

The Kentucky Press

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

VOLUME FOURTEEN

June, 1943

NUMBER EIGHT

Highlights Of N.E.A. Wartime Conference

Many Kentucky publishers attended the Wartime Conference of the National Editorial Association at Cincinnati, June 18-20. The accelerated program was well attended and topics of vital interest were discussed. Space does not permit a detailed story of the conference, but The Press presents the most important discussions in these "Highlights." Several papers read will be presented later.

With delegates from 42 states, the District of Columbia and Canada, the largest number of states ever represented at an annual meeting, the Conference officially opened Friday evening, June 18 with a banquet and program in the beautiful Hall of Mirrors in the Hotel Netherland Plaza, Cincinnati. More than 300 delegates were registered before the meeting adjourned.

Presiding at the Friday banquet, President Ed Abels called the fifty-eighth convention in session, just fifty-seven years elapsing since the NEA met in Cincinnati in the second year of its organization. Greetings from Cincinnati were expressed by James D. Shouse, vice-president Crosley Radio Corporation, who took the opportunity to point out the recent decision which curtails the freedom of speech in broadcasting. Mr. Shouse stated:

"On May 10 the Supreme Court by a five-to-two decision, written by Justice Frankfurter, placed in the hands of a governmental agency—the Federal Communications Commission—complete con-

trol of radio broadcasting in the United States.

"The decision, which was expected to deal only with the commission's right to enforce eight disputed rules governing contracts between stations and networks, went far beyond that issue and conferred upon this governmental agency powers over radio broadcasting as complete as those existing in many foreign countries.

"Thus overnight, American radio under the law as interpreted by the court, has lost all the characteristics of freedom so vital to our two-party political system and so essential to American Democracy." He supported his contentions by quoting three excerpts from the decision

"I do not want anything which I have said to appear as though I had the idea that freedom of the press in the country might, thru similar measures, be abrogated, but I ask you what value a free press can continue to have with your readers constantly subjected to government-controlled news, controlled by whatever administration happens to be in power. For that matter, it would conceivably be quite difficult to effect a change in administration, if the powers granted to the commission by the Supreme Court were ever utilized fully. The threat is there—only the actuality is lacking."

Governor John W. Bricker, Ohio, told the guests that federal restrictions on the press have made "our people sus-

picious of the news that they read." "Freedom of speech and freedom of press are threatened today as never before. Not only is this true in the totalitarian nations, it is also true here in America."

"It is about time for the American people to speak out against this abuse of American liberty and heritage. It is time to take political propaganda out of Washington and it is time to give people legitimate news—to have faith in the press and to trust the good judgment of the American people when they know the facts."

* * *

W. A. Frick, American Association of Advertising Agencies, speaking in place of Treasurer Fred Gamble at the Advisory Council breakfast, explained that advertisers did not shy from a high milline rate if the medium had values to justify that rate. He made seven suggestions that should be followed if the national advertiser is to consider community newspaper advertising schedules:

1. Sound research on readership value of community newspapers as advertisers need supporting evidence.
2. Research to demonstrate the importance of the home town market.
3. Merchandising collaboration between merchant and producer to take the place of the salesmen.
4. Bonafide circulation statistics backed by supporting facts and figures with the breakdown of these figures into types of circulation, i.e., town, rural, etc.
5. Change the disparity of rates between publications of same kind and type.
6. Clean up rate differentials as

differentials are all out of proportion in various and similar types of publications. 7. Quote rates on milline basis.

Ray Cupler, Sales Manager, Meyer-Both Co., Chicago, gave an interesting discussion on advertising, past, present, and future. He stated that new advertising technic is demanded during this period of wartime change and emergency. "We must keep free enterprise alive," he averred, while the merchants must be urged to look for new goods and change their former buying habits. There is a crying need for public relations in merchandising—more information in advertising, more conservation in advertising." He gave many valuable pointers on means and methods in keeping the cash register ringing in both advertising and job printing production.

