

The Kentucky Press

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

VOLUME FOURTEEN

November, 1942

NUMBER ONE

Tried Economies In Newspaper Operation

By JAMES C. SEYMOUR, Mgr.
Georgia Press Association

Every publisher is the best judge of how he may cut down expenses in his own plant, and there is no newspaper in the country whose expenses cannot be streamlined by the publisher's personal study of the individual situation. The average shop can reduce its expenses tremendously if it takes advantage of every little detail.

"If you want a thing well done, do it yourself," is as good advice here as elsewhere. The following are only suggestions picked up from here and there. Some may be applicable in your shop; some may not. And some may only give you a hint as to other possibilities.

1. Run tighter newspapers. This may sound like "old stuff," but are you sure you are doing it every week? It means the elimination of all feature material: shortening news when justifiable: running tabular matter, market reports, classified ads, etc., in smaller body face: running eight pages instead of 12, or 12 instead of 16, etc., when possible. Some publishers can cut a column from the page, but more likely it is cheaper to run an extra column and reduce the number of pages. Others, using 13-em columns, can cut to 12-em, and so get another column on the same page. By eliminating non-essential material such as large mastheads, more news can be run in less space.

2. Take care of your machinery. You may not be able to get more, and repairs are expensive in more ways than one. Since most trouble with machinery

is caused by dust and dirt, consider having covers made to be placed over equipment each night. Paper covers, made by pasting sheets of wrapping paper, may serve. Keep machinery well oiled, and see that your employees use it carefully. Replace worn parts and machines now, while you have the opportunity.

3. Watch buying especially of paper. If you can possibly avoid it, don't buy broken lots. If you need only a small amount of paper, pool your order with a near-by publisher. Many publishers are saving money by pooling newsprint orders regularly with neighboring newspapers. Whenever possible, shop around before buying.

4. Train your employees to work at all jobs. Loss of men to the army may necessitate a doubling up of duties. If given an opportunity your linotype operator may prove himself to be a first-class advertising salesman. Be sure your reporters can sell advertising, and your admen can gather news. If one of your employees wants a raise, offer him a commission for selling advertising, job work or subscriptions. He may find that he can finish his regular work a half-hour earlier to try his hand at these outside jobs.

5. Watch your circulation lists. Cut off all unnecessary exchanges and gratis copies. It is surprising how much mon-

ey can be saved in the course of a year by eliminating from 25 to 200 extra copies. Cut off delinquent subscribers.

6. Raise circulation and local advertising rates. The general experience is that no appreciable decrease in lineage occurs after an ad-rate raise. In many instances the total amount of advertising space has been increased. But if advertising does decrease, you can run a tighter, and perhaps better, newspaper than before. English newspapers which have been forced to reduce their sizes to four and six pages are making more money than ever before! This results from the savings in newsprint, features, composition, press run, etc.

So far as circulation is concerned, the great worry of the Treasury Department now is how the people are going to spend the extra money they earn this year. Your subscribers are more able than before to pay a fair price for your newspaper, and a raise in subscription rates may mean the difference between profit and loss to you in the months to come.

7. Increase office efficiency by proper cost accounting systems. Carefully kept records disclose many "leaks" which can be stopped to considerable monetary advantage. You won't be able to afford losses here and there as before.

8. Watch costs of job printing. It is better not to handle a job than to lose money on it. Ignore the less profitable jobs and concentrate your efforts on those on which you can show a profit.

Explain to your public officials what your newspaper means to the community and the necessity of supporting it in these critical times by having all job printing done at home.

9. Don't hesitate to scratch a little deeper for small accounts. Five little ads will equal one big one, and everyone who has something to sell is a legitimate prospect. Remember that food and clothing are the necessities, and this type of account will continue to be your best.

Cultivate the small merchant and sell want-ads to individuals and service shops which do not use display advertising. That little classified ad can bring big returns, as proved by other publishers.

9. Watch small expenses. A thorough cleaning of your shop windows may pay in smaller electric bills. Turn off lights when not in use. See your insurance agent to determine what safety equipment might be installed to save on insurance rates. Watch telephone calls and wires. Use postcards when they will do the work of a letter. Send statements by third class mail. A one-cent stamp and a one-half cent stamp look as "official" on an envelope as a three-cent stamp, direct-mail users find.

