

The
Kentucky Press



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

December, 1941

Volume Thirteen Number Two

War-time Censorship Is Established By President

Acting under the existing emergency powers supplemented by amendments passed by Congress this week, the President has imposed wartime censorship. Byron Price, executive editor of the Associated Press, has been named Director of Censorship. Postmaster General Frank Walker, Attorney General Biddle and Vice President Wallace have been serving as a committee to develop policies relating to the dissemination of information and censorship.

The general plan has not been made public. The broad theory of prevailing policy is to exercise a compulsory governmental control censorship by the press and communications agencies over the dissemination of information within this country. The exact pattern will be disclosed after Mr. Price has time to study the program and confer with the policy committees. Committees from publishing groups will probably be consulted.

President Roosevelt's policy statement released December 16 reads:

"All Americans abhor censorship, just as they abhor war. But the experience of this and all other nations has demonstrated that some degree of censorship is essential in wartime, and we are at war.

The important thing now is that such forms of censorship as are necessary shall be administered effectively and in harmony with the best interests of our free institutions.

"It is necessary to the national security that the military information which might be of aid to the enemy be scrupulously withheld at the source.

"It is necessary that a watch be set upon our borders, so that no such information may reach the enemy, inadvertently or otherwise, through the medium of the mails, radio or cable transmission, or by any other means.

"It is necessary that prohibitions against the domestic publication of some types of information, contained in long-existing statutes, be rigidly enforced.

"Finally, the government has called upon a patriotic press and radio to abstain voluntarily from the dissemination of detailed information of certain kinds, such as reports of the movements

of vessels and troops. The response has indicated a universal desire to cooperate.

"In order that all of these parallel and requisite undertakings may be coordinated and carried forward in accordance with a single uniform policy, I have appointed Byron Price, executive news editor of the Associated Press, to be director of censorship, responsible directly to the President. He has been granted a leave of absence by the Associated Press and will take over the post assigned him within the coming week or sooner."

Supplemental Authority Granted by Congress

The Senate and House have approved a bill granting full war powers to the President with a provision that the emergency authority may be terminated by a concurrent resolution when the war is ended. Complete interpretation of the war powers will be available shortly. Excerpts from Congressional debate referring to censorship are reproduced herewith.

"SEC. 303 (of S. 2129 and H.R. 6233) Whenever, during the present war, the President shall deem that the public safety demands it, he may cause to be censored under such rules and regulations as he may from time to time establish, communications by mail, cable, radio, or other means of transmission passing between the United States and any foreign country he may from time to time specify, or which may be carried by any vessel or other means of transportation touching at any port, place or Territory of the United States and bound to or from any foreign country. Any person who willfully evades or attempts to evade the submission of any such communication to such censorship or willfully uses or attempts to use any code or other device for the purpose of concealing from such censorship the intended meaning of such communication shall, upon conviction, be fined not more than \$10,000, or, if a natural person, imprisoned for not more than 10 years, or both; and the officer, director, or agent of any corporation who knowingly participates in such violation shall be punished by a

like fine, imprisonment, or both, and any property, funds, securities, papers or other articles or documents, or any vessel, together with her tackle, apparel, furniture, and equipment, concerned in such violation shall be forfeited to the United States."

Payment of Overtime in Defense Bonds or Stamps Legal under Wage-Hour Law—While workers cannot waive their rights to time and a half for overtime after 40 hours, they may voluntarily accept straight time in cash and the balance in defense securities.

"The Division has received several inquiries lately as to whether employees may work more than 40 hours in one workweek at straight time," Acting Administrator Snyder said.

"Under the Fair Labor Standards Act they cannot change the law by waiving the overtime provision. However, workers voluntarily wish to make contribution to the Victory Program, they may agree with their employer to accept their overtime compensation in defense bonds or similar Government securities. In that way, they would be aiding the prosecution of the war and building up for themselves a substantial type of savings."

