

The Kentucky Press

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

February, 1942

Volume Thirteen Number Four



Officials Aver Fort Knox Bill Will Disorganize Industry

A bill has been introduced into the National Congress to appropriate \$225,000.00 with which to establish a government printing plant at Fort Knox. The officers of the Kentucky Press Association feel that this is wrong, and that this bill should not be allowed to pass.

It is a threat to the members of the Kentucky Press Association and every job shop and printing plant in the state in more ways than one. We do not feel that the government should enter competition with private printing plants in this state. These private plants have the machinery, the men, and the facilities to produce this printing. **HERE IS THE IMPORTANT PART**, statistics have shown definitely that private plants can produce printing better, more efficiently, **AND MORE ECONOMICALLY** than government or municipally owned plants. If this were not so, we would not have a leg to stand on in recording this protest.

Now, here is an important fact that should not be overlooked. If the plant is established at Fort Knox, and its printing is confined to Fort Knox only, in that case it would probably affect only about a half-dozen members of the Kentucky Press Association, and some commercial printing plants at Louisville. **BUT** if the precedent is established will it not be logical to follow through with the establishment of government printing plants at the new military posts now being established near Hopkinsville and near Morganfield? Or in other posts throughout the nation?

Or if additional plants are not established, it is entirely possible that the Fort Knox plant may be called on to do **ALL THE PRINTING** for all Federal agencies in Kentucky, both military and civil. This could include the three army camps mentioned as well as Ft. Thomas, all the printing for the Wolf Creek and Gilbertsville dam authorities, the Munitions Depot in Madison county, the hospitals at Lexington, Danville, and Dawson Springs, and other Federal agencies as fast as they come into the state.

Thus it can easily be seen that the introduction of a government printing plant in Kentucky would probably be, and in a very short time, a serious threat to the interests of newspapers and commercial printing plants in EVERY

SECTION OF THE STATE.

Now, here is what you can do about it. Immediately after receiving this copy of the Press if you feel that the government should not enter competition with state, write, **OR BETTER STILL, TELEGRAPH** your Senators and Representative and ask them not only to vote against the bill but to **WORK ACTIVELY AGAINST IT**.

This is an opportunity for the members of the Kentucky Press Association to take constructive action in averting a threat to their own interests. Remember, if U. S. government printing is introduced into Kentucky, there is no way of telling where or when it will stop. **DON'T DELAY, WIRE OR WRITE YOUR CONGRESSMAN AND THE TWO UNITED STATES SENATORS** today, and enter a strong protest against this bill. The printing industry can take it on the chin, if necessary, and is more than willing to do its part in the Defense Effort. However, with the lean wartime days that are ahead, we should not be called on to face the added competition of government plants.

In direct connection with this threat of government printing offices on government reservations, the following article from the column of Richard Renneisen, Louisville Courier-Journal, is not only apt and timely, but emphasizes the threat that is made to the entire Small Printing industry today in wartime economy. There is no need for a Fort Knox printery when many of our printing offices in the nation have many thousands of dollars worth of machinery idle today. Mr. Renneisen states:

Life, as the guy remarked, can become almost infinitely complicated, what with one thing leading to another. He might have added and with one thing depending upon another. For though the evidence of how much one part of the world depended upon another part was there for all to see it seems to have taken the war to give the evidence punch. It was surprising that something the Japanese did 7,000 miles away could cancel Sunday automobile rides, so the local printing industry perhaps can be forgiven for being a little taken aback that a combination of Axis shenanigans has affected the local printing business.

The way this has worked was explained pretty graphically the other day at Washington by Mr. Otis H. Johnson, head of the national organization of the printing industry, before the Small Business Committee of the House of Representatives. The industry, made up chiefly of small concerns totaling about 20,000 is working on half-capacity schedules right now, he explained. Take this example. The manufacture of refrigerators is cramped. O. K., immediately the catalogues, descriptive literature, price lists, envelopes, order blanks, salesmens materials and sales reports, invoices, stationery, etc., become useless. Take any kind of consumer goods or industrial goods that is restricted. Same result.

