

# The Kentucky Press

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

VOLUME FIFTEEN

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NUMBER TWELVE

## Post-war Planning Is Editor's Challenge

(By H. R. LONG, Manager,  
Missouri Press Association)

Because there is no assurance that the men and women we hope to see coming back to Main Street soon from military service and employment in the defense industries are going to be satisfied with the old home town as they left it, post-war planning is a challenge to every village and small city in America.

For the duration of, at least, some of our rural counties have lost up to half their population. Others have lost thirty and forty per cent. Losses of twenty per cent are quite common in communities that failed to attract defense activities. Are these wandering sons and daughters coming home? Certainly they are coming home. But it will be as visitors only, unless something is done to hold them. What can your town offer to fifty or to five hundred strapping young men itching to make their mark in civilian life? They were your boys once. Now they are men. They want jobs with security and advancement. They want a chance to go into business. They want decent homes and pleasant surroundings for their families. They have seen the world and they know they can find what they need elsewhere if you do not have it for them.

### *Editors Are Challenged*

Postwar planning in the country town, thus calls for more than a bid for retail trade and the baiting of hooks to bring more Saturday shoppers to Main Street. Build the kind of community that will keep your folks at home and the retail trade can't possibly get away. Here is

a real challenge to every merchant and to every banker and to every professional man and to every property owner. It is a challenge that goes double for the editor and his newspaper.

### *Natural Job For Editor*

The cities will take care of themselves. Chambers of Commerce and special committees have their staffs at work on the postwar problem. If you have no paid Chamber of Commerce secretary who is doing this work in your town, who indeed, in the rural communities which are so short of professional leaders, is to take the lead in planning a lasting homecoming for the boys in the service if the editor fails? Yes, this job is a natural for the country newspapers. Here is the one institution that serves all people in the community. Here is the one medium that goes into all homes and is able to appeal for the support of all. You reach farmers and townspeople alike. You can state the case. You can build discussion. You can stimulate action! Just as the rural press set the pace for home front contributions for the war effort so can the country newspapers lead the way to sound peacetime economy in their respective communities.

Here is a sensible, both-feet-on-the-ground program based upon ten points which, if properly worked out in your community, will go a long way toward helping to make Victory Day memor-

able as the opening of a bright new era in the life of your town and its surrounding territory.

### *Welcoming Center Proposed*

1—Clearing house for veterans: Set up a welcoming center for the boys who are coming home. Be prepared to give them any local information they need and to help them with their applications for any type of government benefit to which they may be entitled.

2—Employment: Make a survey of the job openings and business opportunities. Have a record available for the returning men and women.

3—Industrial. Prepare information about factory sites, raw materials, transportation and labor. Make a list of small manufacturing opportunities in your community.

4—Financing: Try to encourage local capital to invest in postwar ventures, making it clear to the substantial people logical backers of the community's development. Many of the men and women coming home will be personally and financially qualified for a reasonable amount of financial support.

5—Housing: Make a survey. If your community is typical there will be a shortage. Just as soon as restrictions are relaxed there must be a campaign to improve old residence properties and to build new ones. Your town will lose if you don't.

### *Trade Would Be Helped*

6—Transportation: Survey the roads

of your trade territory. Start a movement now for needed improvement. Investigate the possibilities of air transportation.

7—Markets: Does the farmer have a satisfactory place to sell his products in your community? Can the people of the community obtain necessary goods and services without going elsewhere to shop? If either answer is "no" here are opportunities for the boys who are coming home.

#### Eliminate Health Hazards

8—Health and Sanitation: Men and women in the armed forces have become accustomed to the best medical care in the world. A minimum requirement in your community will be competent physicians and dentists. Your postwar world must include a safe water supply, sewage disposal and all possible elimination of health hazards. Can you swing a hospital in the future?

9—Education: Investigate the possibilities of widening the scope of vocational instruction in your public system and of eventually developing a program of adult education.