Waiting Time During Black-out "Hours Worked" Under Wage-Hour Law: Time spent by employees on the premises of an employer covered by the Wage-Hour Law during black-outs in the air-raids alarms where no work is done need not be compensated for as "hours worked," according to Acting Administrator Baird Snyder, Wage and Hour Division, U. S. Department of Labor. Several inquiries on this point had been received by Mr. Snyder from West Virginia factories.

Paste Formula

Here's a good paste formula furnished by the Freeburg (Ill.) Tribune. The publisher says it not only works, but does not get sour and is inexpensive.

To one cup of flour add four cups boiling water and stir to a creamy consistency. Add one teaspoonful of powdered alum and cook five minutes. While cooking, add a teaspoonful of boric acid and a teaspoonful of cloves. Paste will be ready for use as it cools.

To Kentucky Newspaper Folk:

The year now ending has been one of uncertainties, and the skies have often been obscured by dark clouds of doubt, driven by the breath of tyrants that know not our God of Justice and Prince of Peace and who care not for our way of life.

During this trying year it has been my privilege and pleasure to serve you in my limited way as president of the Kentucky Press Association. The burdens of doubt have been lifted in great measure by the associations that have been mine, and the whole hearted support each and every one of you has given to programs your Association has sponsored. For this I have been and am most thankful.

As the New Year approaches, some of the uncertainties of the past have become grim realities and our Country is now facing a grave task in which she must not and will not fail. Never before in my lifetime, and possibly never before in history, has there been such a unanimity of purpose among all the people of the United States. There is also a very strong determination among our people to accomplish that purpose. Men and women, without distinction of station, are working hand and glove in this nation of ours.

We, as newspaper men and women, have an important part in this task, that is apparent to everyone. We have done that task well in the past and in the present. We can do our part still better in the future, if we work even more closely together in all things—make each and every care a common cause.

It is only as we remain strong and virile, that we can best serve this great Country of ours in this time of great need. We owe it to ourselves and to our Government to maintain our normal course in community affairs in this crisis. It is quite likely that in the near future we will be feeling the pinch of shortage in labor and materials. It may be necessary to be more "co-operative" than ever before, and within certain limits pool our resources and efforts. Without doubt, the agency through which this desirable end can best be accomplished, is the Kentucky Press Association.

The Association will hold its annual mid-Winter meeting at the Brown Hotel in Louisville, Thursday, Friday and Saturday, Jan. 8, 9 and 10, 1942. Your

attendance at all sessions of that meeting is essential if the greatest possible good is to come from the fine program that has been arranged for you. While I must agree with those who would argue that the personal contacts and conversations are the pith of the meetings; it still remains that the prepared programs are the root, the trunk and the branches thereof—and the excuse for the pith. Therefore, I urge promptness on the part of every one, at all programs. Promptness will be absolutely necessary if we are to carry out fully the program that has been arranged for your enlightenment and entertainment.

Harry Lee Waterfield and those who will assist him, have a real job before them in your behalf in 1942. Your presence at and participation in the January meeting will be a great help

to them and will bring encouragement that can be given in no other way.

Thanking you for the consideration that has been shown me, and wishing for all a full New Year made happy by work well done, I am

Most sincerely,

Russell Dyche, President
Kentucky Press Association.

London, Ky., Dec. 27, 1941.

Don't be an isolationist!

Women's Press Club To Meet

The Kentucky Press Women's Club will meet immediately after the close of the KPA meeting at Louisville, January 10, at the Brown Hotel. Election of officers will be held.

Seventy-Third Annual Mid-Winter Meeting
KENTUCKY PRESS ASSOCIATION
January 8, 9 and 10, 1942
Brown Hotel, Louisville, Kentucky

THURSDAY, JANUARY 8

4:00 P. M.—Registration in Brown Hotel Roof Garden. Registration Fee \$1.00 Per Person.
7:00 P. M.—Buffet Supper in Roof Garden, Compliments Brown Hotel.