There is printing machinery standing idle in the nation capable of producing the equivalent of \$23,000,000 a week in volume excluding materials, Mr. Johnson told the committee, yet the industry's biggest competitor—the Government—is (or was) endeavoring, through the Army and kindred agencies, to order new printing facilities from plants that are producing almost nothing but war orders. The trade organization has been advised that the Army has \$100,000 to build a special printing press to print 73 by 73-inch targets, whereas if they cut the size one inch, they could use one of the half dozen or more such presses now standing idle.

Mr. Johnson made it plain the industry could take it like everybody else. But he tried to point out that a heck a lot of things depend upon a heck a lot of other things and he asked that whenever it was practicable some Uncle Sam's printing business be farmed out to the 225,000 skilled workers in the industry not in Uncle's pay. Yep, it's a complicated world. Seven thousand miles away the Japanese army makes a strategic move and your dog's food doesn't come in cans any more. Sometimes you wonder why everybody doesn't get together and act sensibly over a pool of knowledge that is common property.

Curb Local Officers

The Department of Justice has issued general instructions to all United States attorneys that no arrests or prosecutions for alleged seditious utterances or the making of false reports or statements with intent to interfere with the operation or success of the military or naval forces shall hereafter be made or instituted without prior specific authorization from the Attorney-General.

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Selling Advertising Ideas To The Local Merchants

By ED H. MUEHSLER
Kentuckian-Citizen, Paris

We all run into the same problems—every country paper gets the same kicks and the same praise—every country paper has the same situations develop in the selling of advertising to local merchants.

The advertising situation with this paper was briefly: The field had not been worked, advertisers had not been helped to make advertising easier, and were not getting service. We ran into two classes of local advertisers, those who wanted to advertise, but didn't know how to get the results they wanted, and those who had developed the attitude that placing an ad in the paper was an act of charity on their part and wouldn't do them a lick of good.

To those who made the statement "Why should I advertise no one ever reads the paper anyhow!" The following routine has proven successful. For example, a hotel makes the above statement when solicited. Here is the answer that has proven successful in breaking that opposition down. "The paper will GIVE you any size ad you want . . . double truck, full page, half page or smaller. You can put in it anything you want. We will let you use any illustrations, and will do everything in our power to lay out an attractive ad . . . IF . . . you will let us place down in a corner in the smallest type we have, these lines: "This hotel has bedbugs!" The look of abject horror that appears is amusing to watch and leaves a perfect opening for the punch line, "What are you afraid of no one will ever read the darn thing anyhow!"

To the advertisers who are advertising minded but have no set program to take care of their space we have found a booklet "Expenses In Retail Businesses" put out by the merchants service department of the National Cash Register company, Dayton, Ohio, invaluable.

This booklet carries the breakdown of expenses of hundreds of small businesses that are operating successfully, and covers practically every type found in the average town. Use of this book gives the ad salesman an opening wedge. He can show the merchant the percentage of the gross business that governs the advertising allowance by successful business men in his own line. We used it this way:

A lumber dealer had shown signs of life in an advertising way, but appeared too busy to get his ads made out regularly, although he really wanted to advertise. We explained the booklet to him and pointed out that a survey of 301 lumber concerns had used an average of 0.4 of their gross for an advertising budget. Ascertaining his gross business, it was found that his allotment on the basis would be \$700 a year.

Allowing \$100 for direct mail and repainting of highway signs, he contracted for 2,000 inches of space, on the condition that he would not have to be bothered with it himself.

Taking a list of all the companies whose products he handles, we contacted the advertising managers and asked about manufacturer participation, mats, copy, and seasonable months which were best to advertise their products. The response was gratifying. We soon had on hand a huge amount of material designed specifically for the lumber business from the several companies participating.

