

# The Kentucky Press

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

VOLUME FIFTEEN

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NUMBER ELEVEN

## Post-war Planning Should Start At Once

Postwar planning for both community and commercial enterprises is today receiving much serious consideration. A newspaper publisher remarked the other day "I'm too busy keeping my head above water now to be thinking about conditions after the war." Therein lies the real danger.

Authorities seem to agree on one point—there will be much keener postwar competition in practically every field of business than exists today. While this is expected and commercial printing, it is also very likely to produce opposition in the printing and publishing field for this increased business.

There is little publishers can do to prevent competition such as the throw-away shopping guide, the mimeograph sheet, or the bedroom printshop other than absorb as many returning veterans and war workers as possible on their employment rolls. Some of those returning to the publishing and printing industry have already decided they want to go into business for themselves—they have saved their money and will either buy an existing property or start a new one.

In America it is practically impossible for the publisher to exclude competition from his territory, but there are many ways in which he can make it very unprofitable for a new competitor to enter his field.

The publisher who wishes to maintain his leadership after peace comes would be wise to take two inventor-

ies right now—today. The first has to do with the tangible side of the business; the other, the intangible.

Questions that he should ask himself in the tangible inventory might include:

1. Is our building large enough to accommodate the personnel and plant necessary to handle the business which we anticipate will be forthcoming in our community?
2. If our building is not adequate, will it be necessary to remodel present quarters, build an addition, move to a new location, or build a new building?
3. Which departments will need enlarging and what effect will larger quarters for these departments have upon our over all office and shop arrangement?
4. Should we decide to add new lines, such as office supplies and fixtures, will we have room for show cases and display room?
5. How many pages and copies per edition can our plant produce if we have sufficient help, and will this meet the expected demands?
6. What equipment is inadequate and how should we plan replacements and additions to each department of the shop? In the composing room, would a Linotype with display faces fit our needs better than a Ludlow or All-purpose Lino? Would an extra saw in the stereotyping department speed up production? Would a flat-bed web press or a larger, later model cylinder press better serve our requirements?

When one appraises the intangible

assets to his business the problem becomes more difficult and the remedies more complex. Goodwill for the newspaper might be divided into what the businessman thinks and how the subscriber regards the paper, though usually the two are synonymous. Public acceptance of the publisher and of the newspaper grows continually if the policy is correct.

In smaller cities and towns newspaper public relations are usually represented by one person—the editor and publisher. His willingness to participate in community development through his leadership and his ability to produce a good newspaper and make a profit represent the newspaper's goodwill.

With depleted staffs, many publishers of smaller newspapers are today spending most of their time producing their papers and are participating less in community activities. Public relations are suffering and goodwill is being lost. Somehow and in some way these newspapers need to carry on their programs of continually building goodwill if they do not desire to be vulnerable to postwar competition.

Here are a few ways in which some publishers are today protecting themselves against serious postwar competition:

1. By doing their share in the community's war work—serving on draft boards, ration boards, salvage committees, etc.
2. By making their newspapers as

appealing as possible to future local subscribers—the children as well as the men and women away from home in the armed forces.

3. By constantly contacting every business firm in the city, even though the lack of merchandise or manpower may cause this establishment to be a non-advertiser today.

4. By making it a point to know every clerk in every store, for who can tell when he or she might be promoted to manager or otherwise have an influence over the placing of advertising and printing orders.

5. By fair dealing with customers, even though they may not have enough newsprint to accept all advertising or help enough to produce commercial printing when wanted.

6. By maintaining the quality of their newspapers, although they do not have a competitor to "scoop" them, on a level equal to newspapers in other cities of comparable size.

7. By constantly promoting classified advertising which has a high reader appeal and denotes the leadership of the newspaper in the community.

8. By using as many local newspictures and local news items as possible to gain a greater number of readers.

9. By taking a fair and aggressive editorial stand on worthy local subjects, yet giving opponents an opportunity to answer in "letters to the editor."