FRIDAY, JANUARY 9

8:00 A. M.—Breakfast Meeting K. P. A. Executive Committee.
9:30 A. M.—Business session called to order in South Room Brown Hotel by Russell Dyche, President Kentucky Press Association, Sentinel-Echo, London, Ky. Invocation by Dr. R. V. Bennett, District Superintendent Methodist Church, Louisville, Ky.
Address of Welcome by Hon. Wilson Wyatt, Mayor of Louisville.
Response by Editor J. M. Willis, Messenger, Brandenburg, Ky.
10:00 A. M.—President's Annual Address by Mr. Dyche.
10:15 A. M.—Address, "Kentucky's State Parks," by Mrs. Nelle B. Vaughan, Director State Parks, Frankfort, Ky.
10:30 A. M.—Address, "Problems Facing the Industry," by George Ortleb, Federated Metals Division American Smelting and Refining Co., St. Louis, Mo.
10:45 A. M.—Address, "Work of the N. E. A. at Washington," by Ray B. Howard, President National Editorial Association, Madison, Ohio.
11:45 A. M.—Leave for Fort Knox, where lunch will be served by the Kentucky Utilities Company. Members of the Kentucky Press Association will be guests of the U. S. Armored Force Command at Fort Knox in the afternoon.
7:00 P. M.—Banquet Dinner in Roof Garden Brown Hotel, Compliments the Louisville Board of Trade.

SATURDAY, JANUARY 10

9:30 A. M.—Business session called to order by President Dyche.
Address, "A Country Editor's First Year," by Miss Lillian Richards, The Banner, Russell Springs, Ky.
9:45 A. M.—Round Table Discussion, "National and State Advertising," Led by John E. Davis, Davis Advertising Agency, Louisville, Ky.
10:00 A. M.—Address, "Uniform Interpretation of Kentucky Publicity Laws," by Harry L. Waterfield, The Gazette, Clinton, Ky. Discussion.
10:30 A. M.—Report of N. E. A. Council and Association Managers Meeting in Chicago by Victor R. Portmann, Editor The Kentucky Press, Lexington, Ky.
11:00 A. M.—Financial Report of Secretary-Treasurer J. Curtis Alcock, Danville, Ky.
11:15 A. M.—Report of Committee on Resolutions.
11:30 A. M.—Annual Election of Officers.
12:30 P. M.—Luncheon at Pendennis Club, Compliments The Courier-Journal and Louisville Times.
Adjournment.

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Press Association Officers

Russell Dyche, President, London Sentinel-Echo
Harry L. Waterfield, Vice-Pres., Clinton Gazette
J. Curtis Alcock, Secy.-Treas., Danville Messenger

District Executive Committeemen

Vance Armentrout, Louisville Courier-Journal (Third), Chairman; First, Joe LaGore, Paducah Sun-Democrat; Second, Tyler Munford, Union County Advocate, Morganfield; Fourth, Joe Richardson, Glasgow Times; Fifth, Frank Bell, Trimble Democrat, Bedford; Sixth, Fred B. Wachs, Lexington Herald-Leader; Seventh, W. W. Robinson, Paintsville Herald; Eighth, T. T. Wilson, Log Cabin, Cynthiana; Ninth, H. A. Browning, Williamsburg Republican; State-at-large, Victor R. Portmann, Kentucky Press, Lexington, and Chauncey Forgey, Ashland Independent.


Legislative Committee

Tyler Munford, Morganfield Advocate, chairman; Harry Lee Waterfield, Clinton Gazette; Thomas R. Underwood, Lexington Herald; Henry Ward, Paducah Sun-Democrat; George R. Joplin Jr., Somerset Commonwealth; Cecil Williams, Somerset Journal.

Newspaper Exhibit Committee

Victor R. Portmann, Kentucky Press, Chairman; Miss Jane Hutton, Harrodsburg Herald; Mrs. Mark Ehrhidge, Prospect; Col. V. W. Richardson, Danville Messenger-Advocate; Jerry Freeman, Tri-County News, Cumberland.