A complete program for an entire year was made up and presented to the lumber dealer, and after suggested revision, we had his schedule ready to go. All that was necessary for the remainder of the year was to insert the ads on schedule and contact him occasionally to see how his sales were going. We found him well pleased with results obtained and more than pleased that this difficult job of copy writing had been taken off his hands. His checks were coming in, not the usual \$15 to \$45 a month, but ranged from \$75 to \$200 a month, depending upon the schedule.

P. S. He is ready for another contract, and wants to work it the same way.

Usually the absence of competition in a small town is the major reason for lack of merchandizing efforts on the part of the storekeeper. We have found that, rather than diversify our efforts too widely, we could pick up the hard-to-crack nuts by going after the easier ones and developing them into regular, good sized accounts. This had the effect of forcing the reluctant advertisers to use space as a measure of self-protection, and once they got used to the idea of spending some money, it was easy to lead them into large space contracts and more attractive layouts.

Hunt until you find a real advertiser, and then use him as you would a news-peg about which you build a

story; use him as a competitive advertiser to force the hands of the rest.

Use of manufacturer-participation payment is a great way to open accounts for non-advertising local firms. Some actually do not know what participation their manufacturers will give them. We have found the best way to handle this is on the quiet, without the local man knowing about it. Get the names and addresses of as many manufacturers as possible whose products are being handled in your town. Query the advertising manager of the company as to participation and ask for mats. With this information and mats, you can present a ready-made program of advertising and show the retailer how little it will cost with participation helping to meet part of the overhead.

By turning down an ad because its time for best results has passed and telling the merchant that you would advise him not to waste his money in advertising an item at a time when it will not get results, you can (at small cost) build the merchant's confidence in the newspaper and get away from his attitude that you are trying to sell something that will not benefit him.

Personally, we try to steer away from "good will" ads and "booster" ads on the part of the local merchants on the theory that the advertising budget of most merchants is too small anyhow, and they should spend every cent in merchandising not in building good will, which most of them already have.

Defense Stamps For Overtime

The Hoosier State Press Association bulletin reports that deductions made for the purchase of Defense Stamps or Bonds, when authorized by the employee, are recognized under the Fair Labor Standards Act according to the Acting Administrator of the Wage and Hour Division. The Administrator said: "Employees are urged to give serious consideration to a plan under which they can allot their overtime pay to be put into Defense Bonds and Stamps." Where deductions are made for Defense Bonds, they must be the amount actually paid for the Bonds and not the face value of the Bonds. These deductions are sanctioned inasmuch as they fit the requirement under the law that such transactions involve no profit for the employer or anyone connected with him and are made at the voluntary direction of the employee concerned.

The Kentucky Press

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Victor R. Portmann, Editor-Publisher

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NATIONAL EDITORIAL
ASSOCIATION
1942 Active Member

MEMBER
KENTUCKY PRESS
ASSOCIATION
ORGANIZED JANUARY, 1869

Volume Thirteen, Number Four

Use Of A-10 Rating For
Newspapers Not Restricted

Preference Rating Order P-22 Amended, which granted to newspapers an A-10 Rating for repair maintenance and operating supplies carried a provision that the preference rating not to be used on purchase orders unless necessary. Order

P-100, which superseded Order P-22 Amended, did NOT carry this provision.

In view of the increasing shortages in many materials it now seems advisable that newspapers use the rating more freely than they appear to have been doing. Newspapers suppliers have informed the press associations that in many instances they cannot obtain materials to replenish their stocks unless newspaper purchase orders carry the A-10 Rating. Publishers and their purchasing agents are reminded that a supplier may not pass on the rating to his supplier unless the newspaper purchase order carries the rating. The supplier himself has not authority to originate the rating. One supplier stated that he finds it necessary to return to newspapers about 80 per cent of purchase orders he receives because they do not carry the proper endorsement. Take due notice and govern yourselves according.

