

The Kentucky Press

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

VOLUME FIFTEEN

November, 1943

NUMBER ONE

Expert Emphasizes Advertising Essentiality

George D. Olds, with a varied business background, is assistant to the president of Continental Oil Co. (Conoco). He recently spoke before the Advertising Club of Minneapolis on the essentiality of advertising. A resume of his remarks may constitute good selling material for newspapers of all sizes.

Among advertising men are some of the keenest minds, the most fertile imaginations and the most daring innovators in all industry. Their accomplishments, leading to the extraordinary standard of living in this country, strike us forcefully every day of our lives. Yet along comes the most critical event of our existence and our government classes advertising as non-essential. Why the very factories which converted so rapidly to munitions, tanks, guns, and produced chemicals and lubricants and which processed foods, were there largely because advertising produced the volume to keep them busy.

If it is uncomfortable to be classed non-essential, then, in our effort to be classed essential, we should find out first why we are not already so. I more than suspect we are not recognized as essential in war for the same reasons that we are not so regarded in peace. It must be that advertising is classed as non-essential because, right or wrong, the public didn't believe they had to have advertising, and while they might accept it as an industry in peace, they didn't care what became of it in war.

What is it then that the public wants enough so that supplying it makes an

industry essential? It must be some real contribution to living.

Perhaps what our public wants is what we call service on a product. How to get the most heat out of your coal furnace or oil burner with the least expense and effort; how to make a new kind of muffin from your flour; how to economize on gasoline; how to start your car in cold weather with the least battery drain; how to design a chicken-house for your roofing to cover, or to keep a grain binder from rusting. Response to such advertising, especially when no strings are attached, has often proved startling.

Perhaps our public wants advertising to serve causes such as the Community Chest and the Red Cross. The readers of Standard Oil of New Jersey ads on fuel oil economy and blood banks, life insurance companies on economic stabilization, department stores on war cooperation, of the countless war bond ads run by business concerns, and the listeners to NBC's great sustaining program "Not For Glory," must feel that in this measure advertising has been essential in war. The selflessness of these ads must have had a powerful repercussion in public esteem, not only for the sponsoring advertiser, but for the advertising business as a whole. These ads have been shown by American Newspaper Publishers Association to enjoy the highest reader interest in advertising history.

Still, I believe our public wants something more before it will classify adver-

tising as essential. The public wants facts about the product or service advertised. Many times you and I have heard advertising justified on the grounds that it acquaints the readers with important facts about the product. Honest thinkers will admit, however, that it takes very intelligent handling to keep the facts presented in advertising from misleading the reader. Our public recognizes our right to tell our facts understandably and forcefully, but it doesn't want us to lie to it, doesn't want to be induced to buy only to find disappointment thereafter. The public wants enough information so it can make an intelligent decision whether to buy or not, and how much to buy. It wants a basis for an intelligent "freedom of choice" between products. That, with a few exceptions, we never give it. I was amazed one day when a vice president of one of the largest steel foundries in the world, showed a strong desire for grade labeling in the oil he needed for a Diesel generator. A prominent canner of tomatoes shrank with horror from grade labeling in canned goods but was most anxious for it on his gasoline. The campaign for grade labeling is a symptom of a normal consumer need for complete information on a product, facts pro and con, not one-sided nor puffed.

What I fear is that over-emphasis is still true of most advertising. Look at vitamins for instance. The American diet is the best balanced in the world. I am told by very good doctor friends

that most people get sufficient vitamins simply in what they normally eat. Some may miss vitamin D from lack of sufficient sunlight, and poverty may deny them sufficient vitamin C. But the advertising would make you believe that all of us need all the vitamins in astronomical quantities and the suggestion is more than latent that unfortified bread, cereal or milk, will ultimately send you to the doctor. No vitamin advertising I have ever seen warns you that excess B1 has been found toxic in not a few cases. Just ask any sound doctor about this vitamin advertising. When the fad dies or explodes as a result of some widespread human wreckage, what will be the effect on the public attitude toward advertising!

Two years ago, I bought two gallons of red paint from a mail order house for my farm. It was a terrible failure in my location near salt water. Maybe it would have been all right in Oklahoma. A warning of the effects of humidity on this paint would have lost my immediate purchase, but the lack of that warning has meant that every farmer, carpenter, painter, plumber, veterinary and other visitor has seen that this paint did poorly; and I have bought 140 gallons since then from others. Staving off buyers' disappointment by two-sided information makes for future volume.

