

The Kentucky Press

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

VOLUME SIXTEEN

May, 1945

NUMBER SEVEN

Successful Promotion Year Round Project

Wartime restrictions and manpower shortages are causing many newspapers to drastically reduce promotions and many publishers are turning to simple campaigns that can be handled along with the heavy day-to-day volume of business.

Speaking on the subject of public relations, Paul Garrett, public relations director, General Motors Corporation, once said:

"No sound company policy reaches full fruition unless it enlists the acceptance, the understanding, the enthusiasm of every man and woman in the company. The load must be spread. This diffusion of the responsibility for making right decisions on all matters touching the public may well be regarded as the fourth dimension of public relations."

For New Employees

"You and Your Company" is the title of a folder issued by the Winston-Salem, N. C., Journal-Sentinel for distribution to all employees and particularly to those persons entering the service of the company.

Accompanying the folder is a letter from the general manager, W. K. Hoyt, which states that although there is nothing in the folder that would be "news" to the men and women who have worked for the papers for some time, they would no doubt find it interesting. It points out certain facts concerning the aims and objectives of the company. They are told that the management strives to make employment with the company as pleasant and as remunerating as possible.

What The Folder Contains

In addition to a brief history of the newspapers, the following subjects are covered:

Getting Acquainted; Youth and Age; Employment and Promotion Policy; Relations with the Public; Salary; Absence and Attendance; Vacations; About Representing the Company; Canvassers and Subscriptions; Other Rules; Parting Company; Insurance; Withholding Tax on Your Income; Social Security; Deductions for War Bonds and Suggestions Invited.

Telephone Advertisers

R. E. Scofield, advertising manager, Lexington, Ky., Herald-Leader, reports on a public relations and promotion plan now being used to create goodwill for the advertisers when any important news-break occurs. He says:

"We have assembled the names and telephone numbers, both home and office, of our leading advertisers. Our salesmen have a list of these that are their own accounts with them at all times. When important news develops, I get the information from one of our two newsrooms and relay it to the salesmen. These men in turn notify the people on their list as soon as possible. We do this, whether it is night or day, but only when the news is really big.

"We find that these advertisers are glad to get big news in this manner as it impresses them to be on a preferential list. Sometimes the news reaches them by radio but not very often as we waste no time in getting bulletins to them. We have found that this is appreciated and it has been mighty good business for us, as, naturally, these men enjoy being on our special list and talk about it around town."

Reminders of the newspaper's value to the community can be brief and fit into "ad-

rationed" space in the form of filler lines or readers. These might include such statements as:

"Newspapers go into 96 per cent of Name county homes." (As this idea is to sell the importance of newspapers these figures should include other newspapers as well as your own.)

"The Times is a welcome friend in 5,000 homes."

"Next to letters from home, servicemen prize their hometown newspaper."

"Everybody reads newspapers."

"Everybody who reads, reads a newspaper every day."

Fundamental Promotion

In the local community the newspaper's most important task is to keep the community sold on the newspaper and its value to the community. Competition from other media governs some publishers' public relations programs. Some publishers feel that although they do not have competition now, nothing is assured that they will not have some after the war and are adopting the sound policy of constant promotion.

Three Classifications

Local public relations appear to fall into three classes:

1. Promoting the newspaper and its contents and services to the community to create general community goodwill toward the newspaper and publisher.

2. Promoting the value of a free press.

3. Promoting the community itself—its residents, merchants, facilities, advantages, and all-around values every chance possible. "What helps the community helps the newspaper."

Federal Regulations For Employment Of Minors

It has been mentioned from time to time certain state and government controls over the employment of youth in industry. The help shortage in newspaper establishments still continues, and numerous publishers who have employed children part-time during school term, under work permits, are planning to employ these and other school children in their establishments during summer vacation, part or full time. The subject of employment of minors becomes important now that the summer vacation season is at hand, and it is timely to bring to attention some new regulations that have entered the picture since federal child labor laws were explained. In the following, these federal labor laws will be referred to only briefly.

