

The Kentucky Press

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

VOLUME FIFTEEN

July, 1944

NUMBER NINE

War Bonds Offered In Pulpwood 'Contest'

The Kentucky Press Association will make three War Bond awards each month of \$100, \$50, and \$25 to the three newspapers of the state which in its opinion have stimulated the greatest public interest in the production of more pulpwood for war and essential civilian uses.

Every newspaper, weekly or daily, operating in pulpwood-producing areas of this State is eligible for the awards. The winners will be selected each month on the basis of newspaper copies or tear sheets submitted and on other evidence of personal promotion activities by members of the newspaper staff.

The contest, which is designed to bolster the Victory Pulpwood Campaign which the newspapers undertook last year at the request of Chairman Donald M. Nelson of the War Production Board, will begin August 1 and continue for at least five months.

Basis For Awards

The three monthly awards will be: First prize, \$100 War Bond; second prize, \$50 War Bond; and third prize, \$25 War Bond. They will be presented to the publisher, editor, general manager, or whomever the winning newspaper designates.

Winners will be selected on the basis of evidence submitted to the association in the form of clippings, tear sheets, or marked copies. Judges will be particularly on the look-out for reports of local activities in behalf of the campaign. Proper weighting will be given in the judging of daily and weekly newspapers

so that neither will have an advantage.

What Indicates Local Activities

Merely as suggestions we list the following five general types of news stories, photographs, ads, and editorials that may be developed to promote public interest in pulpwood production in your territory:

1. *Local News Stories*

(a) Covering meetings, rallies, parades, et cetera.

(b) Reports on pulpwood production.

(c) Statements from county agents, foresters, chairman of County War Boards, producers, mill officials.

(d) Stories on cutting contests among farm organizations, 4-H Clubs, civic groups; essay contests in schools.

(e) National statements, appeals, or reports on war and farm needs for and uses of pulpwood.

2. *Local Features*

(a) Human interest stories on unusual families or individuals cutting pulpwood.

(b) Round-up reviews of pulpwood production in the area.

(c) Stories on what pulpwood means to the farmer, both as source of revenue and of containers.

(d) Unusual uses of pulpwood products in wartime.

3. *Editorials*

(a) On the importance of pulpwood to the war effort.

(b) Why the farmer has a stake in pulpwood.

(c) Miscellaneous appeals for more pulpwood.

4. *Locally Solicited Advertising*

(a) Mill.

(b) Locally sponsored.

(c) Novel local promotion.

5. *Photographs*

(a) Prominent persons or service men cutting pulpwood.

(b) Community groups or leaders supporting the campaign.

(c) Pulpwood cutting or marketing scenes.

(d) Unusual local pulpwood producers.

(e) War uses of pulpwood.

Press Material, Ads Are Available

Many newspapers in this state already are supporting the Victory Pulpwood Campaign in cooperation with the American Newspaper Publishers Association, which launched the drive last August, and the War Activities Committee of the Pulpwood Consuming Industries. This contest in no way takes the place of their drive. Newspapers already in the Victory Pulpwood Campaign may submit copies or tear sheets reflecting the work they already are doing regularly.

Newspapers which are not now enlisted in the Victory Pulpwood Campaign and wish to receive press material, photographic mats, mats for mill or local sponsored ads, and news and idea bulletins can obtain them regularly by filling out the postcard and mailing it.

How To Enlist In The Contest

1. Sign and mail the enrolling postcard.

2. Send us evidence of your activities.

All entries must be in our hands no later than the seventh of the month following the month for which the entries are submitted. The winners will be announced no later than the fifteenth of each month for the preceding month.

You may submit tear sheets or complete newspapers either as they appear or in a packet at the end of each month to the Pulpwood Contest Editor, Kentucky Press Association, University of Kentucky, Lexington.

Newspapers, at the request of Chairman Donald M. Nelson of the War Production Board, a year ago undertook the responsibility of overcoming a pulpwood shortage that threatened the war effort. The campaign last fall and winter was successful, and the downward production trend was reversed.