10. Consider seriously the possibility of adding sidelines to your business. Often selling related products, such as office supplies, is very profitable to the newspaper plant.

A Way To Raise Rates

The home paper costs less than 3c a week at \$1.50 a year. It's less than 4c a week at \$2 a year. And if he pays a nickel a week, the subscriber invests only \$2.60 a year in the enjoyment that reading all the local news in the home paper brings to everyone in the family.

The point: Rate-raising usually isn't as difficult as the publisher thinks it will be. And what may seem to be high rates (\$2 and \$3 a year for weeklies, for example) really are but a very few pennies a week. Two profit points on raising rates:

1. Say very little about it.
2. Break down the price into cost-per-day, or cost-per-week.

Some publishers have had good success, too, in establishing a comparatively high subscription rate and then selling subscriptions on the installment plan. In this, they get the order for a full year, but the subscriber pays, say, half down and the balance at the end of the

first six months. It's important to get the order for a full year as this largely prevents cancellations.

One weekly at \$3 a year used this plan and subscribers (if they wished) paid \$1.50 with order, \$1.50 in six months. About 65 per cent took the two-way plan, about 35 per cent paid in full. The publisher enclosed coin cards for the convenience of those who paid in currency and sent a letter, a remittance form, a coin card and return envelope when the second payment was due. (From Circulation Management)

Press Association Sets Standard For Advertising Ethics

A committee at a recent meeting of a neighboring press association set up a code of ethics for advertising copy. The standards of acceptance for advertising copy are the highest ever adopted by any group, according to I. Z. Buckwalter, Lancaster Newspapers, Chairman of the Pennsylvania Newspaper Publishers' Association committee which prepared and recommended the code. "Every daily and weekly newspaper in Pennsylvania should examine its policies and practices which have been in effect to promote truth in advertising," said Mr. Buckwalter. "This is a matter of vital importance; it means a further effort at self-regulation at a time when organized minorities and others are proposing laws against advertising in newspapers."

The committee suggested in the report that was adopted that questions as follows form the fundamental basis for a newspaper's in acceptance of advertising:

1. Are the statements in the advertising copy literally true?
2. Can the statements be backed up by factual proof?
3. Are there any misleading statements in the copy harmful to competitors?
4. Are the claims as to results to be obtained exaggerated?
5. Does the advertising copy include anything that might be misleading?
6. Is anything omitted from the advertising copy which should properly be stated?
7. Does the arrangement of advertising copy as to layout and type size tend toward misleading implications?
8. Are mere opinions stated in the copy as facts?
9. Is the product to be advertised falsely reported as a cure?

10. Does illustrated matter in the copy conflict with text?

Other types of retail and general advertising frowned upon in the adopted report are:

- (a) Copy which reflects upon a competitor or his merchandise.
- (b) Use of the word "free" in connection with the offer as a gift of an article which is obtainable only when another article must be purchased.
- (c) If there are restrictions as to the quantity of merchandise advertised, the advertisement should so state.
- (d) Irregulars or seconds should be so called.
- (e) Superlatives should be banned.
- (f) Where there is a difference in price for cash and on credit, this fact should be stated.
- (g) Advertisements such as "retired from business temporarily" should not be accepted.
- (h) The term "factory to you" or similar phrases should be banned.
- (i) Offer of merchandise in connection with any lottery should be refused.
- (j) Copy which falsely describes an article should be rejected.

Under the code adopted, a large number of so-called medical advertisements are banned. The association also voted down puzzle ads, lottery advertising, racing and "tipster" services, fortune telling copy and the like, and certain securities advertising.

The Kentucky High Press Association, which meets annually at the University of Kentucky, has cancelled its 1942 convention by an affirmative mail vote of its members.

Joe Betts Appointed Editor Of The Farm Bureau News

Joe Betts, Paris, who for the past 15 months has been organization director of the Kentucky Farm Bureau Federation for the Blue Grass district, was appointed director of information of the federation which position carries with it the editorship of the Farm Bureau News, St. Matthews. He succeeds Carl Camenisch, Lincoln county, who has been editor for the past five years, and who left November 10 for United States Army service.