Unfortunately some of our largest advertisers are putting the mark of Cain on all advertising. You are supposed to believe that you can cure that cough if you change to our cigarette, that dish-washing will produce soft hands in two easy weeks if you use our soap, that our toothpaste used twice daily will win the war. These advertisers seek to induce purchase by stirring fears and wants to unreal levels and creating a conviction of satisfaction which their product cannot possibly produce.

We may still be classed as non-essential in peace if our public has grown to want something of advertising which it is not often getting. I believe that *something* is a complete rounded guide to the strengths and the weaknesses of our products. Study what the public wants—give it that and the public will no longer class advertising a non-essential industry.

Mag Esquire is cited for printing "obscene, lewd and lascivious" pictures of unadorned darlings. Tough too, to get that circulation boost right in the face of a paper shortage.

War Clinic To Be Held January 20-21, Louisville

Kentucky Press Association will hold a War Clinic, similar to the program in 1943, at Louisville, Thursday and Friday, January 20-21, at the Brown Hotel, Louisville, in lieu of the annual mid-winter meeting, it was decided by the Executive Committee meeting in Louisville, November 13. Every effort will be made to procure high ranking officials from governmental agencies to give a picture of the war effort and to advise Kentucky newspapers on their future participation in this war effort and post-war activities.

President Armentrout appointed John Hoagland, chairman, James Willis, W. L. Dawson, Joe Richardson, and Virgil Sanders as program committee. The convention fee was raised to \$1.50 per person by action of the executive committee. A report was heard from the legislative committee members and future plans were discussed.

Perry Buys Owenton News-Herald

After publishing the News-Herald, Owenton, for 42 years, M. H. Bourne has sold the newspaper and plant to John H. Perry, president of Western Newspaper Union, and a native of Owen county. John Githens, experienced newspaper man from Florida, becomes managing editor, while Carroll H. Bourne continues as business manager.

Recovering From Operation

Mrs. M. H. Holliday Jr. wife of the editor of the Jackson Times, is convalescing at the Good Samaritan Hospital, Lexington, after a serious illness and operation. She recently received word that her brother, Lieut. Clyde Wooten, Louisa, was killed in action, November 16, in the Solomon Islands.

Former C-J Editor Dies

Charles E. Heberhart, 66 years old, retired since 1932, died November 18 at his home in Madison, Ind. He became managing editor of the Louisville Courier-Journal in the early 1920's, after serving as Sunday editor, and held the post until 1926. In 1907, he worked for a time as reporter on the Louisville Times. He also worked on other large newspapers throughout the nation.

U. S. Court Decision May Affect Wage-Hour Rulings

After five years of operations under the Fair Labor Standards Act, during which thousands of dollars have been paid out for violations of War-Hour rules and regulations, lines are finally being drawn on the question of what is and what is not interstate commerce. With few exceptions, and these were of a very technical nature, the Wage-Hour division has assumed the position that every person employed on a daily newspaper is engaged in interstate commerce.

A recent United States Circuit Court of Appeals decision settled at least one argument in finding that local distributors of a newspaper are not engaged in interstate commerce. The distributor filed suit for minimum wages and overtime compensation naming a newspaper as defendant. The court held that the distributors were not engaged in the selling of news but in the selling of papers.

"If the sale of papers be regarded as the sale of news, it is news processed in the course of publication into an entirely new article of commerce," the court stated. When papers are sold across state lines, interstate commerce is involved in such a sale. When the newspaper printed material used in the paper is transported across state lines interstate commerce is necessarily affected by anything that affects the publication and sale of papers.

"By no possible construction, however, can sale or transportation of papers within the state of their publication be said to be in itself interstate commerce."

The effect of this decision may be far reaching. Under Wage-Hour regulations all persons working in and about a daily newspaper plant are engaged in interstate commerce, because the daily newspaper is allegedly so engaged, even though they perform no actual service in producing the newspaper, such as nightwatchman. Court decisions such as the above may eventually clear up much of the muddle caused by arbitrary and questionable "opinions" of the Wage-Hour division.

Standard Brands advertise "Bread Basic." It also makes a better eraser than our new synthetic pencil rubber.

A new wool cleaner "Wool Foam" is being advertised. Will this open the dandruff controversy again?