10—Recreation: Be prepared to fix up the old baseball park. If you succeed in keeping the returning veterans, you are going to see for yourself that the army builds men. The people who have been away from home in the service and in industry will have learned to play as well as work. Your community will have a greater need than ever before for parks, athletic field, a golf course, a gymnasium, a swimming pool, a good theatre and meeting rooms for the veterans' organizations.

#### O.P.A. Takes Over Truck Rationing

Under an agreement with the Office of Defense Transportation, O.P.A. has broadened its gasoline rationing program so that applications by commercial motor vehicle operators for temporary and non-recurring rations will be made to O.P.A. local War Price and Rationing Boards rather than to O.D.T. district offices. These rations will be issued by local boards and any appeals from decisions of the boards will be handled by O.P.A. The change is expected to improve service and be of much greater convenience to commercial motor vehicle operators, since operators will have available 5,500 O.P.A. local boards as compared with 142 O.D.T. district offices.

#### Advertising Methods To Be Overhauled

Overhauling of obsolete or defective advertising methods is suggested to all retailers in a special report just distributed by the Committee on Economic Development, organized as a private, non-profit, non-political association of businessmen. Associations of retailers are cooperating with C.E.D. in placing the "Handbook for Retailers, planning the future of your business" in the hands of merchants as a key to post-war planning. A companion brochure is available to wholesalers. As the recommendations may influence the sales promotion policies of these local advertisers, space salesmen should be acquainted with all proposals by reading the report and by following the advertiser's reaction. This handbook is available only through your local Committee for Economic Development.

Various local associations of merchants are expected to sponsor meetings for the interchange of ideas planned around the handbook. These discussions are likely to have an important bearing on newspaper advertising.

Among the subjects suggested to all retailers is "Giving an Overhaul to Advertising." The report states: "Advertising should be looked on as the voice of the store, the representative of its personality, entering each home in its trading area. Alert aggressive advertising will be the first notice served on the store's clientele that the management of the store is fully competent to meet the postwar demands of its customers. Analyze advertising to make certain that it meets these requirements; presents news about merchandise that competes favorably for interest with the news columns, appears in media that reach the store's actual or possible customers, considers all available media, including handbills, outdoor, street car, motion picture slides, classified advertising in newspapers and telephone books, makes full use of cards in one department calling attention to other departments, *bases its appropriation on a carefully determined percentage of net sales, and remains inside that figure but is set up so as to allow for special events*, makes an appeal that fits the stores' actual class of trade, not too high or too low, takes advantage of every event on the calendar, seasons, holidays, local events, etc., makes use of other stores' advertising, mail order catalogs, wholesalers' and manufacturers' catalogs, to get ideas

on how to write copy and make layouts, and works in full cooperation with merchandising departments in planning events, and in making sure that merchandise is on hand when advertised."

A few other excerpts suggest: "A general review to policies, methods, personnel and budget to enable the store's advertising to make a strong impression on its community for the changing days that lie ahead. Recognize that honesty and consistency in advertising have the same effect as honesty and consistency in the character of the head of the business."

C.E.D. argues that a store may find that its customers have changed in changing times, and would welcome offerings that the store has not been in the habit of supplying. They recommend a test customers' receptiveness to new goods by means of limited offerings, with displays and advertising, as a guide to general policy.

Some questions have been raised by practical advertising men as to the accuracy of the advertising ratios averaged of all trades and percentages of net sales in the tables printed in the booklet entitled "The influence of size of community and size of store on operating and merchandising ratios, 1939."

#### Editors Attend Game

More than twenty Kentucky editors and their families attended the Michigan State-Kentucky football game on October 7 as guests of the athletic department of the University. They saw a well-played game with Michigan lucking out the home team by the score of 2-0.