Fred C. Crawford, Cleveland, President National Association of Manufacturers, in his stated address, said:

"The heart of the matter is this: We need a reaffirmation, a rebirth of faith, in the system of free enterprise. The greatest drawback to prosperity in the postwar era is uncertainty of government's real attitude toward private enterprise. America can solve all her other problems if we can preserve free speech and a free press. Given freedom of communication we can freely pool our knowledge and theories, we can thresh out differences in debate, we can work out formulas of conciliation and cooperation.

He asserted that American industry cannot guarantee a job for every one as soon as the war ends and leaves 35,000,000 men and women in the labor market. He said, "It is only the politicians and planners who can guarantee jobs."

"The past record of American industry is overwhelmingly on the side of health and sanity," he concluded. "This is the popular verdict for which industry will continue to strive, with the indispensable help of you editors. This is the story which industry will be able to lay before the forum of American public opinion, if industry is not cut off from access to the public ear."

Advocation of "incentive pricing" rather than subsidies was voiced by Frederick Lazarus, Jr., chairman of the Board of the American Retail Association in his address. He pointed out that incomes already had risen "the full 20

per cent that the present withholding tax plan calls for."

"After paying the tax bill there is going to be plenty left over to buy food and clothing. Surely, today we can pay as we eat and pay as we wear." Asserting that an ample supply to balance demand is "the surest price control in the world," he continued, "In this wartime we cannot produce to a surplus in many items, but producing to the point of plenty certainly is a goal that merits every government and individual aid as a better control of pricing than ceilings, which serve only to drive available stocks out of the established market places, out of the reach of honest merchants, and into the illicit channels of the black market.

"Surely, we can grow, make, and distribute useful goods without subsidy from the government. What challenge is there to America to win a war and build our great nation greater with a program that asks the people to lean on the government?"

Colonel R. Ernest Dupuy, chief of the News Division, War Department, Washington, warned the association of the danger of too much optimism of editorials on the war. He said, "Such optimism might be an unwitting betrayal of public trust."

Important points covered by William L. Daley, Washington NEA representative, included the wage-hour law now in effect which compels the minimum of 40-cents-per-hour rate in all newspapers over 3,000 circulation. Newspapers under this circulation level come under the minimum rate if one or two employees work 51 per cent of their time in job work. A suit is now in progress against the act by the Jackson (Tenn.) Sun and its outcome is awaited with interest. The speaker warned that the 3,000 circulation limit may be rescinded. A new implication is that the WLB has power to determine the wage bracket; the Regional WLB Boards can recommend sub-standard rates which may be raised to 50 cents.

Ed Abels explained that testimony, supporting the NEA's contention of hardship at the minimum 40-cent rate to the smaller newspapers, was not permitted to be offered at the WLB meeting. This action followed a motion by a labor representative.

Daley mentioned a new bill being introduced in Congress to increase second class postage one hundred per cent.

Mention was made of the Senator Wagner which involves every form of social security. Daley said the employers would pay 5 per cent by 1944, and there is a possibility that this would be raised to 6 percent.

He warned that regulations would continue after the war.

Charles L. Allen, Chief of Rural Press Section, substantiated Mr. Daley's remarks. He explained the new release from his section called "Town And Farm In Wartime" in which many editors found favor. He emphasized that community newspapers should endeavor to make bureaucratic Washington conscious of community newspapers in war work.

Lt. Col. Guiton Morgan, War Manpower Commission, Cleveland, explained that all available physically fit men would soon be in the armed services after quoting statistics concerning the available men at 22,000,000 between the ages of 18-37 and the ultimate army to be 10,800,000. He emphatically and bluntly stated that all physically fit men would be called, regardless of deferments (except to farms) and said, "All young men must go. Accordingly, the newspapers must build their staffs from the physically unfit, the older men, and women. There is no alternative."

A brief necrology report of departed members and a Memorial Service for the late W. H. McIntire, Vandalia (Mo.) Mail, for many years NEA treasurer, was conducted by Director Fred W. Hill. The members stood in silence in memory of those who had passed to their reward.