On Being A Good Citizen In Wartime

LIKE newspapers, whose reason-for-being is to provide news, food stores exist in their communities for one specific purpose—to provide food. Wartime demands of us no conversion to different jobs. It calls upon us to perform our peacetime functions even better.

How well a newspaper lives up to its responsibilities is measured by how well you provide the news. Our citizenship is measured by how efficiently we move food from farms to dinner tables, despite the many obstacles imposed by war.

Beyond the immediate job, there is a larger patriotic duty which confronts us—the duty to cooperate in every activity that speeds the course of victory. Newspapers have justly won the nation's gratitude for the effective way they are promoting civilian defense, building morale, "getting in the scrap." We, too, in common with other food chain stores, have been doing no mean job of collecting waste fats and waste paper, conserving precious steel and other critical materials, selling war bonds and stamps. Thousands of our people are taking full part in war activities.

Just as eternal vigilance is the price of liberty, unflagging performance is the measure of citizenship. The men and women of A&P take pride in doing the nation's most efficient job of food distribution, and in making of A&P a patriotic citizen in wartime, a worthwhile member of the community all the time.

A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky Press Association

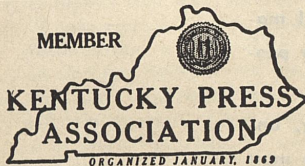
Victor R. Portmann, Editor-Publisher

Printed on The Kernel Press, Lexington

Kentucky Press Association Officers
 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, Morganfield, (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 H. 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 Babbs, Breckenridge News, Cloverport, First Vice President; Mrs. J. O. Young, Journal, Dixon, Second Vice President; Mrs. Mary Henderson Powell, Record, Stearns, Third Vice President; Mrs. J. R. Wallace, Advertiser, Walton, Recording Secretary; Miss Urith Lucas, Independent, Maysville, Corresponding Secretary; Mrs. J. L. Bradley, Enterprise,



Volume Fifteen, Number One

Cooperation Is Asked In Waste Paper Drive

A plea to all newspaper publishers to cooperate in the nationwide waste paper drive, requested by Donald Nelson, chairman of WPB, was issued last week by Edwin S. Friendly, general manager of the New York Sun, and Chairman of the Newspaper Committee for the Waste Paper Campaign. A manual of suggestions will reach the desks of every newspaper in the near future, and fullest cooperation is asked as further contribution, freely given in the past year, to the war effort. We may have a selfish interest therein as print paper, partially

using de-inked old newsprint, has been successfully used by a New York newspaper in a high speed press. Waste paper may help materially the newsprint situation. We speak for the cooperation of the entire state press.

Press Keeps On Growing

With this issue the Press begins Volume Fifteen, closing fourteen years of service to the Kentucky newspapers. Fourteen years have seen many changes for the better in journalism of which the Press wishes to claim a small part through its continuous publication of matter of vital interest and information by following always its slogan, "Published in the Interest of Community Journalism; Of, By, and For Kentucky Newspapers." We reiterate our pledge again—for the fifteenth opportunity—to work for the highest ideals in journalistic ethics, principles, and standards—and for the Kentucky Fourth Estate.

Rate Book Supplement

The KPA Central Office will issue a supplement to the 1942 Kentucky Rate Book in December. Kentucky newspapers, who have made changes in format, circulation rates, and advertising rates are warned and requested to forward such data to the Central Office for inclusion.

Tax On Advertising

Tide: "Unless Congress gets interested in a tax on advertising, you don't need worry about one being adopted anytime soon. Reason: The Bureau of Internal Revenue (which would have to collect it) has studied the whole idea thoroughly and turned it down, as it believes such a tax would be far too complicated to administer for the revenue that it would produce.

Ration Stamps In Ads

Warning is given by OPA that illustrations of ration stamps and certificates may not be reproduced in actual size and colors in advertising to prevent use thereof as actual ration currency. OPA ruled all illustrations must be in black and white with enlargements at least one and one-half, and reductions not more than three-fourths, of the actual size of the originals.

Local Government Clinics

The October Readers Digest has a story with some newspaper possibilities on the organization of "local government clinics." The author suggests the community editor as a focal point of organization. Read the article: will it suggest possibilities for good promotion?