#### Sandy Valley Enquirer Sold By William Bagby

Because of labor difficulties and the editor's absence in the Navy, Lt. William R. Bagby has disposed of the entire stock of the Sandy Valley Enquirer to Lloyd Hockley, Grayson, and T. O. Prichett, Ashland. Mrs. Bagby has been publishing the Enquirer since her husband entered the Navy several months ago.

The new owners are experienced printers; Hockley was employed by the Globe Printing Company of Ashland, and Prichett was an operator on the Ashland Independent. We join in bidding the new publishers welcome to the Kentucky Press Association.

The Bagbys expect to reenter the newspaper field after the duration.

# THE FRUITS OF BETTER DISTRIBUTION



Every Victory gardener knows that food picked ripe is far superior to food picked green and then allowed to ripen. But it has always been common practice to pick the perishable commercial fruits green for marketing . . . so many days are consumed in getting them to the ultimate consumers that they ripen en route.

Now, however, the University of Illinois, the Illinois Agricultural Extension Service, A&P and other chains are cooperating in an experiment in marketing tree-ripened peaches in St. Louis and Chicago. Growers are sending in daily shipments of fruits that have been left on the tree for four to six days longer than usual. Peaches of differing degrees of ripeness are being marketed to determine consumer preference, and at the same time a study of damage suffered by the fruit in various types of containers is being conducted.

Experiments of this kind may well result in the families of America being able to buy even better and more nutritious fruits.

Such advancements in food marketing depend upon the ability to get foods quickly and economically from producer to consumer. Because A&P straight-line distribution methods cut out so many in-between steps and handlings, foods get to consumers faster than under old-line methods . . . with direct benefits to producers and consumers.

It is because of these continuing efforts to increase marketing efficiency—to provide better food more economically—that today the 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

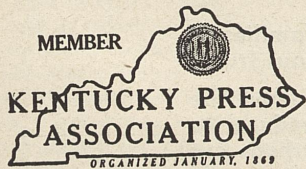
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### Kentucky Press Women's Club

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



Volume Fifteen, Number Twelve

### Executive Committee Holds Fall Meeting

The regular fall meeting of the KPA Executive ommittee was held in Lexington on October 7 with routine business being transacted. It was decided to hold the annual mid-winter meeting and war clinic at the Brown hotel, Louisville, on the third week end in January. Plans for the streamlined program were discussed and some departure from the programs of former years was adopted.

A luncheon was tendered the committeemen and their wives at the Lafayette hotel by the Lexington Herald-Leader, following which the group attended the Michigan State-Kentucky football game.

J. Mack Wynn, promotion manager of the Louisville Courier-Journal, new member of the executive committee, was named chairman of the program committee.

The Sixth War Loan Drive with an overall quota of \$14,000,000,000 will start November 20 and will continue until December 16.

### N.E.A. Establishes Research Bureau

A Weekly Newspaper Promotion and Research Bureau based on an eight-point program for the betterment of the small town press of America was established at a meeting of the board of directors of the National Editorial Association at the Advisory Council sessions in Chicago October 21.

The board took the action organizing the Bureau after more than 100 publishers representing 30 states had urged in the Advisory Council session that action be taken at once to formulate such a bureau. It will devote its efforts to promotion and research within the small town newspaper field and will not function as an agency for the selling or placing of advertising.

This action marks one of the most forward steps taken in N.E.A. history as it will fill a long-felt need for coordinated promotion of the small town newspapers, locally and nationally, lending encouragement to the adoption of standardized better business practices by all newspapers in this field.

The eight-point program adopted is: 1. Research and production of promotion material for the use of advertising agencies and manufacturers who are national advertisers; 2. Accurate circulation statements. Urge membership in the Audit Bureau of Circulations; 3. Uniformity of advertising rates; 4. Provide a merchandising service; 5. Publication of standard rate cards by all papers; 6. Supplying of information about trade territory by all papers; 7. Better printing practices, such as reproduction of cuts; 8. Maintain a year-round program providing material for the publisher to promote and advertise his business within his own trade territory.