Officers and directors elected for the ensuing year were:

President—Albert S. Hardy, News, Gainesville, Georgia
 Vice President—W. Verne McKinney, Argus, Hillsboro, Oregon
 Treasurer—J. Frank McDermond, Tribune Ledger, Attica, Indiana

Directors
 1st Dist.—Charles L. Ryder, Times, Cobleskill, New York
 2nd Dist.—Orrin Taylor, Buckeye, Archbold, Ohio
 3rd Dist.—Charles P. Helfenstein, Democrat, Live Oak, Florida
 4th Dist.—Edwin F. Abels, Outlook, Lawrence, Kansas
 5th Dist.—Floyd J. Miller, Daily Tribune, Royal Oak, Michigan
 6th Dist.—Fred Hill, Reporter, Har-

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KPA Business Meeting

Following the printed schedule, the KPA members in attendance at NEA Wartime Conference, Cincinnati, met in Parlors E and F at 3:00 o'clock, Saturday afternoon. Forty members were in attendance.

The mid-year report of the secretary-manager was read and approved. Doyle L. Buckles, manager of Alabama Press Association, was introduced and gave background and a brief discussion of the Bankhead Bill for advertising. It was moved by Joe Richardson, seconded by George Joplin, that a resolution expressing approval and cooperation should be adopted and copies sent to Kentucky's congressional delegation. This resolution is printed in another column.

After considerable discussion on procedure that should be inaugurated on legislative matters and program, President Vance Armentrout was authorized to call a meeting of the executive, legislative and past presidents advisory committees to study, outline and present such a program. The meeting, accordingly, has been called at the Brown Hotel, Louisville, for Saturday, July 3, at noon.

It was further moved by Dyche and seconded by Whitehead that "The legislative committee be requested to study the rate structures of New York and other states and other matters pertaining to legal advertising and be prepared to make a report to the executive committee." Carried.

The secretary read the list of winners in the 1943 newspaper contests.

Lt. Col. E. L. Nelson, Chief of Public Relations, Fifth Service Command, Fort Hayes, Ohio, explained that inspection tours of army posts and commands would be made the last week in June and invited newspaper men present, who wished to make the press tour either in section or in whole, should make formal applications to Headquarters. A number present indicated that they would join the press tour.

The meeting was adjourned.

To gain recognition by national advertisers, community newspapers must be on the cash-in-advance basis as emphasized by every speaker on advertising at the NEA convention. A word to the wise—

burg, Iowa
7th Dist.—W. Verne McKinney, Argus, Hillsboro, Oregon.

Contest Awards Announced At Mid-Summer Meeting

The Princeton Leader, Gracean M. Pedley, editor, was awarded the Lexington Herald-Leader silver trophy as the best all-around weekly newspaper in the state at the business meeting of the Kentucky Press Association in conjunction with the wartime conference of the National Editorial Association at the Netherland-Plaza hotel. Awards were announced by Victor R. Portmann, secretary-manager, acting for Professors Jack Wild and Perley Reed, University of West Virginia, who judged the entries in the 1943 contests.

Certificates of merit were awarded the Kentucky Standard, Bardstown, and the Cynthiana Log Cabin for second and third place winners respectively, while honorable mentions were accorded the Shelby News, Shelbyville, the Somerset Journal, and the Falmouth Outlook.

The name of the Princeton Leader was engraved on the Grehan memorial plaque for the best editorial for 1943. The Providence Enterprise was awarded the certificate of merit for second place, the Shelby News, the certificate for third place, and the Floyd County Times, Prestonsburg, and the Middlesboro Daily News were accorded honorable mention.

The Providence Enterprise, J. LaMarr Bradley, editor, received its first "leg" on the Ben Cozine memorial cup for the best editorial page. Second and third place, and honorable mention certificates were presented to the Lyon County Herald, Eddyville, Kentucky Standard, Bardstown, the Somerset Commonwealth, and the Princeton Leader respectively.

