promoting sound and efficient government at the municipal level as well as at the state level. Local government has always been a subject of much interest to me but since assuming the duties of Commissioner of Revenue and State-Local Finance Officer many problems have suddenly become much more real. One of these problems is financial reporting, and I share with your executive secretary, the view that adequate financial facts simply and intelligibly presented are one of the essentials to progress in a democracy. It is a fundamental for all government units, federal, state, city and county.

Adequate financial statements are important to city officials themselves, to the citizens within their jurisdiction and to the state legislature and state administration.

One of the ways officials and citizens too, may measure the effectiveness of their municipal government is to compare budgets and

other financial statements with those of other cities. Comparisons are impossible or confusing, however, if the records are not maintained on a uniform basis. Thus a system of uniform accounts is not only desirable, it is a necessity before officials can make a satisfactory comparative analysis of the performance of their municipal operations.

The facts about a city's finances should also be intelligibly displayed to its citizens and more frequently than not published statements are designed purely for meeting a legal requirement. They are too often meaningless to the average citizen because they are not properly prepared and analyzed. On the one hand some reports go into endless detail without thought for simple and convenient summaries of various classes of revenues and expenditures, and without facts of debt or surplus management. On the other hand many reports are published which are too simplified—they contain few, if any, breakdowns of the data by function, object and by organization. It is small wonder that citizens are, hopelessly confused when they look at the typical city report. Citizens' interest in government problems can be aroused by a more intelligent understanding of the fundamental facts. It seems to me that we have an obligation, whether

(Note: This article was an address by Dr. W. J. Moore, Commissioner of Revenue, Frankfort, made before the annual conference of the Kentucky Municipal League, at Mammoth Cave, on September 20, and is reprinted, with permission, from The Kentucky City. We believe it should be of interest and information to our Press readers.)

at the state or local level, to present these facts for the primary purpose of enlightenment, not for mere compliance with a law.

Judging from efforts by the cities to strike a more responsive chord at Frankfort, it is apparent that you officials wish to "make friends and influence people" up there each biennium.

Again, it is my belief that one of the ways to secure a more attentive audience would be to have available beforehand, such clear facts about your cities that the state administration and the legislature will thoroughly understand your case. For purposes of perspective, they need to see financial facts on a uniform comparative basis. Mere assertions about financial conditions is not enough. They must have the underlying facts covering an entire class of cities.

Now it is one thing to say what the needs are, and it is quite another to find ways of meeting them. What can be done to improve the situation?

First, let us note the present legal requirements in Kentucky. In brief, the statutes hold that every public officer of any county, school district, or city whose duty is to collect, receive, have the custody, control or disbursement of public funds shall prepare and publish an itemized statement of the financial transactions in the newspaper of the largest local circulation. Furthermore, a copy of such statement is required to be filed with the auditor on or before August 31, after the close of the fiscal year. (There are certain exceptions to this rule depending on the class of city and form of government.)

Another section of the law provides that the Department of Revenue may require annual financial reports.

According to information received from the auditor's office and from city officials, compliance is spotty. A number of cities do prepare excellent statements and their officials should be congratulated. In most instances however, I am informed that for all practical purposes the published and filed reports are worthless. Moreover, it should not be overlooked that publication is costly. Therefore it would seem to be desirable, for several reasons, for city officials to re-examine the law and if necessary propose legislation that will insure adequate and economical financial reporting.

As stated previously, the Department may require reports but it has not exercised this authority. Nevertheless it is interested in securing financial data on a comparative basis from all cities. In so far as it is legally authorized, the department would be glad to work with a committee from your organization toward the formulation of a practical policy on financial reporting. Joint effort could thus be directed to immediate improvements and to the eventual establishment of uniform accounting systems and streamlined publication of reports that would be more intelligible to taxpayers, the legislature and to yourselves.

In closing I wish to emphasize that you have the biggest stake in promoting effective reporting. It is possible that a number of worthy items of legislation have been lost in the past and will be lost in the future because the full picture of your finances is obscured from those who need to see it. It is to your interest therefore to take action and not wait for the state to take it for you. I repeat, the department will welcome the opportunity of working with you. Through mutual interest and cooperation we can make progress in city and state government administration.