However, war needs for paper and other pulpwood products, especially for packing military supplies, have mounted this year in preparation for the invasion of western Europe and our offensives in the Pacific. Pulpwood consumption has been greater than was anticipated earlier in the year.

Consequently the situation is still critical. Unless more pulpwood can be produced on the farms and in the woodlands, some mills may be forced to shut down or to curtail operations. Inventories of many mills are dangerously low, according to the War Production Board, and mill receipts are running below actual needs for domestically-produced pulpwood.

The American Newspaper Publishers Association at its recent convention decided to renew its pulpwood drive and authorized its Newspaper Pulpwood Committee to solicit contributions from the member newspapers, and are sponsoring this contest.

The War Activities Committee of the Pulpwood Consuming Industries will place any newspapers requesting it on a mailing list to receive press material and mats for ads which may be sponsored by pulpwood mills or local dealers and other business firms.

The War Activities Committee and pulpwood mills have been placing advertising in many of the newspapers in this state and will continue to do so. The contest will in no sense conflict with this campaign. Newspapers already supporting the Victory Pulpwood

Vera Wood Gillespie Editor Of Richmond Register

As the only woman editor of a daily newspaper in Kentucky, Vera Wood Gillespie, of Mays Lick, assumed her duties at the Richmond Daily Register July 10.

Miss Gillespie, a daughter of Dr. and Mrs. J. E. Gillespie, of Mays Lick, succeeds James A. Miller, managing editor, who has accepted a position with the Office of War Information. Her father is sheriff of Mason county and president of the Kentucky Sheriffs Association.

A graduate of the University of Kentucky School of Journalism, Miss Gillespie has been associated with the University for the last five years. For three years she was a member of the staff in the journalism department and for the last two and one-half years with the department of vocational education.

Former Gov. Keen Johnson is president of the firm which publishes The Daily Register.

Robert J. Breckinridge Dies

Robert J. Breckinridge, 73, died at Lexington July 10 after a prolonged illness. Survivors include two daughters, a son serving with the United States Army Forces in China, and a sister, Sophonisba P. Breckinridge, well-known social worker, educator and author now at the University of Chicago.

Mr. Breckinridge, formerly general manager of the Lexington (Ky.) Herald, was a brother of the late Desha Breckinridge, editor and publisher of that newspaper, and a son of the late Wm. C. P. Breckinridge. He was in the United States Army during the Spanish-American War and was also a member of the British Marines, having served during the Irish Rebellion.

He traveled extensively, having lived in India for several years, also in Alaska, Australia, the Philippine Islands and Mexico.

In 1939 he was a candidate for the Democratic nomination for Secretary of State of Kentucky; and for several years was editor of The Chase, official organ of the National Foxhunters' Association. In recent years he had been interested in the publication of directories and other advertising media in Lexington and Central Kentucky.

Campaign no doubt will wish to enlist in the contest along with many new entries.

Voice Of Prophecy, Inc.

Members of the SNPA report receipt of a communication from the Voice of Prophecy, Inc., Box 55, Los Angeles, California. They call attention to their new public-service feature column, "Bible Questions Answered by the Voice of Prophecy Broadcaster." They offer to supply this weekly column free to all newspapers. They state that already, only ten weeks after launching the column, over 300 newspapers are carrying this weekly feature.

Information from reliable sources is to the effect that the organization is spending about \$250,000 to \$300,000 a year on the Mutual network. It is said to be one of those organizations with religious broadcasts that oh-so-subtly suggests that if you want to give them some money it will not be refused.

In their letter, which is addressed to Newspaper Editors and Managers throughout the Western Hemisphere, the Voice of Prophecy says that all radio mail income is re-invested in public service, hence the Voice of Prophecy, Inc., has been able to make many unprecedented offers to the public, and this free newspaper column is one of the greatest.