The president's trophy, presented by President Vance Armentrout, for the best community daily, was awarded the Danville Advocate-Messenger, W. L. Simpson, editor. Certificates of merit were awarded the Winchester Sun, the Richmond Daily Register, the Middlesboro Daily News, and the Fulton Daily Leader.

The Lyon County Herald, Eddyville, received the Louisville Courier-Journal and Times silver trophy for the best news story. Place winners were the Shelby News, Hazard Plaindealer, Pineville Sun, Kentucky Standard, and the Princeton Leader.

A close contest developed in the best front page contest for the place award with the Kentucky Post's silver trophy going to the Shelby News, Shelbyville, Bennett Roach, editor. Place certificates

were awarded the Princeton Leader and the Somerset Journal. Honorable mention was accorded the Lyon County Herald and the Campbellsville News-Journal.

In the contests for the best entries in the advertising contests for typography and composition, awards were made to the first place winners in each contest by the Bush-Krebs Company, Louisville, Ed Weeks, manager. The winners were:

Best full page, the Bardstown Standard, the Eddyville Herald and the Providence Enterprise.

Best half-page, the Eddyville Herald, the Bardstown Standard, and the Providence Enterprise.

Best quarter-page, the Providence Enterprise, the Bardstown Standard and the Princeton Leader.

Sliding Scale Of Paper Cuts For Third Quarter Recommended

The National Advisory Committee to WPB recommended on June 17 a sliding scale of newsprint curtailments to apply for the third quarter beginning July 1. Recommendations by this committee are usually followed.

The suggested scale of reduction from the 1941 base is: 25 tons, no curtailment; 50 tons, 2½ per cent; 75 tons, 3.33 per cent; 100 tons, 3.75 per cent; 200 tons, 4.33 per cent; 300 tons, 4.60 per cent; 400 tons, 4.70 per cent; 500 tons, 4.80 per cent; over 500 tons, 5 per cent.

The Committee also recommended to the Printing and Publishing Division of the WPB that a 50-day print paper inventory limit be effective throughout the U. S. except in the area west of the Rockies and south of the North Carolina northern border, in which areas the 75-day inventory limit will continue.

As weekly newspapers and many small dailies come under the 25-ton limit, they will not be affected by the news curtailment. However, they should make every effort to conserve and save newsprint to forestall future cuts that may apply to their level.

The price of newsprint will be higher the next quarter, but the necessary projected raise per ton has not been announced.

The Paducah Sun-Democrat has become a member of the Southern Newspaper Publishers Association. Edwin J. Paxton is publisher and Joseph L. Roth, business manager and secretary-treasurer. The paper was formerly the News-Democrat, established in 1871, and The Evening Sun, established in 1896.

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

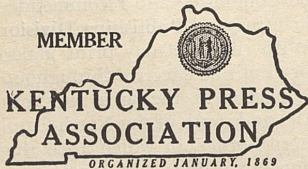
Vance Armentrout.....Courier-Journal, Louisville
President
 Joe Richardson.....Times, Glasgow
Vice-President
 Victor R. Portmann.....U. of K., Lexington
Secretary-Manager

District Executive Committee

Tyler Munford, Union County Advocate, Morgantown, (State-at-large), Chairman; Chauncey Forgey, Independent, Ashland, (State-at-large), Vice-chairman; First, Joe LaGore, Sun-Democrat, Paducah; Second, John B. Gaines, Park City News, Bowling Green; Third, John E. Hoagland, Courier-Journal, Louisville; Fourth, James M. Willis, Messenger, Brandenburg; Fifth, Virgil P. Sanders, News-Democrat, Carrollton; Sixth, Fred B. Wachs, Herald-Leader, Lexington; Seventh, Walker W. Robinson, Herald, Paintsville; Eighth, J. W. Heddon, Advocate, Mt. Sterling; Ninth, Harold A. Browning, Republican, Williamsburg; Immediate Past President, Harry Lee Waterfield, Gazette, Clinton.