United Press To Open New Louisville Bureau

The United Press announces the opening of a Louisville Bureau the first of the new year with Miss Gay Pauley, experienced newspaper woman and a native of West Virginia, in charge. This will be the second bureau to be opened in the state the past year; the Frankfort office is now in operation under the direction of James C. Fetzer. The Louisville office will be located at 695 Starks Building, and will cover Louisville and Jefferson county. Coverage of the capitol and the state in general will be continued from the Frankfort office located in the capitol building.

PROGRAM

Fifty-seventh Annual Mid-winter Meeting Kentucky Press Association

Brown Hotel, Louisville

Friday and Saturday, January 19-20, 1945

Friday Sessions

- 8:00 a. m. Registration, Mezzanine Floor
 9:30 a. m. Meeting called to order by President Joe Richardson
 Invocation by the Rev. Alfred F. Horrigan
 Address of welcome, Hon. Wilson Wyatt, mayor of Louisville
 Response, Vice-president Chauncey Forgey, Ashland
 Annual address by President Richardson
 Address "Covering The War Front," by Ralph Heizen, United Press War Correspondent
 Address, "Government Regulations And Labor Problems," by Tom Tanner, Labor Commissioner, Southern Newspaper Press Association
 Address, "Reminiscences," by B. F. Forgey, Ashland Independent, Dean of Kentucky Journalists
 Appointment of Convention committees
 12:30 p. m. Group luncheons and roundtables
 Daily Group, Parlors A-B-C, Vice-president Forgey, presiding
 Topics: 1. "Labor Problems," Tom Tanner, leader
 2. "Circulation Problems," Ralph Hockenhull, editor, Circulation Management, leader
 3. "Advertising," Lawrence Hager, Owensboro Messenger-Inquirer, leader
 4. Annual Associated Press meeting, President Joe La Gore, presiding
 Weekly Group, Roof Garden, Virgil P. Sanders, executive committee-man, Fifth District, presiding
 Topics: 1. "Circulation Building," Ralph Hockenhull, leader
 2. "War-time Problems," Tom Tanner, leader
 3. "Office Management," Victor Portmann, leader
 5:00 p. m. Cocktail Hour, courtesy Lexington Herald-Leader and Louisville Courier-Journal and Times
 7:00 p. m. Banquet-Floor Show-Dance, courtesy Louisville Board of Trade and Courier-Journal-Times-WHAS

Saturday Session

- 8:30 a. m. Breakfast meeting, South Room, Joe Richardson, presiding
 Secretary-Manager's annual report
 Address, "National Advertising," by Orrin Taylor, Archbold, Ohio, N. E. A. Director
 Address, "Covering The National Front," Arthur Krock, New York Times Washington Correspondent
 Unfinished business
 New business
 Report of committees: Legislative
 Memorial
 Special
 Resolutions
 Nominating
 Election of officers
 "Auld Lang Syne"

(Note: If Ralph Heizen has been returned to Europe, the United Press will send another well-known correspondent. It is hoped that arrangements can be changed to permit Arthur Krock to arrive in time to speak at the banquet.)

TAKE TURKEYS FOR EXAMPLE.....



You may remember back to the time—not so long ago—when few families could afford the luxury of fresh poultry . . . when only those living near the seashore could enjoy salt water fish and other seafood . . . when year-round high quality and uniformity of dairy products was merely a hope . . . when fresh fruits and vegetables could be obtained only "in season."

What has made them so widely available today?

Take the case of turkeys, for your answer. Up until 1928, turkeys were a Thanksgiving and Christmas luxury. Growers raised turkeys for only this one peak season and butchers had to charge high prices for them.

In 1928, A&P introduced turkeys "out of season" at prices which paved the way for year-round consumption. The record shows that the American people were eating only 15 million turkeys in that year.

BY 1942, THEY WERE EATING 32½ MILLION TURKEYS A YEAR!

The same kind of efficient, large-scale distribution that made this possible has also played a major role in making possible the year-round availability of peas, string beans, lettuce, broccoli, tomatoes, citrus fruits and juices, bacon, fresh ducks and chicken, and scores of other foods.

In the years ahead, this same kind of distribution will make possible newer, better, more economical foods. Every new efficiency in distribution will contribute materially to this development.