The thought occurs to this writer that if the organization can spend vast sums for radio time the newspapers, with their limited space, are foolish to give it away, even for a feature that might have reader-interest. It also might be a case of looking a gift horse in the mouth.

Mrs. Samuel Roberts Dies

Mrs. Anna Trout Roberts, widow of Samuel J. Roberts, who established the Lexington Leader on May 1, 1888, died at her home in Lexington July 7. Mrs. Roberts was associated actively with her husband in the operation of the daily until his death in 1913. She was active in Lexington political, civic and social affairs.

Survivors include a sister, Mrs. W. H. McCorkle, Lexington.

Apprenticeship Certificates

It is important and obligatory for newspapers and plants employing apprentices to obtain certificates for those who are used at sub-minimum wages. Minimum wage now is 40c. Apprenticeship certificates may be obtained from the Apprenticeship Commission, New York City. This W-H ruling applies whether the shop is union or non-union.

For A Sound Postwar Agriculture....

Every editor knows that the nation's postwar prosperity is closely bound up with a sound future for agriculture.

After the last war, agricultural "prosperity" suddenly turned into a collapse of farm prices so disastrous that one out of every thirteen farms in America was sold at credit distress sale from 1920 through 1926 alone.

Will farm prices collapse again after this war? Or will America be wiser—will all the agencies of food production and distribution plan and work together now for a sound postwar future?

Obviously, no one knows all the answers to agriculture's postwar problems. But the pattern for a sound future has already been set by efficient growers, shippers, distributors, and progressive agricultural leaders who are working together now.

We of A&P are proud of our part in this essential postwar planning, and all our energies and facilities are pledged to its effective continuance.



A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Kentucky Press Association Officers

Joe Richardson.....*Times*, Glasgow
 Chauncey Forgey.....*Independent*, Ashland
 Victor R. Portmann.....U. of K., Lexington
 Secretary-Manager

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Fred B. Wachs, *Herald-Leader*, Lexington (Sixth), Chairman; First, Joe LaGore, *Sun-Democrat*, Paducah; Second, John B. Gaines, *Park City News*, Bowling Green; Third, John H. Hoagland, *Courier-Journal*, Louisville; Fourth, James M. Willis, *Messenger*, Brandenburg; Fifth, Virgil P. Sanders, *News-Democrat*, Carrollton; Seventh, Walker W. Robinson, *Herald*, Paintsville; Eighth, J. W. Heddon, *Advocate*, Mt. Sterling; Ninth, Harold A. Browning, *Republican*, Williamsburg; Tyler Munford, *Advocate*, Morganfield, State-at-Large; Seymour B. Goodman, *Enterprise*, Elizabethtown, State-at-Large; Immediate Past President, Vance Armentrout, *Courier-Journal*, Louisville.

Kentucky Press Women's Club

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

NATIONAL EDITORIAL
 1944 ASSOCIATION
 Active Member

MEMBER
 KENTUCKY PRESS
 ASSOCIATION
 ORGANIZED JANUARY, 1889

Volume Fifteen, Number Nine

WPB Official Predicts Tighter Paper Controls

The paper industry advisory committee has recommended further curtailment of paper consumption in newspapers, books and magazines, the War Production Board reported.

The committee, representing all branches of the paper-producing industry, urged that WPB reverse the orders under which print paper is rationed "so that the aggregate right to buy and use paper will substantially balance the ability of mills to produce it."

Rex W. Hovey, director of WPB's paper division, said studies were in progress on this proposal and on plans to increase paper output, and that a decision would be announced as soon

as all facts could be assembled.

Coincidentally, WPB issued new lists of standards by which appeals for extra paper tonnage from newspaper, book and magazine publishers will be decided.

"Appeals are not granted to ameliorate, in individual cases, hardships applicable to an entire industry," said the revised document which covers newspaper appeals.

"They are granted only to provide relief, where possible, from undue and excessive hardship which would be created if the order were applied without modification to an exceptional set of circumstances.