The War Manpower Commission has just issued to all area directors the following policy procedure governing the vacation or summer employment of youth in industry:

"It has been called to our attention that new problems have arisen in connection with the placing of youths on jobs during the summer vacation period. These problems arise out of the Ceiling Program and Priority Referral. In order that youth may not be deprived of work opportunities during the summer, the following policy shall be in effect immediately and remain in effect until Labor Day, 1945.

"1. It will be the policy of the War Manpower Commission to discourage out-migration of youth.

"2. Youths under sixteen years of age may be employed by either essential or less essential firms in excess of ceiling; that is, children under sixteen will not be counted against the employer's ceiling.

"3. Youths over sixteen years of age may be referred to less essential employers providing suitable employment is not available in essential industry.

"4. It shall be the general policy in referring youths over sixteen to refer them on a Priority Referral basis providing such priority openings are openings for which the youth is qualified under Child Labor Laws.

"5. In referring youth care must be exercised that applicable Child Labor Laws are adhered to."

To satisfy income tax and social security requirements all employers of minors should ascertain if the youth seeking summer employment has a social security card or has made application for such registration and card, as such youths are not considered casual employees but regular employees. The usual percentage deductions from payroll

apply. And for federal income tax purposes, the employer must withhold from minor's pay the statutory amount. If during the calendar year the youth has not earned up to his income tax exemption, he may claim refund for the amount of his pay withheld for income tax purposes.

Child labor laws deal with hours and working conditions for children between the ages of 14 and 16. No child under 14 may be employed in industry except in the establishment of his parent. But youths between the ages of 14 and 16 may work in industry if their employer obtains from the school superintendent a work permit which costs nothing. Work permits are required for youths employed full or part-time in summer vacations as well as pupils who work only part-time during school terms, but if a pupil has such a permit during his school term work, and is carried on for further employment full or part-time in summer in the same establishment, no new work permit need be obtained.

The child labor laws prohibit children of the age group mentioned from working around or operating hazardous machinery, or from cleaning machinery while in motion. Printing machinery, however, has been declared by both federal and state departments of labor to be non-hazardous for children in this age group. Even so, we believe that no publisher-employer would permit any child to operate certain types of printing machinery such as the metal saw, and no other machinery without proper instruction, supervision and safeguards.

Letters Result In New Subscriptions

Use of a letter to new residents in the community has brought in 75 per cent returns in subscriptions for the Chandler, Okla., News-Publicist during the first year it was used, according to the Oklahoma Publisher.

Through the cooperation of the local utility companies, each week the newspaper's representative looks over the meter reports and makes a list of new residents. In the first year the plan was used the newspaper sent out approximately 260 of the following letters "and a good 75 per cent of those contacted are now on our mailing list." The letter follows:
Dear Friend:

The records of the local utility companies indicate that you are a new citizen of Chandler:

We wish to welcome you to this city and trust that you will find it so satisfactory that you will be a long-time resident here.

As a means of acquainting you with the week-by-week activities of Chandler and Lincoln county we have taken the liberty of placing your name on the subscription list of the Chandler News-Publicist for the next four weeks with our compliments.

We trust that you will enjoy this newspaper to such an extent that you will wish to remain a permanent subscriber.

The News-Publicist is devoted, primarily, to local news and we would appreciate it if you would call 228 at any time you have anything of news interest that would add to the value of this newspaper.

Yours very truly,
CHANDLER NEWS-PUBLICIST

Employer Trust Funds Exempt From Tax

By complying with special statutory provisions, an employer may set up a trust as part of a pension plan, or a stock bonus or profit-sharing plan, for the benefit of his employees, and the trust will be exempt from federal income tax. If the special provisions are not met, the trust will be subject to income tax under Code Sec. 161, the general rule applicable to other trusts, or other special trust provisions.