Crackpots On Advertising Carry On In Spite Of War Conditions

Publishers may feel there has been a letup in the activities of the crackpot who for years have carried on an organized campaign to discredit advertising and who succeeded in duping some three hundred educators and psychologists one year ago when they entered into the scheme that would have eliminated competitive advertising for the duration of the war.

But there is no end to the resourcefulness of these anti-advertising zealots, who now are using the war to put over a racket which the public denounced once it discovered what was going on. Colston Warne, president of the Consumers' Union, addressed the seventh annual meeting of that organization recently and urged that an excise tax be assessed upon all advertising of consumer goods, and that the Treasury Department eliminate the right of tax deductions for all advertising in excess of that which is essential for the sale of current output and that contributed to a legitimate war objective, unaccompanied by "profit puffing."

Warne also declared that a part of the organization program will be to have consumers protest against wasteful advertising and to channel their patronage to those companies which "have cooperated with the war effort by avoiding this unnecessary drain on our resources." He declared that advertising alone requires a million and a quarter tons of newsprint, the use of 50,000 cars for transporting, together with chemicals, electricity and skilled labor all to "impress us with brand names." Warne asserted that relative competitive positions of concerns would be adequately maintained if all concerns were to taper off their advertising.

The Warne suggestions follow closely the lines of the communication signed by the 300 intelligentsia and sent to the Treasury Department a year ago. The idea of a special tax on advertising is a catch devised to attract the attention of the Treasury Department.

Fighting Rackets

Competitive "ing" is one many a ne of the Gra and presid ka-Wyomin gests the fo Publisher:

The list cludes: Cafe Me or Register or Other M Clocks; T Lighters; B Cook Book Hall, Chur poses; Pro Year Book side Magaz and Maps

Entertainm Athletic Ev Purchase o of Food fo forms for a poses; Don prises of I own partic

We all a cent useles in a nickel can a mer Here come She holds a in front of in little so ed in once

resents a r on the Sp "Think of your name the school program," He knows a good cu merchant posed to g quit tradin works over tising.

Obvious manager c Not direct merchant own crow since every rid of thes can on the can't do his own or

Fighting The Local Rackets Advertising

Competition from "racket advertising" is one of the perennial worries of many a newspaper publisher. Al Look, of the Grand Junction (Colo.) Sentinel and president of the Colorado-Nebraska-Wyoming advertising managers, suggests the following remedy in Colorado Publisher:

The list of "racket advertising" includes:

Cafe Menus; Hotel Bulletin Boards or Registers; Railroad, Sheriffs', Labor or Other Magazines; Trade Directories; Clocks; Thermometers; Scales; Cigar Lighters; Bulletin Boards; Time Books; Cook Books; Curtains for Community Hall, Church, Theatre or Other Purposes; Programs of Every Character; Year Books; Special Editions of Outside Magazines and Newspapers; Guides and Maps; Prizes for Rodeos, School Entertainment, Church Carnivals, Fairs, Athletic Events, or Other Purposes; the Purchase of Tickets or the Contribution of Food for dinners; Purchase of Uniforms for Athletic, Band or Other Purposes; Donations for Charitable Enterprises of Every Character. (Add your own particular pets here.)

We all admit that this list is 100 per cent useless advertising. It doesn't bring in a nickel's worth of business, but how can a merchant keep from buying it: Here comes Mrs. So-and-So into a store. She holds a creased-dirty and worn card in front of her bosom. It is marked off in little squares, beautifully embellished in once bright colors. The card represents a new curtain they are hanging on the Spud Hill school house stage. "Think of all the people who will see your name out in Spud Hill every time the school children put on a literary program," she says to the merchant. He knows she was chosen because she is a good customer of the store. If the merchant turns her down she is supposed to get mad and he thinks she will quit trading with him. So the merchant works over \$25 and charges it to advertising.

Obviously a newspaper advertising manager can't do anything about this. Not directly, at least. If he does the merchant thinks the ad man has his own crow to skin—and he has. And since every merchant would like to get rid of these rackets, obviously the problem can only be whipped by him. But he can't do it alone. So he has to go to his own organization. Here is one way

the problem of "racket advertising" has been successfully whipped.

The Grand Junction Chamber of Commerce originated and for a number of years has carried on a solicitation control plan that has been adopted as standard by many communities throughout the nation. Its effectiveness in Grand Junction has been so pronounced that few business men are now compelled to contribute, or even to undergo the unpleasantness of rejecting a questionable proposal.