"Appeals which do not contain proof establishing this type of hardship will be denied."

Press Censorship Not Relaxed

Director of Censorship Price in a July 29 memorandum reminded press and radio for the continuing need of vigilance in regard to the Censorship Code. While no changes are made in the Code, Mr. Price believes the developing situation in the Pacific requires strict observance of Code provisions.

In this respect he points out: "What we must protect at all hazards, is information of the time, place and method of attack, the sequence of operations, the strength of the attacking forces, and their technical make-up and equipment. In every reference to the coming Pacific operations you are especially requested to keep in mind the Code provisions against publication or broadcast, without appropriate authority, of secret war plans; movement of ships and troops, including shifts of high officers or specialized personnel, of the presence of undisclosed units overseas; allied or enemy secret weapons and equipment and counter-measures of defense; and international negotiations dealing with military operations."

New KPA Members

Four newspapers joined the Kentucky Press Association in active membership and fellowship this past month and we welcome them and their cooperation in making the Association stronger and more influential in statewide prestige. The new members are: The Irvine Times, Robert Barker, editor; the Wayne County Outlook, Monticello, J. W. Simpson, editor; the Nicholasville News, Clinton Ricketts; and the Cumberland Courier, Pineville, Herndon J. Evans, publisher.

Advertising Not Necessary

O.P.A. has notified local War Price and Rationing Boards it is not necessary for persons who lose war ration books to advertise for their recovery before replacement books are issued. In some sections, local boards in their discretion adopted the policy of requesting persons who lost their war ration books to advertise the loss before a replacement was issued. This was done in an effort to recover the original book and to permit the applicant to show evidence his application was made in good faith.

According to O.P.A. "experience has shown relatively few books were recovered as a result of this procedure, particularly after provision was made for persons who find them to return them by mail."

Use Your AA-2 Priority

Newspapers may use their AA-2 priority rating on purchase orders for cameras, film, and other equipment and supplies where the dealer does not have them in stock and requires a rating to get them. The requirement of a special priority has been rescinded. As clarified by CMP Regulation No. 5, AA-2 is intended for purchase orders for maintenance, repair, and operating supplies and may be used for making minor capital additions wherein such material and equipment does not exceed \$500. A recent interpretation cites that cost of labor used in construction or installation of a minor capital addition need not be used in figuring the overall cost.

Linotype Clinic Coming

WPB announces that a fourth quarter 1943 report showed 86% of the manufacturers of printing machinery were engaged in war work, leaving 14% of production available for replacement of worn out or broken-down machinery or for repair parts to keep worn machinery in operation. This emphasizes the importance of the Mergenthaler-KPA Clinic scheduled for Saturday, September 23, at the Brown Hotel, Louisville. Expert typesetting engineers will present the lectures and demonstrations, more extensive than last year. Advises state that extra gas coupons may be issued by local rationing boards for those attending the conference; this will be checked and verified later. Keep this date and event in mind.

Waste Paper Collection Given New Impetus

Success in a number of test cities has headed a PAPER TROOPER collection plan for national distribution by the Executive Committee. In effect, the plan will make boys and girls of the Nation active junior workers of the War Production Board in Salvaging Waste Paper.

The plan provides PAPER TROOPER campaign materials—incentive devices to stimulate and maintain the interest of school children in the campaign. Every youngster enrolled as a War Production PAPER TROOPER will receive an attractive emblem to wear on sleeve or jacket. For attaining collection quotas or for winning collection contests chevrons will be supplied in cloth sheets to be cut apart. In addition, there are separate Certificates of Merit for schools and PAPER TROOPERS, signed by Donald M. Nelson, Chairman of the WPB. These materials will be supplied without cost as long as the supply lasts. The plan and its possible variations are described in a PAPER TROOPER Manual to be distributed as soon as it is printed. It is expected that all the PAPER TROOPER MATERIAL will be available late in August in ample time to set the plan in motion in your community at the start of the school term. If you send in your name now, it will be placed on a "priority" list to receive first shipments of supplies.