The determination of tax-exempt status is made under Code Sec. 165, treated at this point. It is to be distinguished from the question of whether the employer's contributions to the trust are deductible by the employer (in computing his income and profits taxes) as additional compensation for services performed by his employees, which question is governed by Code Sec. 23 (p), Code Sec. 23 (p), governing deductibility of contributions to the trust by the employer, and Code Sec. 165, governing the taxability of the trust income (and the payments to the beneficiaries) are closely connected because the rules for deductibility under Sec. 23 (p) vary according to whether the trust is exempt or non-exempt under Code Sec. 165. A trust may be tax-exempt under Code Sec. 165 and still the employer's contributions may be only partially deductible under Sec. 23 (p) and a trust may not qualify for exemption under Code Sec. 165 but the employer's contributions may still be deductible by him under Sec. 23 (p).

Taxability of employee.—Generally speaking, if the trust is tax-exempt under Code Sec. 165, the employee is not taxed on the contribution by the employer until he receives it in the year of distribution. If the trust is not tax-exempt the employee is taxed on his share of the contribution in the year of contribution, if his rights are nonforfeitable.

Working Toward A Better Tomorrow.....



As we progress closer to Victory and plan for a better world after the war, we realize more keenly than ever that our unity as a nation is strengthened by an increased awareness of the rights and obligations of all Americans.

As good citizens, the men and women of A&P have been guided, since the Company's founding in 1859, by the realization that the enjoyment of our rights as a Company depends upon the sincere fulfillment of our obligations to those with whom we deal.

In this we are fortunate—because in the day's work of increasing the efficiency with which America's food is distributed, we are at the same time making a significant contribution to the well-being of the families of America.

Experience has proved over and over again that each step toward more efficient distribution gives farmers, manufacturers and other suppliers a larger share of the consumer's dollar . . . it gives better wages and hours to the employees who develop it . . . it gives the consumer more for her money, and consequently a better standard of living at any given income level.

That is why the men and women of A&P take pride in doing the most efficient job of food distribution in America.

A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Kentucky Press Association Officers

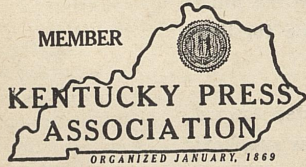
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Volume Sixteen, Number Seven

The Postwar South

In postwar economy, the South will have the benefit of a solid foundation of established assets and irremovable advantages. Whatever readjustments will come with peace, this section of the Union will continue to be the "Solid South"—not in terms of politics but in the substantial figures of assured resources.

A recent statement of the productivity of the Southern states shows that they produce:

More than 90 percent of the nation's cotton.

One hundred percent of the nation's cane for sugar.

Eighty-seven percent of the rice.

Forty-eight percent of the citrus fruit. Sixty-six percent of the tobacco. Thirty percent of the soy beans. Ninety-four percent of the sweet potatoes. Also, the South has 50 percent of the nation's farms, one-third of America's minerals including two-thirds of the oil, one-fifth of the bituminous coal, two-thirds of the natural gas, half of the marble, 97 percent of the sulphur, 40 percent of the forests and all of the turpentine and resin.

The South was once called, by eminent authority, the "nation's No. 1 economics problem." By intelligent and intensive development of its natural resources, plus its established production of the commodities of commerce and consumption, the South will, in the not distant future, become recognized as the nation's No. 1 economic asset.—Tampa Tribune.

Where Is Kentucky?

A bill appropriating \$500,000 annually for a state advertising program to attract tourists and industries, has been approved by the Florida legislature. The bill originally called for \$1,000,000 and was proposed and passed due to the efforts of Governor Caldwell.

Minnesota, Wisconsin, Michigan, Maine, Pennsylvania, perhaps many others, have large appropriations for advertising to promote tourist trade and seek industries. Kentucky has as many tourists' spots and industry sites as they have; where is Kentucky?

Postwar Advertising Facing Five Threats

"The war has helped dispel much of the suspicion against advertising," stated Don Belding, past president of the Pacific Advertising Association in a recent issue of the association's publication, "Voice of P.A.A."