One of the principal functions of the Bureau will be the promotion of readership surveys among weekly papers.

These surveys give accurate information on the value of a paper in its community as a news and advertising medium. It also includes a survey of the market area covered by the paper, its purchasing power, industries, and other pertinent information relative to the trade area.

Financing of the Bureau will be done on a membership basis, each publisher desiring to participate paying annual dues based on the circulation of his newspaper. Eligibility for membership is open to papers holding second-class mailing permits.

### Paper Inventories Must Be Reduced

With inventory ceilings of October 1, 1944, as a base, commercial printers and graphic arts publishers are required to reduce their inventories by five per cent in October and an additional 10 per cent in November, in an effort to conserve printing paper by reducing paper purchased during the shortage. In amending six printing and publishing limitation orders October 13, W.P.B. stated curtailment was necessary to relieve the overworked paper mills. Exception is made to the acceptance and delivery of any paper in transit on October 13, 1944, which might increase inventories above the new ceilings.

Specifically printers and publishers will be affected as follows: Commercial printers and duplicators, operating under Limitation Order L-241, must lower their paper inventory ceilings for October, 1944, to 95 per cent of their total inventories as of October 1, 1944, or not more than 95 per cent of a 60-day supply, whichever is less. However, no inventory reduction will be required of a printer or publisher who has less than 30 days' paper in inventory. Such a printer or publisher is permitted to build up his inventory to a 30-day supply. Some latitude is provided also when a particular type, grade or size of paper is required within 30 days, or delivery is made in standard unit quantities accepted in 1941.

The American Library Association condemned recent abridgement of freedom of the press and announced a national Freedom of the Press Week to be observed by public, college, and school libraries during the week of November 19-25.

### New Color Camera Produces Vivid Photos

A new color camera and a quicker and more inexpensive method of making printing plates for reproducing in full natural color any scene or object that can be photographed, may result in vivid color news photos after the war, according to a recent article in The California Publisher.

Invented by Richard Thomas, Los Angeles scientist, the new color process is said to eliminate much of the handwork necessary in ordinary color plate methods. Speed and a material cost reduction of three and four-color printing plates will be achieved by making color separations when the photograph is taken, with perfectly matched color filters to give a complete spectral cut-off, and proper timing to each color separation image. In four hours time, under ordinary shop conditions, four-color process plates have been made, including the making of screen negatives, printing to metal, etching and proving.

Operating under the same kind of light and speed as an ordinary black and white camera, the camera takes the four-color separation negatives on a single piece of single emulsion panchromatic film, such as can be purchased at any photographic supply house. An ordinary dark room with ordinary photographic chemicals is used to develop the negatives and positives.

Sturdily constructed, the camera is adapted to the needs of news photographers, since there are no delicate parts or mirrors requiring adjustment. The photographer will no longer be hampered by relinquishing his color positive when a demand is put on his work, since he can make as many prints as he desires from the Thomas-color negative and send them simultaneously to various places where they are needed.

Since dyes are not used in either positives or negatives, they may be safely stored with black and white pictures in the morgue with the assurance their color will not be destroyed as long as they receive reasonable care.

Publishers who are also operating commercial printing and lithographing plants will be greatly assisted with the Thomas-color camera in their job departments. The California Publisher declares the invention of this camera provides the greatest stimulus to commercial and advertising printing since

the invention of the high speed job printing presses.

### Earl W. Kinner Purchases West Liberty Courier

Earl K. Kinner, part owner and editor of the Big Sandy News, Louisa, for the past nine years, has severed his connection with that newspaper and has purchased the Licking Valley Courier, West Liberty.

Kinner acquired the 35-year-old Courier from the Rev. Roscoe Brong, Baptist minister, who has been editor and publisher since the death of his father last winter. The Brongs operated the Courier for ten years.