The PAPER TROOPER plan was developed by the War Production Board acting in cooperation with the U. S. Department of Education, the American Newspaper Publishers Association and the Conservation Committee of the Waste Paper Consuming Industries.

You will hear a lot more about the PAPER TROOPER plan. Watch for the Manual and get your orders for supplies in early to avoid delays in shipment. Emblems will begin coming off the press about August 21, and because of the flood of war-time shipping we suggest you allow about ten days for transit.

Keep your eyes on the Boy Scouts of America during August and September. They are responding to an appeal from Donald M. Nelson for a concentration of effort during those two months. Their program is designed to take up the slack that may occur in the interval before PAPER TROOPER and school

collection plans are organized for the Fall season.

National Scout Headquarters estimates that about 15,000 Scout Troops and Cub Packs have been collecting Waste Paper and it is believed that the call from the Chairman of the War Production Board will bring at least 15,000 more Troops and Packs into the campaign. That sort of program merits additional support from everyone engaged in Waste Paper salvage. Sponsor of the program is the Folding Paper Box Association of America.

As an award for individual accomplishment, every Scout or Cub collecting 1,000 pounds of Waste Paper will receive a special emblem to wear in the lapel button hole.

Every Scout Troop or Cub Pack collecting an amount of Waste Paper equivalent to 1,000 pounds per member will receive a Certificate of Merit signed by Donald M. Nelson.

Each Scout Executive has received full details of the program from his Chief Scout Executive, Dr. Elbert K. Fretwell. Each of the 85,000 Scoutmasters now has a folder describing the program and suggesting a line of activity he can take in organizing collections for his Troop. All have been asked to cooperate with local Newspapers and Salvage Committees. The program begins officially on Tuesday, August 1.

Further Curtailment Of Newsprint Urged

Rex W. Hovey, Director of the Paper Division, War Production Board, is the authority for the prediction that tighter control over both the production and usage of all printing and writing paper will have to be exercised by the government to ensure adequate supplies for both military and essential civilian requirements.

Recent conferences with the Industry Advisory Committees on Groundwood, Writing and Book Papers elicited the suggestion from the industry spokesman that "as they were unable to produce sufficient printing and writing papers to meet both military and civilian demands, the printing and publishing limitation orders be further restricted so that a balance between printing paper supply and demand could be effected."

Industry members pointed out that the printing and publishing orders did not guarantee that 75 per cent by weight of the paper used in their base periods

would be available, but that the maximum use permitted was 75 per cent. Obviously, they claimed, a publisher or printer could not get 75 per cent of his base period paper if the producers couldn't make and deliver it. It was also pointed out that since the government's paper reserve requirement is now 35 per cent of their total production, they would have only approximately 65 per cent left for civilian usage, and not 75 per cent, as assumed by users in view of the present limitation orders.

Christmas Subs Must Still Be Requested

Inquiry at Post Office Department shows that the War Department still requires that members of the army overseas must request in writing that newspapers be sent them. Therefore, the Post Office Department has refused to relax its restrictions on subscriptions to Army personnel overseas. Newspaper publishers advertising subscriptions as suggested Christmas gifts should point out that a letter must accompany a paid subscription showing that the soldier seeks the newspaper. It is not necessary that the overseas service men should pay for it himself but the publisher must have proof that a communication has been received from soldiers requesting the subscription in order to endorse the wrapper used in overseas mailings of publications with the endorsement — "mailed in conformity with P.P.D. order number 19687." Failure to comply with postal requirements may block entire shipments to Army personnel.

SNPA Cancels Convention

The Southern Newspaper Publishers Association has cancelled its annual convention which had been scheduled for Sept. 25-27 at Hot Springs, Ark., in cooperation with ODT campaign to eliminate unnecessary traveling.