NATIONAL EDITORIAL ASSOCIATION
1941  Active Member

MEMBER 
KENTUCKY PRESS ASSOCIATION
ORGANIZED JANUARY, 1869

Volume Thirteen, Number Two

Don't Be An Isolationist!

The day of the isolationist has disappeared in this country, we hope forever. But the community editor can still be an isolationist if he refuses to join his state press association or stays away from the state-wide meetings that are arranged for his benefit. The Kentucky Press Association, today as never before, needs the membership and the counsels of every newspaper in the state as that newspaper needs the association. Join your association today and attend the mid-winter meeting at Louisville, January 8-10.

We'll meet you at Louisville.
Don't be an isolationist!



Gifts.....

And all the gifts of Love and Faith and Friends,
May these be yours . . .
The Gifts that make the Dreamers into Doers,
The Gift to work
Through Joy and Sorrow, Light or Murk,
To play, with all your soul and heart,
A manly part!
The Gift of Discontent, to keep you driving
Forward and up, forever striving
For something better in the days hereafter;
The Gift of Kindness and the Gift of Laughter,
Of Justice and of Truth,
And in your heart, until life's journey ends,
The Priceless Gift of Youth,
Hope that inspires and Courage that endures,
May all these gifts be Yours!

The Editor

Christmas, 1941



OPM Priorities

To repeat the November 27 Bulletin announcement newspapers and printing plants listed in the Preference Rating Order No. P-22 as amended by the OPM have priority on repair parts and replacement equipment to insure continual operations. A statement of this regulation has probably been furnished publishers by suppliers and members of the Association are urged to read it carefully.

To use the preference rating you do not have to make application for it to OPM, or any government agency. Whenever you order equipment, replacement parts, or operating supplies, write on your order the required endorsement as follows:

"Material for Maintenance, Repair or Operating Supplies . . . Rating A-10 under Preference Rating Order P-22 as amended, with the terms of which I am familiar."

Firm Name
Signed By

The NEA reports that OPM is contemplating sending questionnaires to all printers and publishers. It is believed individual firms will be asked to provide accurate estimates of the mater-

ial requirements, such as paper, ink, materials, etc., over a period of six months to a year. Meanwhile, OPM officials stress the necessity for eliminating wasteful practices in processing, labor and distribution.

Local History For Short Fillers

What is believed to be an original idea has been put into effect by *The Nashville Tennessean*. Instead of the usual factual fillers common to all newspapers, *The Tennessean* uses short paragraphs or single sentences pertaining to the history (old and new) of Nashville, Davidson County, and the State of Tennessee. This makes instructive as well as interesting reading, it is said. A cash prize was offered the editor staff member who compiled the greatest number of usable authentic fillers in a given length of time. Many complimentary comments have come from readers who found they knew little nothing about their own city, county and state. An essay contest for school children (300 words based on fillers that most interested the contestant) was conducted for two weeks to call attention to the new type of fillers.—*Illinois Editor*.

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Flat Rates Or Contracts For Local Advertising?

The *Grand Junction Daily Sentinel* has not signed a contract for local advertising during the last twenty years. In this respect it is a curiosity in the newspaper field.

Scores of reasons have been advanced for contracts, but seldom is anything said in favor of the flat rate, which *The Daily Sentinel* has found so satisfactory.

Papers using the contract method find it a constant source of grief because none of their contracts hold water. Suppose a contract with an advertiser is law proof; and then suppose the merchant who signed it wants to back out of his obligation. There are two courses a publisher can pursue. He can let the advertiser break his contract, or he can sue the advertiser to make him live up to his agreement. In either case the publisher is the loser. His contract cannot save him from losing business in the final analysis.

A glance at national advertising contracts show they are not worth the paper they are written on. They protest the advertiser but not the publisher. They can be and have been broken time and time again, as any publisher can testify. Advertising agencies use contracts to protect their schedule against price raises during a campaign involving hundreds of newspapers. But in the local field, advertising prices do not fluctuate like sugar, flour and coffee. In consequence, the local merchant doesn't need this protection against advertising price raises.