Press, Radio Called Essential Industries

Brig. Gen. Lewis B. Hershey said this week National Selective Service headquarters would soon advise local draft boards that the press and radio were viewed officially as industries essential to the "national interest."

The Selective Service director noted that similar opinions already had been given as to motion pictures and organized labor.

Hershey stressed, however, that only local boards can decide whether any individual is a key man and therefore eligible to draft deferment as indispensable to an industry considered essential.

Canadian Board Freezes Circulation Rates

Circulation rates of newspapers in Canada may not exceed whatever their maximum was during the Sept. 15-Oct. 11 base period, according to an order issued by the Canadian Wartime Prices and Trade Board. American newspapers should consider this move very carefully as it may foretell a similar ruling in this country.

Both the Somerset Commonwealth, George Joplin, editor, and the Somerset Journal, Cecil Williams, editor, announced that their subscription rates would advance 50 cents a year on February 15 or \$2.00 a year inside the county

and \$2.50 a year outside the county. Kentucky editors should consider this important question today of future revenue. Too many of the state's newspapers are receiving too low a rate for their newspaper and the service they are rendering to their communities. Now is the time to make that raise before a similar "freezing order" is issued in USA. This may be a remote possibility, but publishers should study the circulation structure and raise their rates above a cost level before it is too late. The Floyd Co. Times, Prestonburg has also announced its raise of rates to the \$2.00 per year level.

In announcing the raise in rates, the Commonwealth stated:

"Anticipating the sharp increase in operating costs, the majority of metropolitan newspapers raised both the subscription and advertising rates last year. Now, most of the better small newspapers have found it necessary to boost their subscription rates.

"With the elimination of automobile, refrigerator and other types of advertising during the war, the newspaper will lose from 30 to 50 per cent of the revenues, and are facing one of the most critical periods. We have delayed raising subscription rates as long as possible, but are forced to take this step because of conditions beyond our control.

Headlines Over Legals

Favorable comments of lawyers and readers are being made to the Littleton, Col., *Independent* since it inaugurated a plan of putting a live headline on each public notice. The effect of the plan is that the public at large is more conscious of the value of public notices. It may have a beneficial effect on legalators when attempts are made to tail legal notices. Here is a sample heading used: File Comstock Estate April 22.

Insurance Advertising

In one town in another state fire insurance agents advertise collectively. A group has agreed that 10 cents out of every \$100 of fire insurance will go toward cooperative advertising in the newspaper. Over \$1,000 is spent annually on ads written for the group by the newspaper's advertising department. Such cooperative advertising might also be sold to life insurance agents, real estate dealers, and other similar groups. They are not consistent newspaper advertising

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*Missouri Editor Issues Timely
Challenge to Home Town Merchants*

In the opinion of T. Ballard Watters of the Marshfield (O.) Mail the great American rubber famine offers a new lease on the commercial life of every country town. In a front page editorial carried in a recent issue, this Missouri editor challenges the merchants of his home town to make the best use of their opportunities. It amounts to a challenge to hometown merchants everywhere and the entire rural press as well. Many editors will want to quote this piece word for word as follows:

An Opportunity—and a Challenge

The greatest shortage in the American economic system is rubber. As a result drastic changes in the American mode of living will probably be necessary. Most of Europe has gone back to the "horse and buggy days," except there are few horses and no buggies. The automobile for civilian use is almost non-existent.

In America the automobile greatly changed our living. It helped make cities bigger and small towns smaller, because people thought nothing of going 50 to 100 miles to shop. As automobile use is restricted, the small towns will become more important.

What does this mean to you, Mr. Small Town or Rural Business Man?

Doesn't it suggest that the small town is about to have a rebirth as a trading center, and in this change isn't there opportunity with a capital "O"? For these people "thought nothing of going of going 50 to 100 miles to shop" are going to think more about the wear and tear of their automobile tires. They are going to think more about their shopping nearer home.