That is one of the great reasons why the men and women of A&P today take such pride in doing the nation's most efficient job of food distribution.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Kentucky Press Association Officers

Joe Richardson, *Times, Glasgow* President
 Chauncey Forgey, *Independent, Ashland* Vice-President
 Victor R. Portmann, *U. of K., Lexington* Secretary-Manager


Executive Committee, Districts

Fred B. Wachs, *Herald-Leader, Lexington (Sixth)*, Chairman; First, Joe LaGore, *Sun-Democrat, Paducah*; Second, John B. Gaines, *Park City News, Bowling Green*; Third, John H. Hoagland, *Courier-Journal, Louisville*; Fourth, James M. Willis, *Messenger, Brandenburg*; Fifth, Virgil P. Sanders, *News-Democrat, Carrollton*; Seventh, Walker W. Robinson, *Herald, Fainstville*; Eighth, J. W. Heddon, *Advocate, Mt. Sterling*; Ninth, Harold A. Browning, *Republican, Williamsburg*; Tyler Mumford, *Advocate, Morganfield, State-at-Large*; Seymour B. Goodman, *Enterprise, Elizabethtown, State-at-Large*; Immediate Past President, Vance Armentrout, *Courier-Journal, Louisville*.

Kentucky Press Women's Club

Miss Mary E. Hutton, *Herald, Harrodsburg*, President; Miss Mildred Babbage, *Breckenridge News, Cloverport*, First Vice President; Mrs. J. O. Young, *Journal, Dixon*, Second Vice President; Mrs. Mary Henderson Powell, *Record, Stearns*, Third Vice President; Mrs. J. R. Wallace, *Advertiser, Walton*, Recording Secretary; Miss Urith Lucas, *Independent, Maysville*, Corresponding Secretary; Mrs. J. L. Bradley, *Enterprise,*

NATIONAL EDITORIAL ASSOCIATION
 1944  Active Member

MEMBER 
 KENTUCKY PRESS ASSOCIATION
 ORGANIZED JANUARY, 1869

Volume Sixteen, Number Two

Keep Your Circulation In Trade Territory

Advice given in a circulation trade magazine recently was that "one of the best circulation economies is to quit all circulation promotion in areas which are outside the natural circulation field."

It is assumed that the suggestion and what followed was directed to the wartime problem faced by almost every newspaper publisher in meeting newsprint restrictions while circulation continues to mount. However, the statement only emphasizes a remark heard recently that many of the war-inspired restrictions will be continued after the war because they have taught publishers lessons they should have learned long before the war.

The trade magazine article continues with the statement: "The natural area of a newspaper, for example, is the town's trade territory. Circulation outside the natural field is of little or no value to advertisers and usually is an expense, a needless expense, to the publisher."

If that statement is correct for wartime distribution of newspapers it can also be applied to production and distribution of newspapers in normal times. The war has not enhanced the value of newspapers except to the extent that more people are reading newspapers. But they are reading the newspapers in the area in which they reside, which is the natural area. There has been no great clamor for newspapers outside this area either now or in pre-war time.

Whether advertisers have benefited from the widespread circulation outside their natural area has always been questioned and this has been an expensive field for the newspapers. The post-war period will likely bring a closer study of the value of this circulation before it is re-established as a policy for circulation drives outside the natural trading area of a community.

Every Editor Invited To Mid-Winter Meeting

As the committee has endeavored to arrange a program for the mid-winter meeting that will fill every possible minute of the streamlined and accelerated sessions, our attending members will be assured of interesting and instructive topics as well as the opportunity to take part in worthwhile roundtables. Every editor should make every effort to be present. The complete program, subject to a possible minor change, is published in another column. The Press hopes that you will be present.

W-H Chief Suggests Editors Stop Criticism

Since the election went the way it did nationally, newspapers should discontinue all criticism of the Federal Fair Labor Standards Act and its administration and consider the election results as a mandate from the public that it is perfectly satisfied with this law.

That is the conclusion of Mr. L. Metcalf Walling, wage-hour administrator, in a post-election letter to Editor & Publisher. He chides newspapers generally for continuing their criticism of the Wage-Hour Act because it has gone through two national election campaigns with no opposition from

the politicians. While admitting the right of newspapers to oppose the Wage-Hour Act he suggests that this should be ended because it builds distrust.