Mr. Betts will continue his residence in Paris. Mrs. Betts recently joined the staff of the Paris Kentuckian-Citizen as news editor.

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*Official Ruling On Deduction
Of Advertising Expenditures*

From Federal Laws Bulletin No. 33-1942, Oct. 7

Commissioner Guy T. Helvering on Sept. 29 issued an official statement of the policy of the Bureau of Internal Revenue regarding deduction of advertising for tax purposes. It followed up the information carried in Advertising Bulletin No. 17-1942, Sept. 2. The ruling of the Commissioner relates to the federal income tax deductibility of advertising expenditures that are deductible by firms engaged in war production are discussed in Advertising Bulletin No. 19-1942, Sept. 23.

Commissioner Helvering's statement follows:

"To be deductible, advertising expenditures must be ordinary and necessary and bear a reasonable relation to the business activities in which the enterprise is engaged. The Bureau recognizes that advertising is a necessary and legitimate business so long as it is not carried to an unreasonable extent or does not become an attempt to avoid proper tax payments.

"The Bureau realizes that it may be necessary for taxpayers now engaged in war production to maintain, through advertising, their trade names and the knowledge of the quality of their products and good will built up over past years, so that when they return to peacetime production their names and the quality of their products will be known to the public.

"In determining whether such expenditures are allowable, cognizance will be taken of (1) the size of the business, (2) the amount of prior advertising budgets, (3) the public patronage reasonably to be expected in the future, (4) the increased cost of the elements entering into the total of advertising expenditures, (5) the introduction of new products and added lines, and (6) buying habits necessitated by war restrictions, by priorities, and by the unavailability of many of the raw materials formerly fabricated into the advertised products.

"Reasonable expenses incurred by companies in advertising and advertising technique to speed the war effort among their own employees, and to cut down accidents and unnecessary absences and inefficiency, will be allowed as deductions. Also reasonable expenditures for advertisements including the promotion of Governmental objectives in wartime, such as conservation, salvage or the sale of War Bonds, which

are signed by the advertiser, will be deductible provided they are reasonable and are not made in an attempt to avoid proper taxation.

"It is the statutory responsibility of the Bureau to determine and collect Federal taxes, among which are the income and excess profits taxes, and to prevent abuses and attempts to avoid the high tax rates to which business will be subject under the proposed tax bill now before Congress.

"No definite rule for determining what is reasonable in the case of expenditures for advertising can be laid down in advance so as to fill all situations and all classes of taxpayers. In determining whether the amounts are reasonable it is necessary to take into consideration all the facts and circumstances in each particular case.

"The Bureau will consider applications for individual rulings. It is, however, busy with an unusual volume of work, and it is believed that if taxpayers will keep in mind the foregoing general rules, individual rulings will not be necessary except under most unusual circumstances."

*Maximum Price Regulation No. 130—
Standard Newsprint—Revised*

OPA on Nov. 11 announced issuance of Revised Maximum Price Regulation No. 130 on Standard Newsprint Paper, effective Nov. 16. There is no change in the general price level of newsprint. The OPA press release follows:

Maximum Price Regulation 130 as revised, effective Nov. 16, prohibits newspaper and magazine publishers from accepting delivery of newsprint at destinations other than those normally used if use of the unusual destination would increase the price above the publishers' established ceiling cost. Purchasers also are specifically prohibited from buying newsprint f.o.b. mill and paying all the freight charges themselves. This revision does not change the meaning of the regulation, but is designed to clarify it by specific prohibitions of such practices.

The regulation establishes maximum prices based on 10 zones for delivery in the United States. Port prices for shipments to certain designated ports are still fixed on a basis somewhat lower than those established for surrounding zones.

Other interpretations and amendments of the original regulation are incorporated in the revision. Among these

are the definition of super standard newsprint and the establishment of maximum price differentials when this grade is used for rotogravure printing. Licensing provisions, similar to those in other regulations, also are incorporated.

Geographical limits of the pricing zones and the actual price differentials applying to each are specifically identified. Hawaii and Alaska are excluded from the list.