10. By charging fair rates for advertising, printing and subscriptions so that customers receive fair value.

Now is the time to do your planning for the postwar future. A few hours spent now may save you days later and prevent costly competition.

### J. M. Wynn Appointed To KPA Executive Committee

The appointment of J. M. Wynn, promotion manager of the Courier-Journal and Louisville Times, to the KPA Executive Committee for the Third Congressional District, was announced by President Joe Richardson on September 15. Mr. Wynn succeeds John H. Hoagland, who resigned earlier this year to accept an important position with the Christian Science Church publications in Boston.

Mr. Wynn, who followed Mr. Hoagland as promotion manager for the Louisville publications, was formerly national advertising manager.

### Weeklies Must Start Promotion Activities

E. M. Wilson, director of media for McCann-Erickson, advertising agency, urged weekly newspaper publishers at the Milwaukee NEA summer convention to stand together, spend more money for promotion, and offer better proof of circulation if they expect to get a larger share of the national advertising dollar.

Mr. Wilson is chairman of the weekly newspaper committee set up by the Associated Advertising Agencies of America to study the field of weekly newspapers as an advertising medium.

Following are a few excerpts from his address which are worthy of thought and consideration by weekly newspaper editors in Kentucky:

The good weekly newspapers have suffered because of the poor ones.

Weekly newspapers offer an advertising value, of that we are sure, but both the weeklies and the advertisers are lacking in firm conviction as to where the weekly fits into the advertising picture.

Advertisers and advertising agencies are just as anxious to find and use any medium that will produce results as the weekly newspapers are to sell space. We really want to help you prepare and present your case, and we appreciate those publishers who do in some measure understand the business of an advertising agency and our problems.

The 15% agency commission is not a selling fee. It goes into the development and servicing of advertising—making ads more productive. Special representatives do the selling, and the most effective selling is that which presents newspapers as a whole, rather than individually. This selling cost is wholly apart from the commission paid the advertising agency to carry on research for perfection of techniques that will make advertising a better investment for business and more productive of profitable results.

No other country or people is so advertising conscious as America. It has enormously increased our wealth and raised our standard of living.

How can the weekly press get a larger share of the copy that we hope to make possible? You will have to stand together better than you have heretofore, spend more money for promotion, offer better proof of circulation claims, lower your advertising rates, and produce a better quality if printing.

If you will do your part along these lines, you will find agencies anxious to do their part in using your columns. We will listen to any plan you care to advance that will produce results. But any such plan must be sincere, sound, and well presented to gain the hearing you want for it.

Offering the one-order, one-bill, one-check service does not solve the whole problem. The mere cost of doing business with weekly newspapers is not the basic reason for lack of use of this medium. An agency doing a conscientious job for a client must use any medium that will produce results, irrespective of cost, and in most agencies the actual mechanics of sending orders, billing, and paying is a small percentage of the overall cost of operations. It is the positive factors that individual newspapers can correct and that associations can present, that will gain attention for the weekly press.

Make your case more convincing. Offer proof of circulation delivered, that your newspaper carry a greater amount of local news, are more thoroughly read, and enjoy a longer life.

Give the advertiser a measuring stick or a set of standards whereby he may consider weekly newspapers in advertising schedules with the same scientific accuracy as is applied to the daily newspapers, posters, and radio.

There is unquestionably a bright future for weekly newspapers. Immediate results will not be too encouraging, for getting advertising contracts is a long-time job. You must engage in co-operative advertising and selling, competing with other organized media. It is estimated that \$2,130,000,000 was spent for advertising in 1943.

You can have your share, and you will not regret the effort of going after it in an effective, enthusiastic, helpful manner.