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 Fourteen, Number Eight

Bankhead Bill Endorsed

By resolution, members of KPA at Cincinnati endorsed the Bankhead Bill and urge every publisher in the state to write their congressman from his district, as well as Senators Barkley and Chandler, to give their active support to the bill. A letter to Barkley will be especially effective as he is a member of the committee that will report on the bill. A Senate hearing will be held after the July 1 recess so please do not waste time in communicating your wishes to our congressmen.

Word from NEA's headquarters at Washington states: "Enactment of this

legislation will depend upon the sustained support by publishers in individual letters to the Senator and House delegation from all states. Whenever public hearings are held on the Bankhead-Cannon bills, NEA spokesmen will testify in support of the proposal." The NEA at Cincinnati also went on record by resolution in support of the measure.

Many publishers in other states are writing individual, personal letters to each member of the Senate and House committees requesting support of the bill. Have you written YOUR congressman yet?

Polls conducted by various state associations, as well as NEA, show an overwhelming majority of publishers are favoring such legislation. In New York State over 95% of the publishers voted favorably.

An editorial, using an unusual theme in favor of the bill, was run in the Allegheny County Democrat, Wollsville, New York. Editor Hubert D. Bliss suggested a "pay-as-you-go" basis for government-paid advertising. Because it is a good example of how one publisher is explaining his attitude to his readers, excerpts are herewith quoted:

"Least publicized of vocations is the one possessed of the tools of publicity—namely, the printing industry. So when a few words are said in these columns for the printer, it is but giving him belated access to mediums that he has freely supplied for War Bond drives, the war service divisions, the ward charities, the OPA, Civilian protection, the businessman, the farmer, the schools, the housewives and scores of others. These have kept the printer so hard-pressed, he just lacked the physical capacity to take care of his own case in print.

"The particular occasion that prompts this now is the introduction of a bill in Congress by Senator Bankhead of Alabama to provide for government-paid advertising. The measure provides for a yearly appropriation of 25 to 30 million dollars for the duration of the war to finance campaigns for major war agencies. . . .

"Now the Bankhead bill brings the question to the stage of government reckoning. The facts in the case will largely determine the results, since mutual interests, which the government must recognize in the end, are at stake. Yet, the newspapers must prove the integrity of their case, both in justice to themselves and to the public. The Dem-

ocrat believes that the government has invoked the aid of the press beyond the physical capacity of any except the larger city dailies to carry. Also, the indirect method of sponsored advertising has certain objections, and in the opinion of some has about run its course. Certain discriminations are inevitable by such means.

"The Democrat believes that its record has been clear enough in giving everything within its physical capacity as a wartime limited staff to promotion releases of war agencies, nationally, in the state and locally—to permit it to speak with some equity on the proposal for government-paid advertising. For the most part this has been carried at the paper's expense, with little sponsored paid advertising. When we speak out that it is time for the government to pay for straight advertising the same as it pays for things bought of other industries, we feel we are urging the logical, direct method of handling a war program. It is the call of a free press to a free government to put its advertising promotion on a "pay-as-you-go" basis. Only then can both remain free."

Resolution

WHEREAS, the United States government has recognized the value of newspaper advertising and publicity in connection with the sale of WAR BONDS, the promotion of SCRAP DRIVES, and in OTHER ACTIVITIES essential to the War Program; and

WHEREAS, Senator J. H. Bankhead of Alabama has introduced a bill to direct the Secretary of the Treasury to contract with newspapers and pay for advertising in same during the next fiscal year in order to stimulate sales of bonds, notes, and other obligations of the United States; and for the purpose of carrying out the war advertising programs of the Secretary of Agriculture, the War Food Administrator, the Price Administrator, and the Chairman of the War Manpower Commission; and

WHEREAS, this proposed bill would distribute the advertising appropriation equitably between all newspapers and publications in the United States as specified in the original Bill S-1073; and

WHEREAS, the bill further contains a provision to completely safeguard the freedom of the press, and to protect editors and publishers in the right to publish criticism of the policies or conduct of the Secretary of the Treasury, and any other public official, agency, Department or Bureau, if he feels that

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RESOLVED, that we, members of the Kentucky Press Association now assembled in the annual mid-summer meeting in Cincinnati this 19th day of June, 1943, endorse this bill and urge its immediate passage by Congress.