It works in this manner—136 Grand Junction business establishments have signed the following pledge:

"Under a penalty of \$10 for each violation, the undersigned business and professional men agree not to purchase advertising space, or to contribute money, food, or other merchandise for any cause unless the solicitor has the WRITTEN APPROVAL OF THE CHAMBER OF COMMERCE.

"Although the following items are specifically mentioned, this agreement embraces all advertising, other than local newspaper and radio, and all contributions or subscriptions of every character."

(Here follows the list of items shown above.)

A printed card of this pledge is posted in each store, and when a merchant is approached by a solicitor, he simply calls attention to his definite agreement, whereby he is not permitted to contribute without the written permission of the Chamber of Commerce; that he will be glad to consider the matter if it is approved by the Chamber.

The solicitor is then expected to submit a complete outline of the proposal to the Chamber of Commerce secretary. (This kills out 90 per cent.) The secretary in turn presents it to a special committee whose names are known only to him. The secretary then informs the solicitor of the committee's decision to approve or reject. Thus, the only person who can be subjected to threats is the secretary.

Many Grand Junction merchants have informed me that this service has annually saved them hundreds of dollars, not to mention headaches.

As long as the merchants stick to their agreement no customer can get mad and it is impossible to sell a church cook book or collect a donation for the Home of Toothless Cats.

Prize Contest Announced For High School Students

The National Newspaper Week Committee has asked the Press to release to members for publication an announcement appended below as to prizes to be awarded in two new contests to be sponsored by the National Graphic Arts Education Association, one prize for the best essay on "Printing and a Free Press," offered by International Printing Ink, and the other by the Mergenthaler Linotype Company, of \$1,000 for the best drawings depicting freedom of the Press. The winning entries in the art contest will be made available to Newspaper Association Managers, Inc., sponsors of National Newspaper Week, to be used in the Fifth Annual Newspaper Week observance to be held in 1944.

The announcement follows:

Senior high school students will be invited to compete for \$2,000 in prizes in two new contests announced by the National Graphic Arts Education Association sponsor of the events.

International Printing Ink, New York City, is offering \$1,000 in prizes for the best essay on "Printing and a Free Press," and the Mergenthaler Linotype Company, New York City, \$1,000 for the best drawings depicting Freedom of the Press.

The art contest is a new event held in connection with IPI's annual essay contest, now in its eighth year.

The contests which are educational in scope, will be conducted through cooperating high schools, each of which will send entries selected by faculty members, or a jury selected by them, to the National Graphic Arts Education Association headquarters in Washington, D. C., for the national competition. Four entries in the drawing contest and two in the essay contest may be submitted by each school. Deadline for the mailing of entries to NGAEA is midnight, December 31, 1943. A jury of men, nationally prominent in the graphic arts field will choose the winners.

Second prize \$200 war bond; third prize \$100 war bond; fourth prize \$50 war bond; fifth to tenth prizes \$25 war bond. In case of ties, duplicate prizes will be given.

Printed formal announcements, for transmission to high school teachers or principals, were sent out to every state paper last week.

Foremen Are Classified As Essential Workers

Most mechanical department superintendents and composing, press, stereotype and engraving foremen are to be regarded as in "critical occupations," according to a ruling from the office of W. H. Spencer, Chicago, 6th regional director of the war manpower commission.

The following statement concerning foremen is made under general ruling number 10, "List of Critical Occupations."

"Included under this designation are (1) only those individuals who are utilizing in their supervisory jobs the knowledge and skills of one or more of the occupations included in the list of critical occupations and (2) those who supervise directly or through subordinate foremen and supervisors, production, technical or scientific work in essential activities, although the occupations of the workers supervised may not be listed. The second category includes only individuals who must be in jobs requiring an extensive knowledge of the production, technical or scientific work they are supervising, the exercise of independent judgment and responsibility for the products made or services rendered, and a training period of two or more years."

Under group 29 of the national list of essential activities and occupations, "foremen, printing crafts" is listed as an essential occupation.

Combatting "Me Too" Papers

National advertising agency handling the Fats Salvage Campaign states no newspapers will receive paid advertising in this effort unless published in a town of 25,000 population and over, because to make an exception in one place would cause a great number of complaints from all over the country.