### Mrs. Littrell Named Editor Of Owenton News-Herald

Mrs. L. C. Littrell, widow of the former publisher of the Owen County Democrat, recently merged with the Owenton News-Herald, has accepted the position of editor of the latter newspaper succeeding John Forsee, as announced by John H. Perry, publisher. We understand that the News-Herald is now being printed in the plant of the Frankfort State Journal, maintaining editorial offices in Owenton.

# Food By Air?



A few weeks ago, a sleek transport plane, laden with fresh fruits from the West Coast, winged its way into Detroit. Its arrival marked the first step in a year-long study of the possibilities of transporting fresh fruits and vegetables by air—a study being conducted by Wayne University with the cooperation of United Air Lines and A & P Food Stores.

In this first test, plums, nectarines, peaches, cherries, apricots, and figs were picked in California on Sunday, and analyzed in Detroit on Monday. About once each month, air shipments of fresh produce will arrive in Detroit from producing areas throughout the United States.

These shipments are being studied carefully by a research group of 38 persons, including housewives, home economists, produce, merchandising and transportation experts. Flavor, appearance and condition of the produce is being compared with that of the same foods shipped by conventional methods. Laboratory studies are being made on vitamin and sugar content, deterioration and weight loss. Special attention is being given to packaging and causes of damage in transit.

A & P cooperation in this pioneering effort to bring the fields and orchards of America closer to your local kitchens is another example of how A & P, for 85 years, has been striving to eliminate in-between steps and handlings in the distribution of food . . . so that consumers can enjoy tastier, fresher, more nutritious foods at lower prices.

It is because of these constant efforts to provide better food more economically that today men and women of A & P are 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

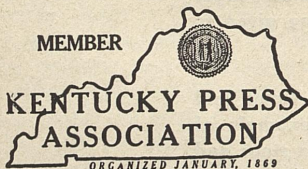
## Kentucky Press Association Officers

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*, Paintsville; Eighth, J. W. Heddon, *Advocate*, Mt. Sterling; Ninth, Harold A. Browning, *Republican*, Williamsburg; Tyler Munford, *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. B. Wallace, *Advertiser*, Walton, Recording Secretary; Miss Urth Lucas, *Independent*, Maysville, Corresponding Secretary; Mrs. J. L. Bradley, *Enterprise*.



Volume Fifteen, Number Eleven

## National Newspaper Week Set For October 1-8

National Newspaper Week has been designated as October 1 to 8 by Newspaper Association Managers, sponsors of the event for several years.

While some material for use during that period will be mailed to KPA members, it is suggested that each newspaper make plans for local observance. Ideas used by newspapers in the past to call attention of the public to Newspaper Week include open house, talks before service clubs, schools, etc., special window displays, feature stories telling how a newspaper is made, editorials on the value of Free Press, display ads describing the newspaper's contribution to the

war effort, and historical features recalling the life story of that newspaper.

Many speakers during the past year have said that newspapers are not doing enough promotion and are overlooking public relations, especially in comparison to other media. Newspaper Week is a good time to start your local campaign.

Saturday, October 7, will be observed as National Newspaperboy Day under the sponsorship of the International Circulation Managers' Association, educational material having to do with wartime boy activity will be sent to all newspapers by an ICMA committee set up for this purpose.

## KPA Executive Committee To Meet October 7

The regular fall meeting of the KPA Executive Committee was called by Chairman Fred B. Wachs at Lexington at 10 a. m., Saturday, October 7, at the Lafayette hotel. The program for the mid-winter convention and war clinic will be discussed as well as other important matters. The Lexington Herald-Leader will be hosts at a noon luncheon and the committee will attend the Michigan State-Kentucky football game that afternoon.

## WPB Amends Order To Freeze Newsprint

Weekly newspapers which use less than 1¼ tons of print paper per quarter are to remain free of consumption restrictions when the WPB amendment to Order L-240 limiting other less-than-25-tons-per-quarter consumers to their present volume becomes effective on October 1. Pressure upon the papers affected by the amendment is relieved considerably by the provision exempting paid circulation to the armed forces from the freeze order.