But do not think, Mr. Merchant, that people are going to be forced to trade without a fight. The big city papers are going to bring their advertising message into your community and they are going to use every method they can—including perhaps the development of mail order business—to hold on to that trade.

So you, Mr. Merchant, had better be stirring yourself right now before they get the jump on you.

Preaching the doctrine of "trade at home" isn't enough. You have got to show them why trading at home means money in their pockets. That they can buy as good quality at home as elsewhere.

This car and tire crisis offers an opportunity for showing them. What are

you going to do about it? And when?

The (Name of Your Paper), which covers all _____ county, can help you reach the people, no matter where your store is located in this county. You will always find us willing and ready to work for your salesman, and we firmly believe in building up _____ county in any way possible.

Congratulations!

Mrs. Margaret Foley announces the marriage of her daughter, W. Goebel, to J. W. Hedden, Jr., which occurred in Lexington Saturday, February 14, in the Thoroughbred room of the Phoenix Hotel with Dr. M. V. P. Yeaman, officiating.

The bride, a native of Bath county, was a teacher in the Montgomery county schools for 15 years and is widely known and popular throughout Central Kentucky.

The groom is publisher of the Mt. Sterling Advocate, a son of the late Mr. and Mrs. J. W. Hedden, Sr., and is well known by the State newspaper fraternity.

After a brief wedding trip to West Baden Springs, they will be at home at the groom's apartment on West High street.

Recent Linotype Installations

The Paris Enterprise, new semi-weekly, J. M. Alverson Sr., publisher installed a new Blue Streak Model 31, with Excelsior and Erbar in size combinations. The Kentucky Baptist, official organ of the General Association of Colored Baptist of Kentucky, 2222 West Chestnut street, Louisville, installed a Model 8 with 8 and 14 point Excelsior with Memphis Bold.

Planning a complete new type dress in the near future the Messenger-Enquirer, Owensboro, Lawrence W. Hager, editor, will install an additional machine to the five now in operation. The new machine a Blue Streak Model 32, will be equipped with six 30-em molds, three 90-channel and one 72-channel magazines. New type for headdress and display includes 8, 12, 14, 18, and 24 point Metroblack with Metrolite; 18 and 24 point Metromedium with italics; 30 point Metromedium No. 2; and 36 Metroblack No. 2. The entire equipment on the other five machines, a Model 28, two Model 14, and two Model 8, will be arranged. We await with anticipation the streamlining of the Messenger-Enquirer.

*Books For Service Men Can
Be Mailed Without Boxing
Or Wrapping*

The Postmaster General has notified postmasters that books addressed to individuals in the different branches of the armed services of the US, or to any point of use of our armed forces are acceptable for mailing at the special book rate without boxing or wrapping, merely secured with cord or twine twice around the two ways crossing in the center with address label securely fastened by glue, mucilage, paste, or other good adhesive to the flat outside binding. Books prepared in this manner shall not be accepted as insured or c. o. d. mail. Books may be insured or sent c.o.d. when packed in accordance with existing regulations.

In order to be accepted at the rate of 1½ cents per pound or fraction thereof the books must contain no advertising matter other than incidental announcements of books, and they must otherwise conform to the conditions governing the acceptance of books at this rate.

Editors: Please pass this information on to your subscribers.

Uphold Right Of Criticism

Criticism of courts by newspapers is now the law of the land following the decision handed down by the United States Supreme Court in the contempt citation case against the Los Angeles Times. The decision was one of the most sweeping victories won by newspapers involving the freedom of the press clause of the Constitution.

The case grew out of three editorials published by the Los Angeles Times in 1937 and 1938 commenting on the conviction of persons who had not been sentenced. The newspaper was cited for contempt on the theory that the editorials did or attempted to influence the court in passing sentence on those convicted.

Although it was a split 5 to 4 decision handed down by the Supreme Court, the majority opinion even went so far as to hold that criticism of a court cannot be prescribed merely because the case under discussion is pending, the court pointing out that cases often pend for years. The court held that it makes no difference whether the case under criticism is technically pending at the time, as long as the comment does not constitute a "substantial" or a "serious" danger to the impartial functioning of the judge.