RESOLVED, that a copy of this resolution be spread on our minutes and published in the Kentucky Press; and that all publishers of the state unite in working and urging passage of this bill.

RESOLVED, that a copy of these resolutions be sent to every member of the Kentucky delegation in the United States Congress.

*Senator Wagner Sponsors
"Beveridge Plan" for U. S.*

A 6 per cent employee and 6 per cent employer contribution on all wages and salaries up to \$3,000 a year are proposed in a comprehensive post-war social security program introduced in the Senate by Senator Wagner, New York Democrat, as Senate 1161. A companion bill, H.R. 2861, has been introduced in the House by Rep. John Dingell, Detroit. These bills create a unified national social insurance system, consisting of the following:

- Public employment offices
- Old age and survivors' insurance
- Permanent disability insurance, lump-sum death benefits
- Protection of social security rights to men in armed services
- Unemployment insurance
- Temporary disability insurance and maternity benefits
- Unemployment allowances upon termination of military service
- Medical and hospitalization insurance.
- War veterans would be given wage credits for social security without deductions from pay. This cost is borne by the Federal government. Men and women discharged from military service are granted unemployment compensation varying from \$12 to \$30 per week of unemployment, payable from 26 to 52 weeks.
- Each insured worker and his dependent wife and children would be entitled to services of a physician and necessary hospital care. Freedom of medical practice is carefully safeguarded.
- In signing a bill to amend the unemployment compensation system of the District of Columbia, President Roosevelt expressed regret that the bill provides for "an untimely reduction in the

rate of contribution for the great majority of employers in the District. This period of inflationary pressure is not a time to reduce taxes. This is a time to reduce expenditures, pay off debts and build up reserves." The new experience rating plan for the D. of C. ranges from 0.1% to 2.7%.

Michigan's merit plan ranges from 1 to 4 per cent. Experience index for each employer is determined annually by the state commission within 90 days after Jan. 1. Thus it is possible in Michigan for employers, who maintain steady employment and thus have few benefit payments to pay, to "earn" lower tax rates down to 1 per cent. The D. of C. plan, adopted by Congress, is much more favorable to employers than the Michigan law. The Pennsylvania state legislature revised the state act this year, adding an experience rating system of 1 to 2.7%. —Michigan Bulletin.

*Publishers Signing Contracts For
National Advertising Service*

More than forty state publishers, with contracts coming in every day, have signed for service with the National Advertising Service, Inc., Chicago, an affiliate of National Editorial Association. The NEA, by resolution, endorsed NAS at Cincinnati, and Manager Don Eck reported that more than 2,000 publishers in the United States had already expressed their cooperation. Almost every paper in North Carolina has signed the contracts.

A question, asked many times, invokes this answer which was expressed by the KPA when it gave approval to the promotion of the plan. Question: Does the contract agreement appoint NAS exclusive advertising representatives or not? Ans. NAS is not an exclusive representative. The contract covers ONLY business procured and scheduled through the NAS.

KPA insisted that membership in NAS was and should be recognized as a distinct individual proposition with each publisher making his own decision.

The Kentucky Press gives the NAS plan full and complete endorsement and urges every editor to investigate its possibilities and potentialities. Blank contracts may be procured from the Central Office upon application.

Every good community newspaper should investigate the far-reaching possibilities in joining the Audit Bureau of Circulation. The cost is nominal—the results are revenue producing.

*Linotype Mechanical Clinics
To Be Held July 17 and 18*

The Kentucky Press Association, through the cooperation of the Mergenthaler Linotype Company, has arranged for Linotype Mechanical Clinics to be held in Louisville on Saturday, July 17, and Lexington on Sunday, July 18. A clinic will also be conducted in Evansville, Ind., on Saturday, July 10.