Christmas Advertising

Promotion of advertising for overseas Christmas gifts is suggested now. Bulletin 18724 issued by the Postoffice Department states that the mailing of gifts overseas should be made between September 15 and October 15. So advertising should be keyed to start around August 15. Each local postmaster has information on size, weight and frequency of mailing parcels and this should be tied in with your prospectus to local advertisers.

Mt. Sterling Sentinel Sold To Norman Perry

Mr. and Mrs. Ratliff H. Lane, publishers of the Mt. Sterling Sentinel-Democrat, announce the sale of that newspaper to Norman A. Perry, Carrollton. Possession to be given August 1.

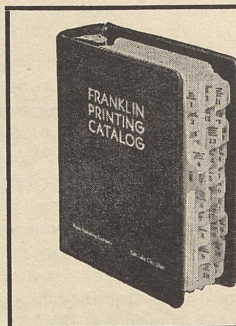
Mr. Perry was formerly publisher of the Carrollton News-Democrat and has had other newspaper interests, but the past few years has been managing a farm in his home county.

Squire Turner, Mt. Sterling, has been named editor of the new organization. We welcome the new publisher and staff to the ranks of Kentucky editors.

Radio Demands Share Of WAC Advertising Budget

Claiming that radio was excluded from the WAC advertising budget of five million dollars, radio stations are taking drastic steps to insure an allocation of the fund to their media. O.W.I.'s Domestic Bureau has stepped into the controversy by refusing to cooperate with the War Department's WAC recruiting program unless a portion of this money was available for broadcasting. This paid government advertising program is conducted from an appropriation of five million dollars which is now confined to printed media.

Broadcasters' organizations attacked the Bankhead-Cannon bills at various times as "subsidy" although they switched their position at the time hearings were held on the Bankhead bill (S. 1457) and asked for an inclusion in testifying before the Senate Committee on Banking and Currency. The Senate itself opposed the inclusion of radio by an overwhelming vote. O.W.I., which is also on record as opposed to a program of government paid advertising, has taken up the cudgels for radio and is battling the War Department program. A news story in "Broadcasting," a trade paper, states: "OWI has tentatively cancelled network program allocations and station announcements scheduled for the weeks of Aug. 28 and Sept. 4 but officials indicated they might still rescind that action if radio is included in future WAC advertising promotion. OWI's overall media plans for recruiting women for various war capacities, it was learned, will be weighed against the \$5,000,000 War Dept. budget for WAC advertising." A survey by this trade publication reported: "Out of 312 returns, 277, more than 88%, said they would welcome such adver-



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The Catalog conserves your time by simplifying the routine of valuing. You merely turn to the specified schedule—and there's the figure you seek—arrived at in advance by valuing experts. The Catalog guards against oversight and error. Its values include every item of cost. Revision sheets keep its data always current. It protects both the buyer and printer. Write today for the no-risk trial offer. Discover why thousands of printers use this proven service every day.

PORTE PUBLISHING COMPANY
Salt Lake City 5, Utah

tising, 33 stations would refuse, and two were undecided." Statistics show that a large percentage of the Treasury's war bond advertising donated by national advertisers went into the coffers of the broadcasters who vigorously opposed legislation contemplating the allocation of paid government war bond advertising to the smaller newspapers. It is frequently stated that smaller dailies and weeklies would contribute their space anyway. Now the argument has come home to roost in the current WAC advertising controversy as an editorial in "Broadcasting" points out: "Radio was left out because it was expected to contribute anyway. So why pay for it? That's been the traditional attitude whenever there has been money to spend for war campaigns." * * * * "Can anyone imagine asking the press to contribute free space for Government messages which are being paid for on radio?"

New Racket Developed

Because of labor shortage, a new racket is being worked on newspapers. Racketeers are advertising for work, and, when contacted, ask for transportation to be sent them. After the money is sent, nothing more is heard from the prospective employee. The employer is out the money advanced as well as being delayed in procuring a critically needed man. This has been reported from other states. Kentucky publishers who have had such experiences are asked to write or wire the Central Office immediately so that warnings can be issued for protection of other employers.