The fact that politicians or statesmen have not advocated repeal of the Wage-Hour Act is no argument that it does not reek with defects or that its administration has not been arbitrary and capricious. Admittedly, newspaper leaders have been more vehement than those of any other group in denunciation of the act because by its very terminology they have just reason to feel that newspapers are not covered by the provisions.

If the language of the act can be considered simple and understandable it clearly was not intended to extend to the operations of a newspaper with little or no circulation outside its immediate community. But the administrator has held that a newspaper without even a single subscriber outside the state is covered because it receives newsprint, ink, press dispatches and supplies from outside the state. This ruling, which is not in the law, is on a par with the one that a printer is engaged in interstate commerce if he prints letterheads and envelopes for a customer who uses them for letters mailed out of the state. Then there is the recent case of the claim filed by several newspaper employes for overtime, part of which was accumulated at playing golf and such outlandish claim was supported by the department.

Naturally, it must irk the Wage-Hour division that newspapers have not ceased their distrust of the act even though business generally has put up with its inequalities due to labor conditions and the desire to hold workers at any cost. It is not the attitude of newspapers which has caused both them and workers to be distrustful. The act itself and the manner in which it has been administered has led to distrust in relations between management and labor.—Indiana Publisher

NEA President Makes Committee Appointments

President Verne McKinney, National Editorial Association, has appointed Virgil P. Sanders, *Carrollton News-Democrat*, as a member of the Audit Bureau of Circulations committee, and Secretary Portmann as a member of the Amos Award Committee.

It requires knowledge to be a competent adviser.

If your circulation is clean and paid in advance, you are fully eligible for ABC. Eventually—why not now?

Veteran Publisher Dies At Scottsville

Roy R. Pitchford, Senior, 69 years old, owner and publisher of the Scottsville Citizen-Times for the last 54 years, died December 14 of a heart attack.

He was a son of A. D. Pitchford and Mrs. Mary A. Pitchford. He attended public schools of Allen and Warren Counties and started his apprenticeship as a printer at 17 at The Allen County Reflector in 1893. He started The Allen County Times in 1890 and The Citizen in 1908 and consolidated the two on October 10, 1918.

Mr. Pitchford was a member of the Half Century Club of America and the Kentucky Press Association. He served as clerk of the Scottsville City Council for eight years and as City police judge for four years.

He was a director in the Allen County homecoming committee in 1915, a charter member of the Scottsville Industrial Foundation and vice-president of the Allen County Loose Leaf Warehouse. He also was president and general manager of the Scottsville Canning Company when it was organized a few years ago.

He is survived by his wife, five sons, Robert Burns Pitchford, and Roy R. Pitchford, Jr., Scottsville; Willard Moss Pitchford, Cincinnati; Cpl. Russell Hall Pitchford, Ft. Benning, Ga., and Yeoman Jimmie M. Pitchford, naval air station, Bunker Hill, Ind.; three daughters, Mrs. Scott Howard, Fountain Run; Mrs. J. R. Garrett, Columbus, Ohio; Mrs. Sam K. Crawford, Jr., Shepherdsville, and three sisters, Mrs. Grace Brunson, Bowling Green; Mrs. Sallie Cotton, Oklahoma City, Okla., and Mrs. Hattie Griffen, Tulsa, Okla.

The sympathy of the officers and members of the Kentucky Press Association is extended to the surviving family.

William Crutcher Buys Morehead Weeklies

W. E. Crutcher, editor of the Rowan County News, announced December 3 the purchase of the Morehead Independent from William Sample, and the News from Mrs. Grace Ford. The purchase price of the two newspapers was not disclosed.

Crutcher has been editor of the News since last March, succeeding Mrs. Ford, who had acted as editor following the death of her brother, the late Jack Wilson, in October, 1942.

The two newspapers will be published from the Independent plant with the Independent appearing on Tuesdays and the Rowan County News on Thursdays.

172 Community Newspapers Members Of Audit Bureau

A total of 172 community and suburban weekly and semi-weekly newspapers are now members of the Audit Bureau of Circulation, according to an announcement from ABC headquarters in Chicago. Kentucky, with nine members, is tied with Illinois and New Jersey, and is exceeded only by New York with 18, Missouri, 13, Wisconsin, 13, Michigan, 12, and Indiana, 10, respectively.