The Louisville clinic will be held at the Brown Hotel, and the Lexington clinic will be at the Lafayette Hotel. The Evansville clinic will be conducted at the Vendome Hotel. The Mergenthaler organization and your associates have devoted considerable time and expense to making these clinics possible.

It is not the intent of the Mechanical Clinics to train beginners, but to better acquaint your present operators and machinists with the care and upkeep of the Linotype machine. It is an excellent opportunity for them to present their problems and receive expert instructions.

Demonstrations of proper lubrication and adjustments will be made with enlarged drawings of such important items as the Linotype keyboard, escapement mechanism, spaceband box, distributor box, first elevator, and so on.

These clinics may be attended by anyone who you as owner, publisher or manager of a newspaper may designate to attend. *Instruction is free.* Users of typesetting machines other than the Linotype are invited.

The clinics will be in charge of Assistant Manager M. J. Leonard of the Mid-West Agency, assisted by our head service engineer of the Chicago office, Mr. Carl G. Myers. Charles A. Blanchard, the company's Kentucky representative, will also be present.

Registration begins at 8:30 a.m. and the clinics will start promptly at 9:00 a.m. on the dates designated. The program will follow much the same style in each town.

Recent Linotype Installations

A Model 8 has been installed in the composing room of the Paducah Sun-Democrat. The Cadiz Record, Mrs. John S. Lawrence, publisher, installed a Model 8 equipped with eight and twelve point Excelsior with Memphis Bold, and a 24-point two-letter with Excelsior Extra Bold Condensed and Medium Condensed for head letters. The appearance of the Record has been greatly enhanced by this up-to-date, modern body and headdress.

Tom Wallace Signally Honored

Forming a permanent association determined to play a leading role in maintaining Pan-American unity, the Pan-American Press Congress closed a stormy five-day meeting in Havana, Cuba, on June 12. In the election of officers on the concluding day, Tom Wallace, editor of the Louisville Times and former president of the American Society of Newspaper Editors, was elected vice-president. The name of the association was formally changed to the Inter-American Press Association.

Many controversial resolutions were voted down in the session. It was felt by most of the delegates that Pan-American unity would be strengthened more if representatives from this nation refrained from saying anything or taking any action that might be construed as being imperialistic or indicative of selfish interests.

Delegates from U. S. were considerably handicapped in that all sessions were conducted in the Spanish language. Mr. Wallace astounded the U. S. delegation by delivering an address in Spanish and acted as interpreter to many of his group. He is a student of Spanish and was able to follow the proceedings of the session.

Lisle Baker, treasurer of the Courier-Journal and Times, was also a member of the U. S. delegation. The next meeting of the association will be held at Caracas, Venezuela, in 1944.

Miss Mildred Babbage Honored

Miss Mildred Babbage, editor of the Breckinridge News, Cloverport, was elected regional vice president of the National Federation of Press Women, Inc., at the concluding session of a three-day wartime conference at Des Moines. She was elected to serve a two-year term. Miss Juliet Gallaway, society editor of the Lexington Herald-Leader, served as a judge in the 1943 contests sponsored by the Federation.

"Town And Farm In Wartime"

An interesting and instructive column, "Town And Farm In Wartime," prepared by the Rural Section of OWI, Washington, is being run by a number of Kentucky newspapers. It is worthwhile and of value to community readers. It's free for the asking; write OWI for the series.

Mats and suggested ads on the value of our forests, directed toward conservation, have been prepared by the Forest Industries. If you would like to use

this series, free of cost, write American Forest Products, Inc., 1319 18th Street, N. W., Washington, D. C.

Harlan Daily Enterprise Wins Award In NEA Editorial Contest

The Harlan Daily Enterprise is receiving congratulations for the splendid showing made for its Editorial Page entry in the 1943 NEA newspaper contests. The Enterprise was adjudged the best in the contest and received a \$25 War Bond and a Certificate for first place. The Press adds its congratulations for meritorious work.