It is said that contracts tie up the merchant's advertising money so it can't be spent in other media. This may be so—to a certain extent. But publishers using contracts find no lack of competing media, such as radio, movie trailers, hand bills, sewing circle programs, and the like. Under the flat rate system there is no difficulty in getting an intelligent merchant to budget his advertising. Chain stores spend just as large a percentage of their sales with *The Sentinel* on a flat rate as with contract users, who in some cases give them a 30 percent discount.

One concrete example: Two papers of comparable circulation and population. The contract paper gets 800 inches monthly from a large chain advertiser. The flat rate paper gets 600 inches. The contract rate is 35 cents an inch; the flat rate, 50 cents. The contract paper gets \$280; the flat-rate paper \$300.

The flat-rate paper gets \$20 more for setting 200 inches less space.

Contracts are reputed to insure steady business—and they do mean it by steady business is meant a certain amount every month. The flat-rate program can and does effect the same program. If by steady business we mean more business on weak days, the contract does not solve the problem, because usually the bigger the advertiser, the more he insists on advertising on the paper's heaviest days. No advertiser gives a whoop if the paper has business on slack days or on good days. Steady, consistent business comes only when the advertiser gets results from his advertising.

Steady business is produced by the advertising salesman continually going after it. It comes from giving the advertiser service on his copy and layouts, from helping him merchandise his business.

Contracts tend to slow up salesmen. When the salesman knows the advertiser is going to spend so much, and just when he is going to spend it, he naturally slacks up on his selling. Contracts make advertising salesmen "copy shaggers" and tend to kill incentive to fight for business and give good service. With contracts, he loses interest in copy and layouts; he doesn't care because he doesn't have to produce. Whether the advertising pulls business for the merchant or not, doesn't worry the contract salesman.

When the publisher can show results from the advertising, the merchant is his friend; and contracts are not needed between friends.

Advertising is not a quantity deal. In the first place, it is not like merchandise on a store shelf—there is no old stock that must be got rid of at any price. Advertising is not manufactured until after it is sold; therefore, you don't have dead capital tied up in it. True the publisher has capital tied up in equipment; but the contract isn't going to make the difference between going broke and staying in business.

Each publisher should check his cost of producing an inch of advertising. He might be surprised, as some have been, to find that the more space he runs, the higher the cost of producing it.

Some figures show is actually costs from one cent to two cents more per inch to set big runs than for normal business. The big point of diminishing returns is reached, and beyond it profits are cut down.

Contracts specify a lower price for

heavier business, and of a publisher finds it costs more to set the extra business he is taking it at a cut rate, he is kidding no one but himself. It is true that it's better to make a small profit on a lot of business than a large profit on a small amount of space but that is true only when the cost of production remains the same. It's silly to sell something that costs from one to two cents more to produce for 20 cents less than the regular price. If you haven't figures to back your conclusions on this, don't judge it until you have.

Graphs show that *The Daily Sentinel* compares favorably with other papers comparable in size, population, and circulation. In fact, *The Daily Sentinel* is a little ahead in inches, compared with papers of its size. This is in inches, and every line of it runs at the full rate. Transferred into dollars, it makes a different picture, because none of these inches were at a cut rate.

None of *The Daily Sentinel* editions are ever padded. By this is meant that when a merchant buys a 30-inch advertisement, he is not given a 40-inch advertisement. To pad an advertisement makes a merchant lose confidence in the paper as an advertising medium. It tells him the regular rate is 10 to 20 per cent too high, and that when he pays the full price he is getting gypped.

Too many advertising managers are afraid to lose business. They are afraid merchants will suddenly quit if concessions are not made at frequent intervals. If a paper's space isn't worth its price, the advertiser should quit. If the advertiser makes money on the advertising he runs, he won't quit. So the advertising manager wins nothing by letting big advertisers bluff him into a cut rate.