That statement is absolutely correct. No sooner would this advertising be released than there would be a deluge of "me too" letters from the publishers not on the string. There is no censure on publishers wanting to obtain all the possible advertising; but there could be ample condemnation on every publisher who acts the dog in the manger stuff and sets out to pester an advertiser or agency after an account has broken—it might not be all too bad, but should these publishers set forth reasons why this space should have been placed in

his newspaper, but the bulk of letters go no further than "why not me, too" and there is no sales story in those words.

Start your sales effort before a campaign breaks or do nothing more to remind the agency that since you did not make the string, request the agency to keep your paper in mind when a new string is made—but at the same time give the space buyer something on which he can base his decision.

More Zinc For Plates

The WPB on November 12 increased by 10 percent the amount of zinc which photo-engravers may use in the manufacture of printing plates. The order, retroactive to October 1, increases zinc weight quotas from 50 to 60 percent of the 1941 quarterly usage.

Newspapers Use Little Print

All the conversation about conservation of news print brings out the figures that American newspapers use but six per cent of the pulp wood that goes into the making of paper. More than 88 per cent of the pulp wood goes into uses directly connected with war work; making of munition containers and wrapping paper for the armed forces.

What Is That Line Rate?

National advertising space buyers prefer the line rate against the column inch system when buying and paying for space; if for no other reason than it is easier to split or break down the line rate and get at the actual amount of space used as against what was specified in the insertion order due to shrinkage in the mat when casting. The advertising rate, be it local or national, divided by 14 gives the line rate—14 agate lines to an inch.

Boom In Vitamin Advertising

With vitamin sales soaring 1,000 per cent in four years, newspapers should not overlook advertising possibilities through druggist retail copy. Longer working hours, scanty rations, and chilly homes have boosted demand for self-medications. A schedule for "Scott's Emulsion" started this month in 3,000 small town newspapers and 24 metropolitan dailies, via Atherton & Currier, 420 Lexington Avenue, New York City.

New Gasoline Coupons

New coupons with five-gallon values are being issued effective December 1, announces OPA. Washington observers forecast cut in "B" values from five to four gallons early in 1944; also fewer "C" coupons. Reasons: Invasion and tire conservation needs.

Unearths 28-Letter Word

The St. Louis Post-Dispatch recently had a contest for the purpose of discovering the longest word in the English language.

A twenty-eight letter word won: anti-disestablishmentarianism. It requires two deep breaths for pronunciation, the accent is applied on the "tar" or eighth syllable of the eleven-syllable word.

Tom Wallace Leaves Hospital

The many friends of Tom Wallace, editor of the Louisville Times, will be happy to learn that he has been discharged from a hospital in Mexico City after undergoing an operation. He is rapidly convalescing and will soon be able to return to his Louisville home.

Miss Jane Hutton Injured

Miss Jane Hutton, Harrodsburg Herald, sustained several broken bones in her foot, and Dr. R. H. Selleck, Harrodsburg, cuts and bruises, when their car was side-swiped and swerved from the road into a tree while en route to Maysville, November 27. Miss Hutton is undergoing treatment in Maysville.

How To Make It Fit In One Lesson

When white space is short and advertising is long and the ads can't be made to snug in, take a lesson from Bainbridge Review, Port Blakley, published by the Woodward twins—in this case there was a 1x4 but no holes in which this ad would fit—so the ad was run across 4 columns, making it a 2x2 although set for the 1x4—some stunt too and undoubtedly drew unusual attention.

Franklin Quotations Free

The National Franklin Committee, Benjamin Franklin Parkway at 20th Street, Philadelphia 3, Pa., offers free of charge a collection of selected quotations from Benjamin Franklin's writings for use by creative printers in designing letterheads, booklets, broadsides, mail inserts and the like.

Valuing Printing With Franklin Price Catalog

There are *four* big benefits to be gained:

1. The Franklin Printing Catalog is the time-saving short-cut to the accurate answer. All of the figuring is already done. You merely turn to the section covering the job to be valued—select the correct quantity—and there is the answer in one total figure. Even intricate jobs become simple routine.

2. The Catalog insures accurate valuing. No item of cost is overlooked. The Catalog checks you on error and oversight. Whether it's a simple leaflet, an elaborate broadside or an illustrated catalog—you go straight to the mark, without mistakes or loss of time.

3. The Catalog modernizes operation of your business. Adopting this nationally accepted standard banishes the nightmare of cutthroat competition. Buyers of printing have confidence in the plant that values its work the Porte way. They know it is accurate, business-like and fair.