Belding is chairman of the P.A.A. Advancement Program committee and head of a large advertising agency who is regarded as one of the best authorities on advertising on the coast. His statement continues:

"The Government has now accepted it, (advertising) largely because of the work of the War Advertising Council and the Pacific Advertising Association in the West."

"But if already noted events are any indication, advertising is still in for some tough sledding from the left and from those who do not understand how it works.

"As we go into the competition of peace, we still have five threats before us:

1. Legislation curbing advertising.
2. Taxes on advertising.

3. Consumer group attacks.
4. Grade labeling.
5. Misunderstanding particularly on the part of teachers, as to how advertising works."

KPA Serves Army In Forwarding News

One more service KPA is rendering newspapers of the state is the distribution of news releases of men fighting overseas to their hometown newspapers. Several hundred of these stories have been mailed from the Central office.

Normally, news releases are sent directly from the public relations officers of the armies overseas to the newspapers in the soldiers' home towns. There are many Kentuckians from small towns that do not have newspapers and it is news about these men that is sent to KPA for forwarding to the newspaper serving that community.

In view of the high reader interest in these stories, sometimes accompanied by a picture, the association gladly assumed the job of seeing that the stories get to the proper publishers.

Copyright Laws Under Investigation

Investigation of the adequacy of present copyright and other laws involving property rights in literary works, etc., is called for in House Resolution 134, introduced by Rep. Arends of Illinois and referred to the House Committee on Rules. The House Patents Committee would be instructed to recommend necessary legislation after inquiry, to protect for limited times, the property and proprietary rights of persons in their original thoughts, conceptions, and ideas leading to invention and discovery in the technical arts by inventors and to textual or graphical presentation by authors and artists. The resolution would empower the Committee to explore "the extent to which the rights of persons engaged in art, literature, science, mechanics, and the pure and useful arts in their original thoughts, conceptions, and ideas leading to invention and discovery have been and may be considered in law, equity, and common usage as property and proprietary rights, and the extent to which such persons have been or may reasonably be protected in the commercial or other use of such original thoughts, conceptions, and ideas."

With some people you spend an evening with others you invest it.

Homework For Admen Essential In Advertising

By Charles H. Wiseman,
Publishers Idea Exchange

The greatest contribution to successful advertising solicitation is having something interesting to say or to show your advertiser about his business every time you call on him, according to the ad-manager of a mid-western daily.

This does not mean the advertising man should not capitalize upon every opportunity to extol his newspaper's worth as an advertising medium. Feed the advertiser all the facts at your command about your newspaper's coverage of his trade area, growing readership, new features that make your medium more valuable, result stories. But when this field of solicitation is covered, concentrate on ideas and information about his business.

In addition to keeping eyes and ears open when making regular calls, the conscientious adman must never neglect his "homework" if he wants to learn more about his advertiser's business as well as his own. Here are some suggestions:

1. Know what your advertiser has advertised. Nothing is more exasperating to a merchant than to discover that you didn't even read his ad. It pays to know what the small type says—it may lead to follow-up copy emphasizing selling features obscured in the original advertisement.

2. Know what his competitors in your community, neighboring towns and the nearest big city are advertising. Show him these ads. It will keep him posted and often provide leads that will result in extra space for you. For example, a big city store may advertise certain branded lines of merchandise that your advertiser carries in stock. Tell him he should make sure the people in your community know this merchandise can be purchased locally.

Thus, the "exchange table" in your office means more than clipping paragraphs for your editorial page. The newspapers that come to your office from neighboring communities provide a storehouse of information.

3. Another fertile source of information that leads to extra advertising is the trade press. All newspaper admen who have chosen this field because they want to make it a life's work or to lead up to publishing their own newspapers in the future should read their own trade papers carefully.