Under 25-ton users—After Oct. 1 may not use more newsprint per quarter than the average of their quarterly consumption for civilian readers the first three quarters of 1944 or their tonnage consumed for civilian readers the corresponding quarter of 1943, whichever is greater, plus enough for copies actually being sold to servicemen and women as individuals or units.

Exception to the above—Any newspaper, new or old, using not more per quarter than 1¼ tons times the number

of days it publishes weekly (7½ tons per quarter for a 6-day daily, 8¾ for a 7-day) will be exempt from the above restriction.

Special "Newspapers" (Benevolent, fraternal, etc.)—Will be restricted about same as under-2-ton users.

Lighter Than 32-Pound paper—If any publisher ordered such lighter newsprint after July 1, his consumption quota shall be reduced in proportion to the difference in weight.

Free distribution Newspapers—If published in 1941, their consumption quotas shall continue to be set by Schedule II, Order L-241 even if they are now wholly or partly on a net paid basis.

## Editors To Be Honored At Football Game

To honor newspapermen during National Newspaper Week, October 1-8, the athletic department, University of Kentucky, has declared Saturday, October 7, as Editor's Day, and are inviting editors to attend the Michigan State-Kentucky football game that afternoon. Reservations should be made thru KPA Central Office.

## Advertising Liability Employers To Be Notified

A number of court decisions have held that the advertisement of price is a mere invitation to enter into an obligation, rather than an offer to sell, and that hence neither the advertiser nor the newspaper has a liability in refusing to sell merchandise at the price advertised. Newspaper advertisements are invitations to buy, not offers to sell, and hence error in copy does not entail a liability as a violation of contract, says Gene Alleman, Michigan. It is customary, where an error in advertising copy has occurred, for a correction to be printed in the next issue as a notice to customers. This notice is run as a matter of policy. If the error was made by the newspaper, the newspaper contributes the space.

Waste paper collection is still our No. 1 war effort.

Soap sales are down 2%. Maybe women are spending too much time listening to "operas" to keep the family and house clean.

## Helps For Building Classified Business

Humility, vision, persistence, and enthusiasm are needed to develop classified advertising, said S. R. Curry of the Eweed, Ontario, News in a talk on the subject. The publisher needs:

1. **HUMILITY**—He must humble himself to look upon a quarter as money—that it really has possibilities of helping him to build up a substantial revenue. The publisher receives a great deal more for each little advert, than the money offered in payment. Each ad, establishes a contact of service and friendship. In addition, a good classified section builds reader interest in the paper, and makes every display ad, worth that much more. It is no secret that any advertising agency considers a newspaper with a good classified section a better medium for display advertising. Every little classified ad means a better newspaper and consequently more dollars from every other source rolling into the till.

2. **VISION**—The publisher who would develop a good classified section must have vision. The most of us are inclined to think only of: Lost and found; For sale; For rent ads, etc. We must have a wider vision of our field than that. Every kind of merchandise and every kind of service can be profitably advertised in the classified column. The classified department makes your service as an advertising medium available to almost every reader. Real estate dealers, rental agencies, second-hand stores, feed stores, coal dealers, used car dealers, shoe-repair shops, beauty parlors, paper-hangers, dressmakers, farmers, etc., may all use the classifieds to advantage. The woman who would take music pupils and advertise for a husband, makes cakes or bread, does washing; or the family with some old furniture, a discarded baby carriage, or used car, are all good prospects. Reporters on the larger weeklies should be encouraged to pick up classifieds wherever possible. After all, they are just as important as news items and bring in revenue as well.

3. **PERSISTENCE**—The publisher who hopes to develop a good classified page, must be persistent. Many good intentions for building classified advertising fail because the publisher expects that section of the paper to look after itself. He might as well expect his local merchants to bring in their own ads, and

we all know they don't do that. Regularity in soliciting classified advertising must be followed in the same way, as soliciting display advertising. The field is unlimited and customers should be taught to advertise regularly. Electricians, real estate men, motor car dealers, jewelers, coal dealers, gas stations, plaining mills, plumbers, feed stores, welders and even farmers, might be placed under contracts to run three or four lines in every issue. Some farmers have been known to market most of their products through the columns of the local paper.