B. J. Calloway has been named editor of the Big Sandy News to succeed Kinner.

### Editor Hoyt Moore, Fulton Leader, Dies

Hoyt Moore, 56 years old, editor and publisher of the Fulton Daily Leader, died suddenly from a heart attack at his home on October 24. He had been ill for two months, but was improving, and his death came unexpectedly.

Mr. Moore went to Fulton with his father and brother in 1909 and published The Baptist Flag, a church publication of wide influence and circulation at that time. After the death of his father, Hoyt, with his brother and mother, published the Fulton Wireless, a weekly. In 1919, they purchased the Leader, a daily. The mother died in 1933 and the brother in 1936.

Moore, assisted by his daughter, Martha, has edited the Leader and built it up as one of the leading dailies in Western Kentucky. Thru his column, The Listening Post, he built up a wide following and is widely quoted throughout the state. He was a member of the Kentucky Press Association, whose members extend their sympathies to the surviving family.

He is survived by his widow, Gladys Robinson Moore, one daughter, Martha, and one son, Aviation Cadet Jack Hoyt Moore of Tyndall Field, Florida.

Mrs. Irene Booton Porter, widow of J. Sherman Porter, former well-known Kentucky newspaperman who died two years ago, died at the home of her son, James, in Gallipolis, Ohio, early in October. Burial was in Lexington.

### Douglas McMurtrie Dies

Douglas C. McMurtrie, typographical expert with the Ludlow Typograph Company, Chicago, passed away September 29 at his home in Evanston, Ill. He had been connected with Ludlow for many years and was deeply interested in printing history and research, having written a number of books relating to printing history including a volume on the early printing in Kentucky.

### Printing Machinery Order Modified

Printing Tradés Machinery and Parts Limitation Order L-226, as amended discontinues the requirement of certification from members of the graphic arts industry as to disposal of scrapped parts when ordering repair parts. However, manufacturers may still require the certification as outlined in Controlled Materials Plan Regulation 5 under Maintenance, Repair and Operating Supplies.

WPB-1319 applications no longer need be filed for purchases of equipment costing \$200 or less except as outlined in L-226, as amended. For example, "any single item of new machinery having a sales value of \$200 or less," officials explained. Purchases of used graphic arts machinery regardless of age need not be cleared on Form WPB-1319, nor special sales as defined in Priority Regulation 13.

Like other good newspapers, we have competent printers in our shop. They're men who take personal pride in doing a job well.

But give them a chance.

When you write copy for an ad or make a lay-out, give them some clues as to how you want it to look. And what's even more important, give them a decent amount of time to work on it.

True, they can slap an ad up fast. But in doing so they must sacrifice a lot of things that would make that ad better. And when you crowd the deadline hard, there's less opportunity to make changes which you might want and there's always more chance, on our part and yours, for mistakes to slip through.

We can and will take care of those emergencies when things have to be done fast, but for your sake, as well as ours, give the men time to do a good job on your regular advertising. Miracles and mistakes both happen when the heat is on . . . but mistakes are more apt to happen then.

### Printers Asked To Return Questionnaires

Commercial printers who received the War Production Board-Census Bureau questionnaire asking for data on their consumption and end use of printing paper in 1941 were asked today by the War Production Board Printing and Publishing Division to rush their replies to the Bureau of the Census at Washington, D. C. The latest report on receipts of the questionnaire mailed out by the Bureau of the Census nearly a month ago indicates that less than half of the 38,000 printers interrogated have replied. The data will show the amount of printing paper consumed by the commercial printing industry in the base period 1941, and the nature of the printed matter produced under L-241, the commercial printing limitation order.

### Publishing Series On New Plants

What promises to be one of the most interesting series of articles ever run in The Linotype News is introduced in the current issue of the Linotype publication under the head of "So You're Planning to Build a New Plant."

"Many newspaper publishers," runs the explanation that accompanies the first article in the series, "are thinking about constructing new plants for their papers after the war or modernizing their present plants, and have written The Linotype News about their projects."