Model 8 Linotype For Sale

A Model 8 Linotype with three full magazines (no mats), three moulds, electric pot, and motor, in perfect condition can be purchased for \$1,600 f.o.b. Louisville. Contact Charles Blanchard, 3619 Hycliffe Avenue, Louisville.

Believes Newspaper Advertising War Heightened Its Advantages

Franklin Bell is advertising manager H. J. Heinz Company and he says:

Newspapers have always been a primary medium of advertising for Heinz products. Since the war came upon us, we have come to respect the commanding power of newspapers more than ever. The war has heightened the peacetime advantages of newspaper advertising.

Where else, but in newspapers, could we have achieved the effect we did with our public statements on the truth about the food emergency? In a succession of ads we informed consumers, dealers, wholesalers, of the facts we knew to be true—at the very moment they could be most useful—in markets that are most important to us.

To the good will resulting from these efforts, we attribute much of the success of our recent "Wartime Cookbook" advertisement. Newspapers carried this exclusively, and I might say economically, too.

We have known for some time that a large percentage of women clip recipes from newspapers, but the number who cut out and saved the Heinz "Cookbook" went far beyond our expectations.

It seems to me the very nature of newspapers generates an impulse that makes readers cut out and retain helpful information. This is an important consideration in our efforts here—especially now when the need for helpful information is so great.

Although the war has made us temporarily unable to sell some of our products, we know that we must continue to maintain the friendship of the public. We believe in advertising, particularly newspaper advertising, as a powerful and indispensable means of keeping us in close touch with consumers.

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conversation or Conservation?

Two letters can make the difference between good intentions and good performance. If your equipment is worth operating, it deserves proper care. . . . Linotype has been standing by the Press by rendering every possible means of help during the present emergency. . . . Do your part by keeping your equipment in condition.

Set in Linotype Rodoni Series

LINOTYPE

To "Win the War and Write the Peace"

EVERY day's headlines emphasize how powerful a weapon is
America's food.

In the face of this, how can the nation be sure that its precious food supplies are used to the full limit of their effectiveness—to "win the war and write the peace"?

On the home front, efficient distribution is the surest guarantee—
for efficient distribution means more food, better food, lower prices, and
important savings of manpower and transportation facilities.

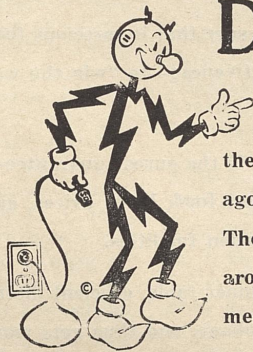
By speeding perishables from farm to dinner table, efficient distribution cuts down the loss from damage and spoilage, and thus gets more actual food into the hands of consumers. It delivers food so quickly that they have little chance to lose their nutritional values. By eliminating unnecessary in-between handling costs and expenses, food prices are kept down.

Efficient distribution is helping millions of working men and women to get the food that will strengthen them to do better work on their war jobs. At the same time, it is making substantial savings of manpower, transportation, gasoline, oil, rubber—releasing them to produce and distribute other war essentials.

That is why the men and women of A & P are proud of their part in helping to feed America . . . proud that they are doing the nation's most efficient job of food distribution.

A & P FOOD STORES

No Need To Duck Now, Boys



DON'T look now, Adolf, but something mighty unpleasant is just about to happen to you. You brought it on yourself—you and Benito and Tojo. Some of your older brothers made the same foolish blunder about twenty-five years ago, and they got slapped around pretty severely. They underrated America and the might of an aroused democracy. So did you, and you've been mean and vicious about the whole thing.

You have muzzled the press and kept your people from knowing the truth. You knew you could never enslave the people with dictatorship and at the same time permit a free press and free speech.

In this country of ours we will continue to safeguard democracy and the liberties guaranteed under the Bill of Rights with that mightiest of all weapons—a free and independent press.

REDDY KILOWATT

your electrical servant

KENTUCKY UTILITIES COMPANY

Incorporated

A Taxpaying Industry Under Federal and State Regulation



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