Don't assume that advertisers never try to break down the flat-rate price. Two years ago a divisional manager of a large chain store system stated that *The Sentinel* rate was too high. When asked how much too high, he stated 20 cents an inch. Mentioning another Colorado paper of comparable size, he said he was going to get its space under *Sentinel* price.

What had happened was, he had chiseled the contract paper, perhaps scared it into cutting its price below cost of production, and then used that in an attempt to blackmail *The Sentinel* into doing the same thing. *The Daily Sentinel* stood pat, and as a result this big organization, paying the full rate,

is running just as full a schedule as with the paper that gave it the cut rate.

Another chain store manager admitted to a representative of *The Sentinel* that in a town where he was getting a big reduction in rates through a contract, he was not sure yet he had the lowest price he could obtain, and that the next time he signed a contract he would try to get a still lower rate.

Situations like these have another angle. Shortly after the first store had failed to get a cut rate, the local manager went to work for a large local advertiser that had been paying the full rate for years. If *The Sentinel* had given the chain store a cut rate, it would have had a lot of explaining to do on the occasion. Instead, the large local advertiser who had been in business 20 years before the chain came to town, had decisive proof when he hired the chain-store manager that *The Sentinel* cut rates no one.

Don't be an isolationist!

You owe it to your newspaper and your community to join the KPA and attend the mid-winter meeting, January 8-10.

Scotty Boyd, news editor of the Carlisle Mercury, has resigned his position, effective January 1. He has not announced his future plans.

Transfer to Washington of Charles Molony, Associated Press correspondent at Lexington, since that bureau was instituted in September, 1940, was announced December 13.

Glenn Ramsey, chief of the Associated Press in Kentucky, said Molony would succeed W. F. Arbogast, Kentucky regional reporter at the nation's capital. Arbogast will be transferred to the Washington general news staff.

Molony will assume his new Washington assignment Dec. 29, Ramsey said. Molony's successor at Lexington has not been named.

J. Sherman "Pop" Porter, life-time KPA member, who has been on leave of absence from his duties as mail censor at the state prison farm, LaGrange, will return to duty January 1, according to Warden James W. Hammond.

Mr. Porter was granted a leave of absence because of illness. He suffered a leg infection, which did not respond to treatment. Surgeons in Gallipolis, O., amputated the infected leg last September, and he has notified Warden Ham-

mond that he has recovered and is ready for duty.

His many friends in the KPA will rejoice in his recovery and return to duty.

Only 00.68% For Advertising

Printing machinery company recently made a survey which revealed that the average printer and publisher expends only sixty-eight hundredths of one per cent of his sales dollar for advertising his own business. This is a startling discovery when the main bread and butter of every printshop and publishing plant lies in the production of printed advertising.

Every newspaper publisher, daily or weekly, can find ways and means of calling extra attention to its product and creating desire for it in his community.
—*Rural Press and Print Shop*

Lucrative Racket

Some publishers are still falling victims to the clipping bureau racket. Upon request from such a bureau, a publisher sends a copy of his paper. Next, people in the publisher's community receive notice that their names have appeared in print and for 15 cents a clipping will be sent. The individual is naturally curious and sends the money. When the clipping arrives, he finds it is an item

from his home town paper—and immediately links the publisher as an accomplice in this racket. It is one of several rackets for which the American public pays two million dollars annually. It is wise to be careful to whom papers are sent. You may be assisting in making a sucker out of some of your best customers.

Newspapers Association Bulletin.
Co-operate, But Don't Sell

Make no gestures to your advertiser—efforts which really are sales work. They endanger the future of your paper. They provide a crutch for your advertiser, and create work and expense which you cannot long continue to offer. When the crutch is removed and the advertiser has not done his own sales job, the publisher's efforts suffer and all too often result in a campaign failure. Sales cooperation of this sort cannot bring fruitful gains.