The value of certified circulation is unestimated and cannot now actually be measured in dollars and cents, but, by all indications, will become exceedingly valuable in the post-war era, especially in selling community newspaper coverage to the national advertisers. Membership procedure is comparatively simple and the cost is negligible.

The Press looks forward to our membership being trebled in ABC in 1945—not a difficult undertaking to be consummated, with so many of our outstanding newspapers entirely eligible.

Getting New Families On Your Sub List

Circulation Management presents a sure-fire circulation builder (and keeper) in urging: When each new family moves into town, run a story about it. Include name of former home; name of each member (and be sure that it is correct); employment; school status of children; interests; hobbies and the like.

Send the copy containing the story as a sample copy to the prospective subscriber and follow with a subscription solicitation—which usually can be made by telephone, or by a personal letter. Writes one publisher:

"We have kept careful record of circulation results from printing stories about each new family who moves into our town and its trade area. Last year, out of 53 new families, we secured 47 news subs paid-in-advance at \$2 a year. That means we got \$94 in cash from this idea; and besides, we find this is a popular feature with old subscribers. New families in town are interviewed by someone from our office. After the story is printed, we solicit a sub by telephone and, if possible, call to get the \$2 or send an invoice by mail with a stamped return envelope. Out-of-town new families are interviewed in various ways, such as by phone, when we see members in town, or through our community correspondents."

Meet you in Louisville.
The date: January 19-20.

Public Relations Better Understood

An interview by Frank LaClave with Verne Burnett, public relations counsel, is the basis of a story in the October 20 issue of Printers' Ink, telling how sales and advertising executives can use public relations. It pointed out that as the field of public relations develops, it becomes evident that marketing specialists can be aided more and more by competent analysis of public opinion and by other public relations techniques and knowledge.

Public relations is gradually becoming better understood; that many corporations and trade associations no longer confuse it with press agency is a heartening fact. In its modern sense, public relations encompasses all approaches to human beings, including sales and advertising and other publicity.

Informed executives, according to the public relations counsel, realize that public relations for an organization has three fundamental aims: 1. That the organization shall deserve public goodwill; 2. That the organization's interest shall be so interpreted to the public as to result in increased goodwill, and 3. That special threats shall be properly met and overcome.

Newspaper advertising directors and managers will no doubt be pleased at the recommendation that those who still think of public relations primarily as a vehicle for "free publicity," it should be pointed out that the greatest expenditures for public relations are for paid advertising. The story recites that many advertising budgets are now devoted solely, or largely, to what is known as public relations advertising, or institutional advertising. Such activity, according to the article, should be preceded by obtaining accurate, up-to-date knowledge of the views and feelings of the audiences addressed.

Wolfe County News Established At Campton

The Wolfe County News, a new tabloid publication to enter Kentucky journalism field and the only paper in Wolfe County, started volume one, number one, at Campton, October first. David B. Sageser is editor and the paper is being printed on the press of the Jackson Times.

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

The average man often faces the problem of trying to decide which will cost less—to tell the truth or hire a good lawyer.

Newspaper Is Market

Through their classified columns newspapers sell things the rank and file of citizens have to sell; exchange things they want to trade.

The first place the man with something to sell turns to is his local newspaper. In so doing, he plays, for a short time, the same role as the local merchant or national advertiser.

His problem is identical, namely, to select, out of the audience his newspaper reaches, the persons who have need for the article he wants to dispose of. He can depend on his small classified ad to get results because the newspaper readers in his community look to their newspaper for information about things they want to buy. Newspapers are truly the market place of the world.—Oklahoma Publisher.

No Longer Necessary To Scrap Plates

The WPB has revoked Order M-99 which required the scrapping of obsolete printing plates and has relaxed Order M-339 to allow the increased use of copper for photo-engraving, electrotyping and gravure from 60% to 75% of the 1940 usage, the percentage applying to calendar quarters. The amended order removes also the requirement of a preference rating for the delivery of zinc, but does not provide for any increase in the permitted use of zinc, which is now 250 pounds per quarter or 100% of the weight of zinc used in the corresponding quarter of 1941.