"While nearly every plant has a way of being an individual plant—the only one of its kind in all respects—with floor dimensions often set by the size and shape of the building lot, and the numbers determined by adjoining property,

yet all plants might well incorporate certain sound features and might well exclude certain other features.

"And so, with the idea of being as helpful as possible to publishers who plan to construct new plants or modernize present ones, after the war, The Linotype News will present in several successive issues articles by authorities on the subject who will offer suggestions as to what should be done and what not done in planning new plants for newspapers."

Arthur H. Burs, mechanical superintendent of the New York Herald Tribune, is the author of the first article in the new series.

### An Effective Morgue For Weekly Newspapers

A simple but effective "morgue" can be built for the smaller weekly by using No. 9 or No. 10 envelopes, open side, and filing each week clippings from the current issue that would be useful at a later date to supply historical or background material on either individuals, subjects or organizations. Clippings, if they are small, are pasted on a small piece of bond paper, and the date of the issue from which they were taken written or typed on the slip. On the envelope is typed the name of the individual or his family (in many cases items about members of the same family can be included in a family envelope), the subject or the name of the organization. The envelopes are filed in a document filing drawer, easily obtained.

Following a suggestion, the Ladner Optimist started such a morgue over a year ago, and with each issue the morgue increases in value and usefulness to the editor and his staff. It requires but a few minutes each week to clip and paste up the items and file them away for further reference. As spare copies of older issues become available these are being cut up for the file, for the farther back the references go the more useful is the morgue. Proofs of local pictures used in the paper are also being filed now.

The starting of a morgue for any weekly newspaper is a step that is strongly recommended by those who have them in operation. The few minutes devoted to the job now will be worth hours in years to come.—Edgar Dunning, Ladner Optimist, in Canadian W.N.P.A. Bulletin.

Paper salvage is important to all newspapers.

## Guardians of Future Generations

Through the medium of the LINOTYPE the gates of understanding are kept open. Linotype matrices—not limited to any single tongue, nor yet a hundred—speak in more than eight hundred tongues.

The task of transforming the thoughts of well-informed and thoroughly balanced men into the printed word falls more upon the Linotype—in the hands of the Press of the world.

Truly universal, as a machine and as a medium—the Linotype is the symbol of the brotherhood of man.



—As a patriotic duty, help end the enemies of Freedom by doing your job better  
—whatever yours may be!

Set in Linotype Clolator Family

### Simple Method For Scheduling Advertising

In these days of manpower shortages, publishers frequently seek a simple method of advance scheduling of advertising, particularly national, be placed the date of each issue for when an edition is put to bed.

One of the simplest methods is to have a "schedule sheet" for each issue. These may be in form of loose sheets, padded together and kept on a clip board or in a loose-leaf binder, or might be an inexpensive ruled composition book. The most important thing is to have the sheet large enough and with enough lines to accommodate all the ads in an issue.

A page is then prepared for each issue for at least a month in advance. In the upper right hand corner should be placed the date of the issue for several weeks in advance.

On each line should be entered the name of the product advertised, caption of the ad, size of the ad and special instructions as to position. It might also be desirable to include with each ad listing "to whom tear sheets are to be sent."

In practical use, the schedule sheet book should be kept in the office near where the mail is opened. Then as an advertising order is received each ad is entered on the page for the particular issue for which it is scheduled.

After the ads for an issue have been placed in the forms, one person (either the publisher, advertising manager, shop foreman or bookkeeper should do this each day or week) should take the book to the shop and check each ad to be sure it is in the forms, that it is the correct ad and that the position is satisfactory.

This simple routine takes only a few minutes and insures the running of ads as scheduled. Many times the advertiser will not pay for an ad if it is run off schedule and this simple precaution will save money for you.