Tires For Weeklies

Until the United States Navy has had time to blast open the road across the Pacific, the Office of Production Management is going to keep a firm hand on supplies of rubber, tin and other essential commodities which we have been in the habit of obtaining from the Orient. The current national quota of auto tires is only about 5 per cent of normal consumption. Sale of tires will be limited to individuals and agencies requiring them for the maintenance of industrial efficiency and civilian health. There seems to be little prospect of weekly newspaper publishers being permitted to buy new tires. According to news reports from Washington, daily newspapers will be permitted to buy new tires for use on trucks delivering newspapers to dealers making delivery direct to readers. Even they must prove that old tires are no longer suitable for re-treading. No doubt there will be additional rulings affecting the newspapers.

Newspapers Study News-Print Situation In New York Meeting

R. B. Howard, President of National Editorial Association attended a meeting of publishers in New York, called by American Newspaper Publishers Association, to consider conservation of newsprint. While no shortage has been reported, there have been warnings that transportation, probably conversion of newsprint machinery and restriction of Canadian power to speed up Canadian aluminum production may effect the situation. President Walter M. Dear of A. N. P. A. named Mr. Howard on Resolutions Committee. Resolutions adopted were.

"Resolved that it is the sense of this meeting that the newspapers of the United States make every patriotic effort to conserve newsprint compatible with service to which the American public is entitled.

"That we request the proper agencies of the Government to keep newspapers informed promptly, through the facilities of their national and regional associations of any change in the status of the contributory factors in newspaper publishing such as the availability of materials machinery, manpower transportation etc., looking to the expectancy that newspapers will ready rest their conservation programs from time to time to conform with program necessary to war demands and:

"That in order to implement the

newspapers to conform to war needs, a committee be formed to study all such methods of conservation and waste elimination as may be available in the light of existing conditions, such committee to report definite recommendations to another meeting of newspapers to be held within not more than thirty days from this date."

It is expected that a committee representative of the newspaper industry will be named very soon.

W. G. Stevens, Ohio, is the new mechanical foreman of the Ashland Independent, succeeding Emil Valentine. Mr. Valentine was forced to stop floor work on account of foot ailments but will continue to operate the machines.

Warning To Newspaper Publishers

The Indiana Press Association warns: "If certain customers receive 'free goods' or goods for which they are not charged, in addition to the goods actually ordered and paid for you are violating the Robinson-Patman Act, even though your books show that your customers are charged the same price for goods purchased in proportionally equal amounts. The rule is that if gratuities are secretly given in order to induce the purchase of your goods in preference to that of a competitor the Federal Trade Commission will find you guilty of an unfair practice."

This rule could probably apply to rebate practices on legal publications in some communities. In instances, lawyers and others have been in the habit of "shopping" for discounts on legal publications which if granted might be considered to come within the scope of the Robinson-Patman Act. It is at least worth while to discuss this with your customer the next time the occasion arises.

"While no gratuities may be given the very establishment of proof of unfair competition might cause the FTC to step in. Don't forget that under recent U. S. Supreme Court decision every newspaper is engaged in interstate commerce. Weeklies are exempt from the Wage-Hour law but not from the NRI or FTC Acts."

Letters From Soldiers

A check of the old files of the first world war era shows that one of the most interesting features of the home town newspapers were the letters from the soldiers. Extracts from such letters can be secured from the parents or relatives. At the present time a series of "half-minute interviews" from civil leaders, ex-service men, et al., would have a lot of reader interest. And you might be surprised at the interest taken in "Looking Backward" or brief "Review of the Files" of the corresponding week of 24 years ago during the last war.

In extraordinary times,
when goods and commodities
are scarce, and services are interrupted,
the wise man will
continue to advertise. ❁ For he
knows that after every storm
the sun has shone again.