Printers May Pass On Higher Paper Prices

O.P.A. has announced that increases already permitted in manufacturers' ceilings for lightweight groundwood printing papers may be passed on by printers whose prices are frozen at their

highest March 1942 levels. It was stated that this change, effective July 25, 1944, should have no effect on prices to the public, as printers generally sell these papers to commercial and industrial concerns for whom the resultant cost increase would be slight when applied to their end products.

UK Journalism Grads Active In Radio Work

Advancement of two University of Kentucky journalism graduates in the field of radio was announced in a nationally known broadcasting magazine. They are Thomas L. Riley, 1931, and Gilbert W. Kingsbury, 1934.

Mr. Riley, who has been television director of William Esty & Company, New York, has resigned to make a radio and film survey of the office of Coordinator of Inter-American Affairs in South America.

Mr. Kingsbury, who has been assistant editor-in-chief of WLW-WSAI in Cincinnati since November 1942, has been named editor-in-chief of the stations. Before joining the staff of WLW-WSAI, Mr. Kingsbury was a reporter and assistant city editor of the Cincinnati Post and later assistant dean and assistant professor at the University of Cincinnati where he is still a member of the evening college faculty, lecturing on journalism.

Arthur Muth, who was graduated from the University in 1934 with a degree in journalism, joined the news staff of radio stations WLW and WSAI in Cincinnati on August 1. Mr. Muth has been city hall reporter on the Kentucky Post, the Kentucky edition of the Cincinnati Post.

Publishers interested in Chicago hotel exchange due bills are advised to write Merrill Symonds, 407 South Dearborn, Chicago 5, which has just taken over the account of the Hotel LaSalle.

Pass This Information On To Your Readers

The racketeers of our country do not overlook anything when it comes to the point of making a bit of easy and perhaps dishonest money. A new racket is now being exposed known as the Bible racket. Trading on the anxiety and confidence of the loving families and friends of men in the service, conscienceless racketeers are netting millions of dollars a year by selling prayer books, testaments and Bibles with light steel covers, misrepresenting them as physical protection for the heart. They are worth about 37 cents, and are being sold for from \$2.00 to \$6.00. Far from saving a soldier's life, such a book in his pocket may actually cause a much more serious wound if a bullet strikes. The ordinary rifle bullet becomes a virtual dum-dum upon striking an ar-

mored book. Bayonet wounds are also made worse. The federal trade commission is now catching up with this heartless set of racketeers.

Indiana Publisher Faces Discriminating WPB Order

References have been made recently to the new trick play of the War Labor Board which forces an employer to sign a "maintenance of membership" contract with employee unions under which an employee who is a member of a union must be discharged if he fails to pay dues in the union. Possibly our previous reports that this contract has been ordered by the WLB between newspapers and the American Newspaper Guild in other states has not made much impression on HSPA publishers who may feel it "can't happen here."

But it has, and an HSPA newspaper is now confronted with the problem of litigation over what HSPA counsel considers an invalid and unconstitutional exercise of authority which WLB never has possessed. It is the position of counsel that no contract of this character could be valid since it has no consideration and under the widest stretch of imagination does not represent a voluntary meeting of the minds of the parties signing the contract. Government agencies have been close to the line of interfering with freedom of the press on many occasions but, in our opinion this is one case in which WLB has stepped over the line in issuing orders for maintenance of membership contracts against newspapers.

Tax laws and those which require minimum wages or unreasonably high wage scales may hamper the financial operations of a newspaper but they do not prevent freedom of expression. However, an order which requires a publisher to fire employees for no other reason than that they do not pay dues in a union, is a direct interference with freedom of the press, for without adequate or competent employees a newspaper is unable to express its opinions. This action by the WLB, which is nothing more than an appeasement of union demands for the closed shop and check-off system, can well be opposed by every newspaper without fear of criticism since the order for maintenance of membership is even more harmful to employees than to employers. —Indiana Bulletin.