### Regulation Changes Ordered In Draft Registration

Local draft boards have been instructed to place registrants ages 38 and over in the IV-A classification, which formerly applied only to registrants who had reached their forty-fifth birthday. Registrants in the age group 38 through 44 heretofore have been classified in the same manner as all other registrants except that their classification was identi-

### 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**



fied by the letter "H". It was explained that the change was made in order to simplify the classification of registrants who have reached their thirty-eighth birthday and are therefore in an age group not acceptable for induction into military service.

Local boards were also instructed to discontinue the classification in Class I-A (L) of men who have been found physically acceptable for limited military service only. This action has been ordered in view of the fact that the armed services have not made calls for men qualified only for limited service duty for some time. The local boards will reopen the classification of all such registrants who have heretofore been placed in Class I-A (L) and the registrants will be classified in other deferred classification.

### Richmond Ex-editor Dies

Word has been received at Richmond, October 7, of the death at Ottawa, Ohio, of Thomas H. Pickels, 64, former owner and editor of The Kentucky Register, now known as The Richmond Daily Register. He served eighteen years as manager of the Western Newspaper Union at Baltimore, Md.

### Paper Conservation Will Be Continued

Despite dissolution of the Conservation Division on November 2, conservation of critical war materials such as paper, leather, and the components necessary for military equipment will be continued aggressively. Both the conservation and salvage of paper will be directed after November 2 by W. Thomas Hoyt, now deputy director of the Salvage Division. Mr. Hoyt will become a member of the staff of Harold Boeschstein, deputy vice chairman of operations for W.P.B.

### Labor Benefits From Wage And Hour Law

Analysis of the benefits to labor from the Wage and Hour Act on the sixth anniversary of the law show that well over \$2,000,000,000 was paid American workers last year in overtime premium pay due under the Fair Labor Standards Act of 1938. According to Administrator Dalling, "Considerably over 4,000,000 workers still are paid less than 40 cents an hour, less than \$16 for a 40-hour week. Considerably more than 1,000,000 of these are in agriculture and domestic service; 3,000,000 are in industry and retail and service trades outside the protection of the Act. Violations of the 40-cent legal minimum wage under the Act also continue to a surprising degree. Last year \$18,620,369 in restitution of illegally withheld wages was agreed to or ordered paid by the Wage and Hour Division, U. S. Department of Labor to 534,422 workers in 20,622 establishments. Failure to pay the minimum wage of 30 to 40 cents an hour was involved in 28 per cent of these cases and restitution of such minimum wages was found due more than 100,000 workers, about one-fifth of all illegally underpaid.

When an advertiser says "Make my ad different," he doesn't mean it! He wouldn't hire a clerk who was unusual or different. He wouldn't let his clerk dress in a green coat, yellow tie and a purple shirt. What he really wants is an ad with a sales message that will do as much selling as his clerk—to all your readers.

Your merchant says that because he hasn't been taught what he is trying to do when he inserts an ad in your newspaper. Tell him you are there to sell merchandise for him—and to do it use merchandising methods.

# ---And Commercial Freedom, Too!

One pleasant spring day in 1822 the Congress of the United States was engaged in warm debate over a bill to recognize the independence of the South American countries that had thrown off the rule of Spain.

In the course of that debate, Congressman David Trumbull of Kentucky gave a very succinct definition of the American System which is particularly noteworthy because the Congressmen knew some of the men who had framed our Constitution and thus his words reflected the thinking of the founders of our great Nation.

Congressman Trumbull stated that "the American System is representative government, freedom of opinion, religious

liberty, freedom of speech and press, and commercial freedom."

"—and commercial freedom!" Yes, from the time this country was first founded, the concept of privately owned and operated business and industry, working in competition, was considered part and parcel of the American System.

And why not? Had not the early settlers of this country seen that government control or ownership of industry and commerce in eighteenth century Europe lowered living standards and made workers slaves? Let's remember then that commercial freedom is part and parcel of the American way—and maintain it over here.

## KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street, Lexington 3, Ky.

**A Taxpaying, Self Supporting Business Enterprise**