Other alterations made by the revised regulation include:

(1) Record Requirements. These are expanded to require each buyer and seller of newsprint to record the order, and roll or package number of all newsprint bought or sold. This is designed to facilitate identification of the transaction and the paper, and to help in enforcement.

(2) Sales by Merchants. Merchants now are required to apply their mark-ups to the price of paper in the form in which it is sold (whether it be in sheets or rolls), with a slight modification where a merchant himself performs the conversion operation. No change is at this time being made in merchants' ceiling markup percentages, pending the conclusion of a study of markups for all grades of fine papers. The merchant's maximum sales price now must include the allowance of freight on carload shipments regardless of whether the shipment is from the mill or the warehouse.

(3) Converters. These formerly were identified as distinct from manufacturers and merchants. Now they may be either, as well as specialists in conversion. The revised regulation contains a specific list of conversion operations which now may be priced only by differentials determined by each concern's maximum price charged during a base period, Oct. 1-15, 1941. These differentials may not include merchandising markup. Converters other than manufacturers must report immediately to the nearest OPA regional office their base period differentials with a breakdown of all variations.

(4) Cores. These were not mentioned in the original regulation. The revised regulation states that no charge shall be made for non-returnable cores except that they may be included in the billing weight of the paper. No charge are returned. The maximum price may be made for returnable cores that charged for those not returned shall not exceed the price charged between Oct. 1 and 15, 1941.

The Kentucky Press

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NATIONAL EDITORIAL ASSOCIATION
1942 *Active Member*

MEMBER
KENTUCKY PRESS ASSOCIATION
ORGANIZED JANUARY, 1869

Volume Fourteen, Number One

Volume Fourteen, Number One

With this issue the Kentucky Press has passed another milestone of service and is entering into Volume Fourteen. We believe that we have been of service to the Kentucky newspapers and have endeavored, through the past thirteen years, to exemplify our slogan,

"Published In The Interest Of Community Journalism—Of, By, And For Kentucky Newspapers."

We reiterate our pledge made in the first issue, and repeated every year since —We will do all in our power to promote community journalism and to serve the interests of the newspapers of the state to the best of our ability.

A Letter To Mr. Nelson

Donald M. Nelson
War Production Board
Dear Sir:

In September you gave a challenge to the American Press. You challenged the newspapers to produce results in a nation-wide scrap drive.

Some persons thought that you had put the newspapers on the spot. The newspapers heard your challenge, Mr. Nelson, accepted it, and produced results—results that are now history.

We are proud of the record made in the Kentucky Newspapers Scrap Drive. We are proud because every newspaper in the state accepted your challenge without reservation and showed what could be done. The result is simply stated in these figures—Kentucky exceeded its quota of poundage by 17.7% or over 326,000,000 pounds of the necessary metal. No corner of the state was left uncovered, no corner of the state was left uninformed.

The effectiveness of the campaign is found in the statement of the American Institute of Public Opinion: "A study conducted by the Institute while the drive was still in progress showed that 94 per cent of the public—virtually the entire literate population—was informed about the scrap metal drive, indicating the extreme effectiveness of the newspaper campaign."

How were these results obtained? By the Kentucky newspapers giving unlimited space and hours of personal service by the editors or members of their staff.

A survey of our community newspapers, country weeklies and semi-weeklies, indicates that each newspaper devoted an average of 168 column inches to news, 57 column inches to editorials, 50 column inches to local pictures, and 407 column inches to advertising during the drive. In percentage figures, 23% of each issue was used to acquaint readers of the scrap drive and its progress. The proportion of space given by the daily newspapers of the state was slightly under that of their smaller cousins.

The newspapers of the state, and na-

tion, demonstrated in a material manner that they were, and are, giving unstintedly of time and space to war effort, not only in this drive, but in support of bond and stamp drives, recruiting, and all other patriotic movements towards that ultimate success.

The crowning results of the nationwide scrap drive again demonstrated, if demonstration was needed, the influence of the nation's press, large city dailies and the smaller dailies and community newspapers, in the American way of life. It demonstrated that the American newspapers must be free—free to publish information and guidance in our war effort, as well as free to criticize that which is not right or to condemn that which is wrong.