4. The Franklin Printing Catalog is a progressive service. It adapts itself to the changing times and the fluctuations in costs. Loose-leaf inserts come to the lessee at frequent intervals, replacing data that are obsolete. All pages are kept continuously current and up to date.

You can send your order for the catalog to your Central Office. Those printers, who use this valuable book, say, "I wouldn't or couldn't be without it."

Suggestions For Directory

How about beginning right now to plan a Christmas shopping directory?

Such a directory in classified advertising form to fill one page or more in the newspaper as needed, would provide an efficient shopping guide to busy housewives and others who haven't the time or the gasoline to run from store to store in a fruitless search for desired items.

Such a directory would place at the disposal of the public every item that is available and where it can be obtained, without unnecessary copy splurge. The goods will sell at any rate.

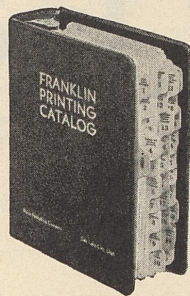
Hence, stores that are out of certain goods and know their stock cannot be replenished in time to take care of Christmas shoppers, will not advertise to the public merely out of habit, as such advertising would be misleading. Stores will not advertise this holiday

season just to "get people in," and it won't be necessary with a planned directory and shopping guide and stocks will sell readily without planned promotion.

A directory of this kind may shorten the shopping season, but as this is an emergency and the war effort must be

helped, it would be a patriotic and worth while service. The publication of the page could be continued each week in the paper until Christmas or until all the stocks have been sold.

1944 DUES ARE DUE



The Help You Need In a Trying Time

The Franklin Printing Catalog is ready and waiting to rush into the front line of your business and fill the gaps left by the men who marched away. The Catalog gives all the answers on correct, scientific, fast VALUING of printing. Write today for the trial order plan that lets you prove the value of the Franklin Printing Catalog in actual use.

Porte Publishing Company

Salt Lake City 5, Utah

Glory Be!

So sang a publisher-printer who spent a day at one of the Linotype Mechanical Clinics. He had found the answer to a mechanical problem that had been bothering him.

Linotype Production Engineers are always happy to share their broad technical experience in their daily contacts with printing plants. Ask your Linotype representative the next time he calls.

Set in Electra Bold with Garamond Bold No. 3 Italic

LINOTYPE

A FREE PRESS Key to 4 Freedoms

Bombs on Berlin,—Raids on Rangoon,—
we know the facts almost when they happen.
That's because our newspapers day by day re-
port all the news, truthfully,—not twisted by
dictators.

That can happen only with a Free Press!
Imagine living in Berlin or Tokio. Chances
are we wouldn't know what was happening in
our own town,—unless the Dictator ordered it,
—truth or propaganda.

We're glad we're living in America!

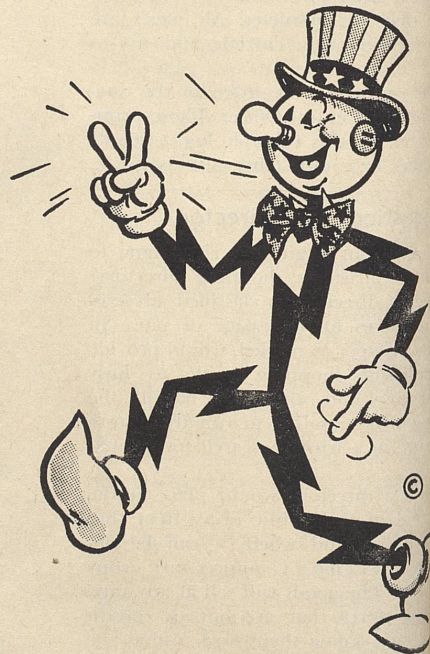
ANOTHER KEY TO FREEDOM . . .

. . . Free Enterprise,—the right to own all
or part of a business,—a corner grocery store
or part of an electric company. To prosper or
fail, depending on how we serve our customers
and the community. To work where we choose,
and to bargain.

These are the things that have made
America great! These are the things we are
fighting to save!

Help keep America free. Buy more Bonds!

REDDY KILOWATT
Your Electric Servant



KENTUCKY UTILITIES COMPANY

Incorporated

A Tax Paying Utility Under Federal and State Regulation