Scrap Provision Removed On Purchase Orders

It is no longer necessary to certify to manufacturers or suppliers that discarded parts have been disposed of through scrap channels. Single items of new machinery or groups of items customarily purchased together may be purchased without WPB approval if the cost of the one item or group is not more than \$200. Former limit was \$25. Application must be made to WPB Printing & Publishing Division, Washington 25, D. C., on form WPB-1319, if the cost exceeds \$200. Purchases of brass matrices, router bits and other operating parts are no longer subject to L-226 and may be purchased under the newspaper AA-2 priority rating as supplies.

The wound of a sword is soon healed—but not that of the tongue!

Check Your Volume Against The Average

In the 16 years 1928 to 1943 inclusive, June, September and November are only months in the calendar that do not find general advertising linage hitting either a high or a low for the year.

January was the low month only once, in 1943. April and May were each high only once during this long period, April in 1930, May in 1934. All three were in many respects abnormal years, so that it seems safe to conclude that other findings may be more nearly normal or average.

February was low five times, in '33-4-5-6 and '42. July was low seven times, back in '28 and '29, and five times hand running '37 to '41 inclusive. August was low three times, in '30-1-2.

March recorded high advertising linage twice, in '31 and '32; October ranked first eight times, in '28 and '29, '33, '36-7-8-9, and

'43. December, somewhat strangely to the Press editor, made top place only four times in the 16 years, in '35, '40-1-2.

The high point in newspaper linage was reached in 1929, the low point in 1933.

In straight retail advertising, July is consistently low, December high, while in general newspaper advertising August is low and October high. Automotive advertising used to hit high in May, low in September. January is high for financial advertising, August low. In total newspaper display advertising July is low, November and December tied for high.

For classified advertising May is consistently the best month, February low, although in 16 years October made first place three times and June twice.

Work and save, young man, and some day you'll have enough to divide with those who don't.

Machines LIKE HUMANS Grow Old

There are too many men and machines whose retirement has been deferred. Men who already have worked the expected span of years have continued to carry on in today's emergency. And the lengthening shadows of age have fallen on machines that are their companions in production.

Plans to replace such machines should be made *now* if the probable postwar pace is to be maintained.

See your Linotype Production Engineer—let him advise you.



BROOKLYN 5, NEW YORK

Linotype Cloister Bold Series

Figuring The Cost Of Advertising Inch

What does it cost you to manufacture an inch of advertising? Until you know that, how do you know how much to charge for advertising? The formula is simple: Just take your gross operating expense for a year, less circulation receipts, divide by the number of inches of advertising published, and you have the answer.

After you have your cost, just figure a fair margin of profit, and you have your theoretical rate—a rate which you must get to keep solvent. For example, your gross operating expense is \$10,000. Your circulation revenue is \$2,000. This leaves \$8,000. You published 16,000 inches of advertising; therefore it cost you 50 cents an inch to manufacture that advertising.

Suppose you want a fair profit on that. Take 10 per cent of the 50 cents, which is five cents, and add it to the 50 cents, and you have 55 cents an inch for advertising. These figures are all theoretical but they illustrate the point. If you have competition, that must be considered in fixing your rate. Any figures should be used advisedly. You must always use figures as an aid to judgment, not as a substitute for judgment.

—J. W. West, Kingsport, Tenn., Times.

1945 Newsprint Supply Is Decidedly Limited

The prospect of an increasingly tight newsprint supply situation in the first six months of 1945 was outlined to the members of the Newspaper Industry Advisory Committee by War Production Board officials at their recent meeting. This situation has developed in spite of the fact that Canada has committed herself to deliver 200,000 tons of newsprint per month, the same rate that she delivered in 1944. The shortage in the first half of 1945 will be caused by increased military demands for paper and requirements of the liberated areas of Europe, they indicated.

WPB officials reported that stepped-up demands of the Army for ammunition also will affect the pulp and paper supply of American newsprint users.

A slightly better supply of newsprint after July 1, 1945 may be in prospect if winter weather conditions permit Canada to increase her deliveries to the United States by about 5 percent. This would allow an additional 10,000 tons of newsprint a month after July 1 for all purposes, but requirements for liberated areas for both pulp and paper would be added to the load which must be carried by the present U. S. supply.