There are those who would curtail the press. There are those who would regulate and regiment the press. There are those who, through anti-legislation, would deprive the press of its legitimate source of revenue, the advertising column. There are those who, through propaganda that misleads and diverts the truth, would destroy the press.

America's greatest strength is freedom of free speech, freedom of the printed word, to give the people truth—truth that builds freedom of thought, of vision, of action. It is through this freedom of action that the American newspaper can help to win the ultimate success in our war effort.

As in this scrap drive, the American press, and our state press, has shown its entire cooperation to the war effort to its highest ability and its fullest degree. It has not, and never will be, been found wanting. It is American; it is America.

Your challenge has been answered.

Sincerely yours,
The Kentucky Press

Watch Out That Publicity Is Not Consuming Your Newsprint Supply

While reams of commercial publicity are still coming to newspaper offices from many press agents the publication of such material at this particular time uses the supply of newsprint that is being limited.

The Government has put a stop sign on voluminous publicity sent from various government departments and taken drastic steps to reduce the number and size of its mailing lists. While many large commercial firms still issue press agent material in great quantities, newspapers themselves might make sure that such copy does not consume newsprint since production has been frozen.

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Forty Cent Minimum Wage Recommended

Industry committee No. 49 appointed for the Printing and Publishing and Allied Graphic Arts Industry meeting in New York City, September 28-29, voted 25 to 2 to recommend to the Wage and Hour Administrator that minimum wage rates of 40 cents per hour be fixed for employees subject to the Fair Labor Standards Act. By a subsequent vote of 17 to 10 the Committee rejected a motion to recommend to the Administrator that consideration be given to the issuance of special learner regulations for the employment of learners in the industry. Thus the committee took no action on the learner problem. The usual channels for individual applications to employ learners and for the issuance of special learner regulations, either for the industry as a whole or for branches thereof, are, of course, open to the industry.

One point of interest in the committee's presentation regarding learners, etc., is reproduced below.

Recommending specific exclusion of apprentices, learners and handicapped workers, the NEA statement added:

"One of the disturbing features of a broad minimum wage is the strong possibility of curtailing employment opportunities for unskilled or handicapped workers. Usually, the beginners or those unable, by reason of physical afflictions, to handle full job requirements are paid sub-minimum wages. It is traditional in our business for young newcomers to serve as 'cubs' or 'printer's devils'—a form of apprenticeship in editorial offices and printing departments. Adequate safeguards have been thrown around workers in this category in the FLSA regulations.

"The National Editorial Association submits to this Industry Committee that the definitions should be delimited to exclude employees subject to the provisions of Section 14, including learners, apprentices, and handicapped workers. A similar Committee for the Converted Paper Products Industry excluded these employees and those exempted under Section 13 (a) of the Act. The Converted Paper Products Industry had many borderline employments involving printed products. Current FLSA regulations for learners, etc., provide protection against abuses by employers. In shops having union contracts there are protective clauses for apprentices. Today, more than ever, the United States Government is demanding train-

ing replacements for workers called into the services.

"Underscoring the casual character of employment of country correspondents, carriers, and subscription agents, the NEA, in accordance with suggestions in publishers' replies to the questionnaire, urged the recognition of the ruling of the Bureau of Internal Revenue and State Unemployment and Compensation Commissioners of the 'Independent contractor' status. In other words, the wage and hour definition should not embrace such workers who are by no means employees of a newspaper. (The Industry Committee did *not* take any action in this respect.)

"Questions propounded by members of the Industry Committee after the reading of the statement were directed mainly to the ability of small newspapers to pay a minimum wage for certain employees and availability of labor. The NEA witness reiterated that conclusions reached by the Division itself after extensive studies furnished adequate proof that small papers could not readily absorb increased costs for labor in view of advanced prices of materials, etc."

Tyler Munford Now Stationed At Frankfort

Tyler Munford, former state representative and on-leave editor of the Union County Advocate at Morgantown, has returned to the state capital in a new role—petty officer first class at the Frankfort Navy recruiting sub-station.