Reputation

Like friendship, reputation must be earned; it must be maintained. While it cannot be bartered—neither bought nor sold—it is undoubtedly the greatest bond in business.

Linotype's consistent program of research and development, combined with practical engineering and manufacturing methods, plus an ever continuing policy of fulfilling its responsibility to the industry it serves—regardless of emergencies, depressions and wars—all of these things constitute the reputation by which the Linotype organization is known and in which every Linotype owner shares.



*Give your Government your best if you expect
to receive its best. And if all you can do is buy
bonds—then keep on buying bonds!*

Linotype Cloister and Cloister Bold Italic

Are Your Files Protected?

The worst fire in LaConner in over 25 years, states the Washington Newspaper magazine, completely destroyed the building in which was located the Puget Sound Mail, destroying all records and valuable papers, including files of the newspaper dating back to its origin in 1874. This emphasizes the question: are YOU doing everything in your power to protect your records and files? Newspaper files are almost worth their weight in gold; store them in a fireproof vault. Extra files will be preserved for you in the library of the University of Kentucky if you wish. Let's avoid the catastrophe that struck the Puget Sound Mail.

Merchants respond to personal calls backed up by prepared copy.

Gentlemen Of The Press--

ALL told, you publish nearly 200 weekly, semi-weekly and small-city dailies in Kentucky. Without exception you want to see the State get new industries and develop present industries as soon as the war is over.

In the aggregate you send many thousand copies of each issue of your papers to subscribers all over the country. Perhaps you can help to

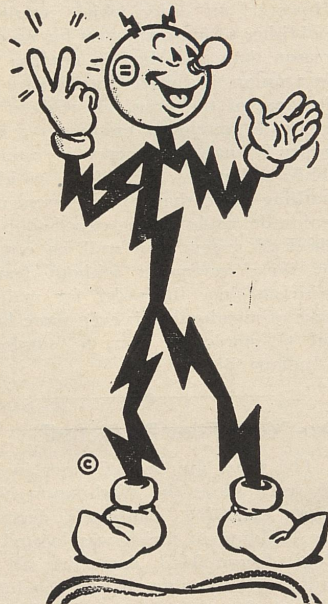
attract favorable attention to Kentucky (and to your town) as a likely industrial region by advertising the State's advantages more frequently in your editorial and news columns.

To give you an idea, we print below the text of our advertisement in the forthcoming issue of "In Kentucky."

REDDY KILLOWATT,
your electrical servant

KENTUCKY

Has What Most Industries Want



TAKE RAW MATERIALS—This State possesses large coal fields, plenty of limestone, big clay deposits, oil, hardwood timber, rich fluorspar fields, asphalt deposits, and other minerals. It has a number of rivers and a more abundant water supply than most states.

TAKE LABOR—The working people in this State are about 98% old American stock whose ties go back to the Revolution. They are intelligent, reliable, industrious, reasonable, level-headed and cooperative. They have made a great production record in the war industries.

TAKE TRANSPORTATION—We are close to the huge markets of the Middle West, the Atlantic seaboard, the Southeast, and the Middle South. Our railroads, rivers and modern

highways offer quick, low-cost transportation of products to those areas.

TAKE LIVING CONDITIONS—Most Kentuckians live in pleasant, wholesome small cities, towns, and villages, with no lack of churches, good schools and colleges. The climate is moderate, and other natural conditions healthful. Rents are fair and living facilities attractive for workers.

TAKE ELECTRIC POWER—Kentucky Utilities Company is ready to supply post-war industries with dependable electric power on a basis that will enable them to compete with similar industries elsewhere. This Company's New Business Manager will be glad to help you in every practical way to locate your factory or business in Kentucky.

KENTUCKY UTILITIES COMPANY

Incorporated

159 West Main Street, Lexington 3, Ky.

A Self-Supporting Tax Paying Kentucky Industry