J. J. Mackey
PRESIDENT

LINOTYPE • BROOKLYN, NEW YORK

Linotype Granjon Family

ONE QUESTION--- MANY ANSWERS

“How can I serve my country best?”

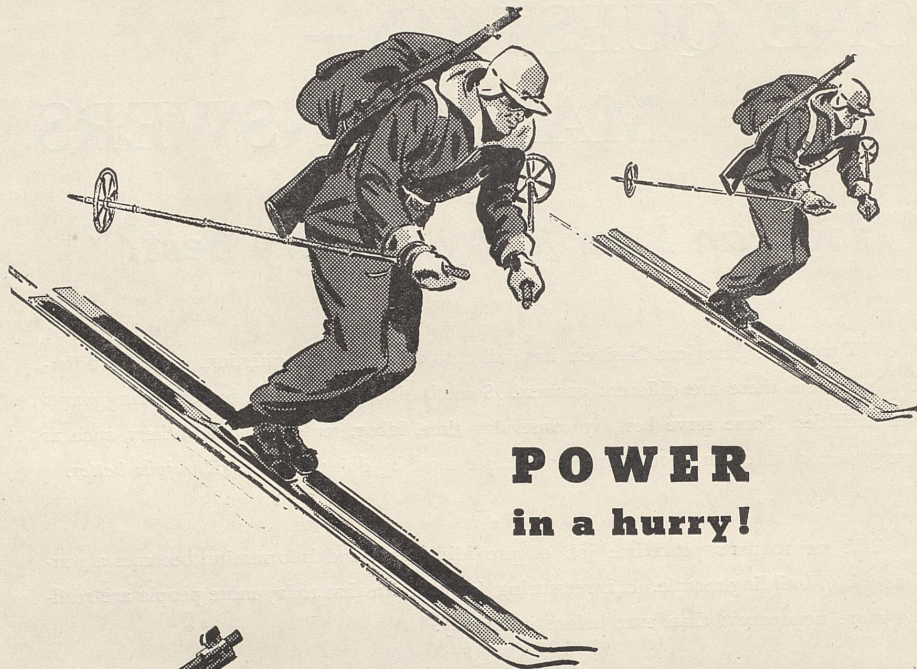
No patriotic American business has failed to ask itself that question. And for different businesses there are different answers. Some businesses serve best by converting plants and facilities. Some serve best by conserving time, labor, materials. Still others, such as newspapers and chain food stores contribute most by doing their *regular jobs better*.

The newspaper's peacetime job of providing news and information becomes a wartime job of building morale. It is reassuring for America that today more people are reading more newspapers than ever before in history.

The chain food store's peacetime job of selling good foods at low prices becomes a wartime job of building health and strength. And chain food stores today are doing this more effectively than ever before in history. In our own case, A & P is now operating at the lowest distribution cost ever attained by any great retail business, in any field, in the United States.

Further economics are achieved through large-volume sales. Here the newspapers and the chains join hands in doing their regular jobs better. A & P Super Markets are able to increase volume and speed turnover by consistent use of newspaper advertising. By providing an effective advertising medium, newspapers are helping chain food stores to serve America better.

A & P FOOD STORES



**POWER
in a hurry!**



UNCLE SAM's fast-moving ski troops put *military* power in the right place at the right time.

America's electric companies have done the same job with *industrial* power. They were *ready* when the crisis came!

They powered new plane plants, tank factories and shipyards almost overnight—and rushed *reserve* electric power to key points over carefully interconnected systems.

As the demand grew greater, they speeded new construction. Last year, alone, they installed over 2½

million more horsepower—enough to light one-quarter of all the homes in America!

Good business management made this possible. The same companies, the same management, will go on increasing the production of *power for protection*—until skiing is a sport again, instead of a war maneuver!

Invest in America! Buy Defense Bonds and Stamps

KENTUCKY UTILITIES COMPANY
INCORPORATED