Chief Petty Officer Michael Taras, station commander who made the announcement, said Munford completed a training period at Great Lakes and had seen some recruiting service at Louisville.

Newspaperwoman Dies At Lebanon

Mrs. Anita Wathen Elder, 39, wife of Lawrence Elder, Lebanon, died at the Baute Hospital on November 21. She was an employe of the Lebanon Enterprise for more than twenty years. Surviving are her husband and two sisters.

Keep Your Eyes On This

Daily newspapers in a not-distant state received inquiry from a chain store concerning "multiple page rates" running up to a possible ten pages. The inquiry, it was said, was occasioned by inability to secure delivery on circulars and the prospect of print rationing which might exclude circulars. A discount in space rates up to 40% was asked by the chain,

and information states that at least two papers went as far as 15% on a minimum of four pages per insertion. It can happen here, even to community newspapers, so you might consult some of the larger chains, and do some careful figuring. Check your possible print paper supply.

Check Advertising Regulations Related To Ration Books

Several states have already acted on routine procedures in case of loss of sugar or gas ration books. Many of these regulations state that the loser must run three consecutive ads in a newspaper before a substitute ration book will be issued.

WPB Increases Zinc Allowance

To allow for additional time for newspapers and other users of zinc plates to adjust their usage downward, WPB issued the following regulation on November 16: The amount of zinc which may be used for plates, formerly 50% of the amount used in the corresponding months of 1941, is increased to 75% of that base, for the three-month period beginning November 15; after February 15, the permitted usage return to 50% of base period.

Newsmen With Dependents in 3-B

Correcting former announcements, the ANPA states that Selective Service has informed Local Boards that all men with dependents working in essential industries are to be classified in 3B as found in Release No. 137. If a man is engaged in an activity essential to war production or essential to the support of the war effort, he is placed in 3B; if a non-essential industry, in 3A. It is pointed out that any registrant with dependents who is engaged in one of the 34 activities groups (including several classifications in newspaper production) certified by the War Manpower Commission as necessary to war production or essential to the war effort should be placed in Class 3B.

Indoor Sports Season Here

Bowling and basketball season are with us. Team sponsors pay lots of money for this type of publicity. Why don't you have them get together and underwrite paid advertising space for the announcement of schedules, standings, averages, and other details of their contests? It can be done!

Silk And Nylon Hosiery Scrap Drive Is Started

The Navy and War Departments have requested through salvage, large stocks of discarded silk and nylon hosiery. These are essential in the production of war materials and every county committee is asked to appeal to the women to donate all their worn out and discarded washed stockings. Hosiery manufacturers have notified their retail accounts and distributors of the plan, which started nationally on November 16, 1942. Retail associations have also notified the retailers and have pledged their full support and cooperation in providing the collection means for these materials.

All Salvage Committees are asked to see that the retail stores provide in a conspicuous place containers with the designation "Hosiery Collection Depot."

Each local committee will acquaint the women with the need for salvaging these stockings. It will be necessary to make a direct appeal to women in their homes and this will probably require a house-to-house canvass. This collection must be continuous for the duration.

Please be certain to acquaint your women readers with the fact that the only types of stockings wanted are as follows:

All silk, all nylon, mixture of silk and nylon, mixture of silk and rayon, mixture of nylon and rayon, mixture of silk and cotton, mixture of nylon and cotton.

Just a One-Inch Ad

"A Linotype representative recently returned from a trip with a story of a weekly publisher who gives potential advertisers a graphic idea of what they get when they advertise in his paper," runs a story in the latest issue of The Linotype News.

"That publisher," said the representative, "had lifted a one-inch ad from one of his newspaper forms, had run off 1,900 copies of it on a job press, and had pasted all of them on a wall in his plant."

"And now when any potential advertiser asks why 'a little one-inch ad should cost so much,' the publisher points to the wall and says: 'But you're not buying a one-inch space. You're buying all that—1,900 inches—with all of it individually mailed to your prospects .

"If you were to mail them out yourself, at only a penny each, the postage

alone would amount to nineteen dollars!"

"This graphic demonstration, which has proved quite convincing, could be adapted to advantage by many a publisher."