All You Do Is LOOK



... in the FRANKLIN PRINTING CATALOG AND THERE IS THE VALUE YOU SEEK

Yes, it's that fast and easy! Instead of going through the usual routine of assembling and figuring costs, you turn to the right page in the CATALOG and put your finger on a figure that represents the total valuation. The CATALOG pages are completely indexed so there is no fumbling or loss of time.

PORTE PUBLISHING COMPANY
SALT LAKE CITY 5, UTAH

WPB officials expect, therefore, that by the second quarter of 1945, if not before, the situation may become so critical as to indicate a further cut in the amount of newsprint available for U. S. newspaper publishers.

Postal Notes Will Go On Sale January 1

For years, publishers and other users of direct mail have been urging the U. S. Post Office Department to make easier and less expensive the remittance of small sums—such as the price of newspaper and periodical subscriptions. Chief recommendation: That the P. O. adopt a system of postal notes, similar to that used in Canada.

As reported in Circulation Management, Canadian circulation executives have strongly endorsed postal notes for cheap and easy small-sum remittance.

The U. S. Post Office Department will put postal notes on sale Jan. 1, 1945. Ten denominations of the postal notes range from \$1 to \$10. Cost: 5c each. To-be-affixed stamps (at no extra charge) take care of fractional dollars. Two detachable receipts are on each note, both of which the remitter fills in. Remitter keeps one receipt for his own record, the recipient removes the other one before he cashes the postal note—at any post office or bank.

Got Any Ideas?

In our visits over the state we have noticed in nearly every shop something new to us. It would be a fine idea if publishers would write up their ideas, plans or experiences and give the rest of the publishers in the state the value of their experiences. Another way to get information along certain lines is to ask for it. We would be happy to run an exchange of ideas column. Some state publications have very interesting columns and no doubt do a lot of good.

Tell Your Readers!

So they won't be wondering later on if and when you have to cut out features, leave out news or advertising (not too probable, if already here), or save space in other ways to meet your newsprint quota, let your readers know editorially, or in a front page box, just what the situation is regarding your newsprint situation. Now is the time to put your newspaper on a strict paid-in-advance basis, since "deadwood" circulation is a definite waste of newsprint—and your time, labor and postage. Save that paper for news subscribers who are willing to pay strictly in advance.

One answer to critics of the Press is that the daily circulation of newspapers in the United States reached an all-time high in 1943 of 46,706,904 sales per day—a daily gain of 2,214,068 over 1942, despite the fact that mergers and discontinuances reduced the number of daily newspapers from 1,894 to 1,859. Circulation of Kentucky community newspapers has increased from 280,000 to over 315,000 since 1942 despite the discontinuance of five newspapers.

Don't write "thank you" letters to your Central Office—write them to the advertiser or agency. On the contrary, don't write "me too" letters to an advertiser. Write them to your Central Office.

Want Ads Free

The Press is open to KPA members for want ads, for sale ads, etc., at no expense whatsoever. If you have anything to sell, want to buy, want help, write it up and send it to the Press.

Ring January 19-20 on your calendar.

★

An Unhealthy Mixture



NOT so long ago, the late Thomas Edison declared: "There is far more danger in Public Monopoly than there is in Private Monopoly, for when the Government goes into business it can always shift its losses to the taxpayers. If it goes into the power business it can pretend to sell cheap power and then cover up its losses. The Government never really goes into business, for it never makes ends meet, and that is the first requisite of business. It just mixes a little business with a lot of politics and no one ever gets a chance to find out what is actually going on."

Here's a Typical Example:

Regarding T.V.A. taxes, the North Carolina State Board of Assessments is quoted as follows in the Asheville Citizen (an editorial published Aug. 19, 1944):

"But what would TVA's tax liabilities in North Carolina be if it were a private enterprise and were subject to the taxes which private businesses must pay? The State Board of Assessments estimates that TVA owns property in North Carolina that has a book value of approximately \$60,000,000.

"It further computes that if the Authority paid all local taxes on its North Carolina investments, it would be liable for approximately a million dollars instead of the \$89,719.90 which was assigned to the four counties. To illustrate in more detail: Graham county would receive \$193,880.10 instead of the \$16,990.39 allotted to it."

★

KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street, Lexington 3, Ky.

A Tax-Paying, Self-Supporting Kentucky Industry