4. **ENTHUSIASM**—The fourth thing that the publisher must have is enthusiasm. Pride in the classified section is essential to this department of the paper.

It has been argued that lower rates may be conducive to increased classifieds. The more classifieds on the page, the more potential users will be encouraged to use small ads. Non-advertisers, when they see others using the paper for that purpose, will obviously be impressed that the investment is a profitable one.

The wording of the classified is quite as important as anything else. Well-worded ads, are the most effective. They must say the right thing and make the right appeal. The saving of a few cents by leaving out a necessary description, may cost the desired result of the ad. After all, if people get results, they will use the classifieds more consistently.

We believe few weekly publishers follow up classified advertisers. If they order one insertion, do you have your office girl call them by phone the next week and ask them if they wish the ad run again? Users of classifieds should not be encouraged to advertise their articles at unseasonable periods of the year when the chances for good results are poor. For instance, a cook-stove will sell better in October than it will during the hot month of July and there is a better possibility of selling a farm in early April than in January.

In order to assist discharged military personnel upon their return to civilian occupation, the government will notify previous employers of the release of the service man. This notice will contain the name of the individual, date of separation, and date of birth—the last to provide a method of differentiating between persons of the same name.

## Publisher Makes All Subs Expire At Same Time

"A short time ago we decided it would be a good idea for both subscribers and ourselves if all subscriptions came due on January first of each year," writes H. J. Miles, publisher of the Flin Flon Miner Canadian Weekly Newspaper Association Bulletin.

"It would be easier for the subscriber to remember and make only one month in which we had to send out subscription notices. The subscribers are taking to the idea with gratitude and I have no difficulty where the subscription runs out in the later part of one year in getting a few more cents to carry it through to January, 1945 or 1946, as the case may be.

"Quite a number now fall due on January 1, 1945, and I hope over a period of time to have them all in that month. In these days when we are all so short of staff, it will lighten the load in the front office just to have to send our subscription notices, or the majority of them in one month of the year. Not only that, but our subscribers will remember the renewal date easier, we think."

## Two Newspapermen Receive Nieman Fellowships

The appointment of two well known Kentucky newspapermen as Nieman Scholars at Harvard was announced September 14—A. B. Guthrie Jr., city editor of the Lexington Leader, and Ed Edstrom, assistant Sunday editor of the Louisville Courier-Journal. They will take up their studies in political science and history at Harvard on November 6. Eight other newspapermen in the nation were honored with these important fellowships. The Press extends congratulations.

## Politics Call Editors To Staff Positions

Politics, heavy on the air, calls newspapermen to important positions. Harry Lee Waterfield, Clinton Gazette, is chairman of the State Democratic committee, and Dolph Creal, Hodgenville Herald-News, is publicity director. Carlos Embry, Beaver Dam Messenger, is handling publicity for the Republican State Committee.

### Local Advertising Carries OPA Ceiling Prices

OPA and leading food trade associations have launched a joint educational program for consumers and grocers. High on the list of projects is "a trade sponsored campaign for local advertising and store displays urging housewives to discuss ceiling prices openly with merchants." A program of store displays covering at least 250,000 retail outlets in USA and involving the use of banners, posters, and other educational material is also projected. In the entire program all advertising display material will be designed to encourage frank discussion of ceiling prices by the customer and to call attention to the ceiling price list. Contact your local merchants for further information and possible advertising schedules.