Pikeville Publisher Buys Hazard Paper

The Hazard Plaindealer, a weekly newspaper, has been purchased by Charles Grote, publisher of the Pikeville News, from Alex Combs and P. T. Wheeler, it was announced November 23. Coleman Daniel, Hazard, will be associated with the newspaper under the new ownership.

Victory Horn Toot

W. M. Jeffers, United States Rubber Director, requests newspapers to publish at frequent intervals the following short item in the interests of slow driving to conserve rubber:

"Toot—toot—toot—toooooooooot!"

The "Victory horn toot"—three short blasts and a long one—has made its appearance in (your own city or town) to help the war effort.

Patriotic motorists are using the "V" horn blasts as a warning to less conscientious drivers exceeding the 35-mile-an-hour speed limit.

The practice started spontaneously, and many a shame-faced speeder, hearing the familiar symbol of victory sounded, has lessened his speed.

J. S. Tompkins, McKee Sun, has moved to larger and more commodious quarters.

Recently, a blonde stenographer showed up for work one morning with a beautiful "shiner" which she informed her boss was received in defense work.

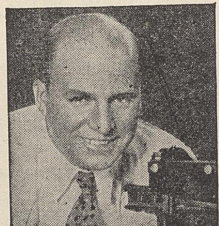


Classified Ads
with the

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MAC says:



"WHETHER IT'S
**Patriotism or
Protection**

"You should watch your Linotype with the same jealousy as you do your tires and your gasoline. And no fooling! . . . You must accept your

share of the responsibility for keeping your Linotype in good operating condition. Nobody can do it for you. We will do our part so long as conditions permit—that's why our Linotype Production Engineers are cooperating with publishers and printers. . . . Here's a pertinent question: Who's your Linotype warden? The answer is important to you."



LINOTYPE · BROOKLYN, N. Y.
Linotype Spartan Family Printed in U. S. A.

More Speed---

In the Race Against the Axis!

TIME is a vital factor in every phase of the war program. It is critical in the distribution of food—powerful weapon of total war.

In perishables, every saving of time means less loss from damage and spoilage. In staples, it means fewer handlings and lower costs. In all food, it means a saving of manpower, trucks, trains, gasoline, oil.

The experience of large-scale food distributors has proved conclusively that fast, efficient distribution can be achieved through the elimination of out-moded in-between steps in the marketing of food. Experience has proved that efficient distribution saves millions of pounds of food that otherwise would spoil before it reached consumers.

This is a race against time. And in the food industry, greater speed in distribution means more food, better food, on American meal tables.

That is why the men and women of A & P are proud to be doing their war-time job of helping to feed America as efficiently as is humanly possible—with the greatest economy of materials, money, and time itself.

A & P FOOD STORES



© 1942 by Reddy Kilowatt

NO SIR, WE DON'T WANT ANY "COLLECTIVISM"!

FOLKS: I'm a sort of a fun-loving fellow. I'm happiest when I'm serving you and making life easier for you; that's my idea of real American fun. But today I've got something serious on my mind, and I want to talk it over with you.

Your sons are the men who are fighting this war. Not "somebody's sons," but YOUR sons. They are fighting to defeat the dictators who want to rule the world—and that includes America—in their own cruel, bloody, ruthless way.

They're going to lick Hitler and Mussolini and Tojo, because we here at home are going to give our lives, if necessary, to see to it that our fighting men have more and better guns, planes and tanks than any enemy can put on the field.

Your eyes and mine have been focused on the war effort, and that's as it should be. We've got to win at any cost. But we shouldn't forget that we're fighting for something more than to defeat the dictators. We're fighting for the American Way of Life, for American freedom. That freedom is based on the American system of free enterprise.

Our most dangerous Fifth Column here at home is not made up of enemy saboteurs, but of a segment of the American population that wants to scrap free enterprise and turn all business and industry over to the Government. It's called COLLECTIVISM. They must not succeed, and it is up to liberty-loving citizens to beat them.

In this vital task, the editors of Kentucky newspapers can play a leading part.

REDDY KILOWATT

Your Electrical Servant

Invest in America! Buy Defense Bonds and Stamps

KENTUCKY UTILITIES COMPANY

INCORPORATED

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