There is, however, every reason why a publisher should present a clear picture of market conditions under which the advertiser must operate. To draw a line between the necessary and the unnecessary, do no special jobs for special advertisers. The market picture you have to present should be available to all advertisers and should be information for their use rather than an attempt to do part of their sales job for them.

YOUR Newspaper Is
you

Your newspaper's readers find your opinions on the editorial page. They fol-

low your selection of features. And they read your style of makeup and selection of type faces.

Give a thought to your paper's appearance. Is the appearance on a par with the editorial content? Does your newspaper truly represent you at your best?

Ask your Linotype representative for specimens of some of the new Linotype head-letter faces. And ask him to tell you how the Linotype Legibility Group of news faces* is increasing reader appeal all over the country.

For better appearance and greater reader interest, specify a Linotype Legibility Group news face.*

TRADE **LINOTYPE** MARK

*Corona, Excelsior, Ionic No. 5, Opticon, Paragon

Linotype Electra Bold and A-P-L Garamond Bold No. 9

“GO and GET IT”

FOR a great many years now, it has been a guiding policy of newspapers and chain stores to spare no effort to “go and get it.” That’s why they have been able to make the news diet and the food diet of the American people the best in the world.

Seventy years ago, James Gordon Bennett Jr. opened the modern era of newspaper enterprise by cabling Henry M. Stanley: “Find Livingstone and bring news of his discoveries or proofs of his death, regardless of expense.” Today newspapers get the news, wherever it happens, because correspondents are on the spot, throughout the nation and the world.

Eighty years ago, the founders of A&P ushered in an equally significant new era in food retailing by seeking out the producers of foods and buying directly from them. Today A&P obtains food, wherever it is grown, because A&P buyers are stationed in every major producing area, whether it be in the United States, Alaska or South America.

Today’s chain stores eliminate unnecessary in-between steps and costs and profits in distribution. They couple efficient merchandising with consistent newspaper advertising and sales promotion that stimulates volume sales and produces further economies and efficiencies.

Now, more than ever, the people of every American community depend for moral sustenance upon an adequate diet of news; and for physical sustenance upon an adequate diet of food. They rely more than ever upon the daily supplies of news and food brought into their communities by alert newspapers and progressive chain stores.

From the wide knowledge and high living standard thus made possible comes the community well-being that is a fundamental source of America’s strength.

A & P FOOD STORES

How many of these can you answer?



TRUE or false?

1. Each penny you spend for electric service works harder and gives you more than any other penny you can spend. True or false?

TRUE. For example, a penny will give you two hours of radio entertainment, or two hours' use of a 100-watt light bulb, or operate your vacuum cleaner for about an hour, or run your electric clock for four days.

2. One kilowatt hour of electricity will do as much work as 13 men working for one hour. True or false?

TRUE. The average home uses about 65 kilowatt hours a month—equal to 13 men each working 65 hours. If you paid for this labor at the rate of only 25c an

hour it would cost you \$211.25!

3. Your electric rate is the same as it was 10 or 15 years ago. True or false?

FALSE. Your electric rate today is only about half of what it was 10 or 15 years ago, and today you get twice as much electricity for your money. Your bill probably has not come down because most customers are now using better lighting and many more appliances than they did 10 or 15 years ago.

4. The electric companies are owned by a few Wall Street bankers. True or false?

FALSE. As a matter of fact, you are probably part owner of an electric company. Every family who has a bank account or a life

insurance policy is part owner of some electric company. The money you put in the bank or pay to an insurance company is invested in various businesses, including electric companies. This makes you one of the millions who have a personal stake in the electric companies.

5. Taxes paid by the electric company help reduce your own taxes. True or false?

TRUE. City, county and state taxes paid by the electric company are used to help pay operating expenses of the city, for financing the school system, street maintenance; county and state expenses, such as pensions, roads and bridges. These taxes help to lighten the burden of all other taxpayers.

→ IT COSTS LESS TO LIVE BETTER ELECTRICALLY ←

KENTUCKY UTILITIES COMPANY

INCORPORATED