### Dan Bowmar Joins Blood-Horse Staff

Dan M. Bowmar, promotion manager for the Lexington Herald-Leader for the past few years, resigned September 11, and his position was filled by Edward M. Templin, who has been a member of the news staffs of those newspapers for 15 years. Mr. Bowmar has accepted the position of business and advertising manager of the Blood-Horse, thoroughbred publication. Mr. Templin is also publicity manager for the University of Kentucky athletic department.

Merchants respond to personal calls backed up by prepared copy.

Signal victories for our armies should not mean a let-down in our war efforts now. Keep the paper salvage drive going.

## The Economy of Quality

Every successful transaction embodies a need and a trust. Always—and especially during extraordinary times—an investment should recognize the dependability of the product and the organization behind it.

After nearly sixty years, the economy of quality continues to be attested by users who, enjoying the feeling of security of proved performance, say "We are equipped with Linotypes."

LINOTYPE

WAR BONDS ARE INVESTMENTS  
IN YOUR POST WAR PLANNING

Linotype Cloister and Cloister Bold Italic

### Indiana's Ruling On Rural Correspondents

Although several authorities on the legal staff of the Indiana Unemployment Compensation Division have questioned the decision of the tribunal which presided over the re-hearing to determine the status of individuals who submitted items for publication in The Monon News at Monon, Ind., almost an identical decision was handed down recently by the Unemployment Insurance Section of the New York State Department of Labor.

It will be recalled that the resignation of a printer employed by The Monon News brought an action against the newspaper on the ground that its rural correspondents were employed and the newspaper thereby subject to payment of unemployment compensation insurance. First hearing on the complaint resulted in a finding against the newspaper. The Hoosier State Press Association, through its general counsel, filed petition for re-hearing which was granted and the tribunal held that rural correspondents are independent contractors.

The New York case involved seven local correspondents, each receiving \$520 a year for items published in a newspaper. Evidence in the case was similar to that introduced in the Indiana test case as to the manner in which the correspondents performed their tasks. The court held that "the individuals engaged by the employer as local correspondents, over whom the employer exercises no control, are held to be independent contractors. The evidence conclusively shows that there is no employer-employee relationship between these persons and the publishing company. The Industrial Commissioner's determination assessing the employer for additional contributions on monies paid to these individuals, is overruled."

Since the settlement of The Monon News case, the Bureau of Internal Revenue has similarly held that rural correspondents of two other Indiana newspapers are independent contractors.

—Indiana Publisher.

An important change was made in Middlesboro, September 7, when it was announced that a group of ten Middlesboro citizens had purchased controlling interest in the Daily News from the Nixon chain of Wabash, Indiana. C. H. Trundel will continue as publisher and managing editor of the publication.

**Circulation Improved  
By War Restrictions**

Quite in keeping with a recent survey on the effect of weekly newspaper membership in the Audit Bureau of Circulation is an editorial in the current issue of Circulation Management, published by Floyd Hockenull, who has performed an outstanding service to newspapers in developing better appreciation for the value of the circulation department. The editorial follows:

*"Great Changes.* The circulation sales of a good publication, it has always seemed to us, should be sales at a profit. Why should any publication be given away or sold to readers at a loss? It was back in 1935, when Circulation Management was established, that circulation executives had begun pointing out to publishers that circulation could and should be sold profitably.

"Since then, circulation management in most plants has undergone great changes since the old days when many circulation departments operated in the red or dangerously close to it, and when the circulation manager's work generally was unrecognized.

"The big revenues most publishers now secure from circulation is proof of these changes—and another item of proof is the great number of circulation managers who have been made publishers, general managers and business managers. Because his department deals with circulation, and because every part of the publication's management affects circulation, the circulation manager has better understanding than anyone else of every part of the publishing operation."

Eight Indiana weekly newspapers maintain membership in ABC. The survey was directed to whether this membership had been beneficial. Various replies were received. Realizing that most publishers consider membership in ABC as opening the door to obtaining national advertising the survey included that factor. Most of the answers reported that ABC membership had more than paid for itself through increased national advertising lineage. However, one of the replies contained the statement that the publisher could not honestly show that any national accounts had been opened as a result of ABC membership. He added: "All ABC amounts to is that it shows advertisers and the public that newspapers can be honest in reporting circulation figures.

**The Franklin Printing Catalog**

... promotes efficient operation

The Catalog promotes efficient operation of printing plants by removing guesswork and error from the valuing of printing orders. The Franklin Printers Service augments the value of the Catalog by providing material that is a valuable aid to the production of good printing. Send for your copy today.

**PORTE PUBLISHING COMPANY  
SALT LAKE CITY 5, UTAH**



It takes us out of the liar class and that is worthwhile. If an advertiser could buy a list of weekly newspapers and know what he is buying all would benefit. I am sold on the value of ABC because it increases the esteem in which my paper is held."

Unquestionably, the circulation division of every newspaper has taken on new influence and importance as the result of skyrocketing circulation during the war-time period. This has taught the evils of the old days when the circulation department was merely an appendage to be used in increasing advertising volume. Newspapers are experiencing a seller's market as are other businesses and having realized that circulation has an actual monetary value, in addition to its worth in selling advertising, it is not likely there will be a return to the slipshod methods of former days when deadheads were carried along to bolster false claims in order to acquire advertising accounts.

**Envelope Return Best**

Arne Strommer, circulation manager, Eugene Register-Guard, reports returns from subscription notices sent out on square-cut colored return envelopes are bringing in responses about ten to one as compared with a form letter. Three notices are sent out—pink envelope first, form letter second and green envelope for final.

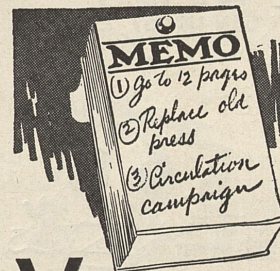
**Wage Standard Proposed**

Senator Pepper, Florida, has introduced Senate Concurrent Resolution 48, which, if enacted, would establish a Congressional policy "that a straight time hourly rate of 65 cents per hour is the minimum below which the NWLB shall consider any wage rate substan-

dard." The resolution further declares that "a rate below which wage rates shall be considered substandard." The bill has been referred to the Senate Committee on Education and Labor.

ABC is a fine target.

Keep tear sheets a-rolling.



**V DAY Plus...**

*Reliance* on the multiple facilities which our organization offers the home town press will aid you greatly in postwar expansion of your newspaper or job printing department.

*For your paper* itself we can provide—in "easy-to-use" form—the finest of syndicate features available.

*And for your plant* we are equipped to supply you with the highest quality machinery, equipment, type and ink.

**WESTERN NEWSPAPER UNION**

# Mr. Publisher:

## YOU CAN HELP YOUR TOWN

### PROCURE DESIRABLE INDUSTRIES



In the last few months **eleven new industries** have been established by our company. All of them are proving to be desirable in every way. This may surprise those citizens who think industrial development inevitably means a smoky, dirty community and an influx of undesirable people.

On the contrary, the modern industrial plant is clean and attractive—and free from heavy smoke because it uses electric power. It provides work for **local** men and women, payrolls that are spent in **local** stores, and taxes for **local** improvements. For the aver-

age Kentucky town it may be a factory making shirts, or lamps, or furniture, or cigarettes, or processing foods, etc.

Without industry—whether it is manufacturing or agricultural—no town will be prosperous and progressive. You and other civic leaders can decide on the type of industry best suited to **local** needs and start working now to get one or more plants.

Choose the kind that will provide steady work for the most persons in the post-war slack, that will use **local** natural resources, consume **local** farm products, and generally contribute to **local** welfare.

You and your newspaper can help much in getting an industry for your town, and we are ready and willing to help you. Call on our Industrial Department at 159 West Main Street, Lexington 3, Ky.

## KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street, Lexington 3, Ky.

**A Self-Supporting, Taxpaying Industry**