Now for the trade papers your advertisers buy to keep themselves informed about what's going on in their own businesses. Here's where you find ideas; here's where you learn what others are doing to get

more business. You don't have to subscribe to these papers—borrow them. That shows you are interested in your advertiser's business.

4. Another place to look for ideas is the magazine of general or class circulation. Women's homemaking magazines are good sources of ideas. Thumb through the ones that come to your house with a critical eye. You can often pick up a thought or idea that will result in extra advertising. Don't be afraid to quote them. They love publicity.

5. Few advertising men ever learn to use advertising services efficiently. A vital part of every adman's "homework" is to know what's in his advertising services. He should be so familiar with them that as soon as an advertiser's need is expressed or implied, a certain idea or illustration in one of his advertising services will pop into his mind.

6. The familiar phrase, "Plan your work, then work your plan" holds good for admen as everybody else. To do this efficiently, you should have a calendar. The National Retail Dry Goods Association publishes a promotion calendar with all major events listed in detail. Such a plan will take the "hit or miss" guess work out of the adman's life.

7. The adman's file or "morgue" will not only simplify his work, but will give him a never-ending source of copy and idea material. Some make up this file by customers, assembling all the material they can find to make sure there is always something to write about for each active account. Others do it by lines of business. The file should include clippings and tear sheets for special events—these are filed by months and should be consulted when making up the calendar.

After all this you may wonder what time an adman will have to make his regular calls, but you will note my constant reference to the adman's "homework." I mean just that. These extra duties to keep yourself informed should be done before hours or after hours—not during the hours you must make calls.

Research Institute Plans Expansion

Larger and larger grows the plan for Southern industrial research. What started out originally as the Alabama Research Institute, and then later developed into the Southern Research Institute, is now expanding with a campaign to collect \$2,500,000 for broadening its work.

Figures of a few years back show that the South, with 28 per cent of the nation's population, had only 7 per cent of the nation's private industrial research laboratories and

only 4½ per cent of the nation's research personnel.

Industrial research is supported by existing industry. It follows, therefore, that with industry highly concentrated in other regions, the South has lagged in private industrial research.

The campaign for \$2,500,000 for expansion of the Southern Research Institute should greatly reduce this inequality. It is the hope of the institute to get substantial appropriations from corporations operating in the South, with headquarters elsewhere. This hope was expressed in a recent speech by Milton H. Fies, an officer of the institute, at Auburn.

"Large industrial corporations which are absentee owners," Mr. Fies said, "should realize their responsibility and obligation to return to the area, in the nature of research such as that which the Southern Research will undertake, some of the profits they take out. These business institutions by so doing will in a measure compensate for the exhaustion of the South's resources."—Birmingham (Ala.) News.

Continual Fight Made For Freedom Of Press

Knowledge must precede wise action in every domain. In most countries the government controls regulation of what shall or shall not be printed even in peacetimes, and some even among the Allies have clamped down on the free publication of the news beyond military necessity. And some military authorities of this country have given evidences of stupidity in this direction. There is no excuse for any censorship in wartime except to keep from the enemy news that might endanger victory by the Allies.

The American Society of Newspaper Editors has sent a commission to Europe to investigate conditions in pursuance of their resolve for "the removal of all political, economic, and military barriers in the freedom of world information."

The first thing a dictator does is to clamp down on the press. And such usurpation and denial of news is not confined to totalitarian governments. Some militarists and others in Britain and the United States have been guilty of suppression.

This fight for freedom in the news is not undertaken by editors for their own benefit alone. They are acting for all free peoples who cannot have true democracy if they are denied knowledge of what is going on in the world. Freedom of the press was granted to prevent autocrats damming up the spring at its source.—Raleigh (N. C.) News & Observer.

Why Climb Steps . . . With an Elevator Available?



**Every Step You Have to Take in Assembling
Costs the Old Laborious Way Wastes
Your Time and Risks Your Profits**

Take the Elevator to the highest level of efficiency.
Put your valuing methods on the top floor.

Avoid Slips — Save Time — Elevate Profits

with the
FRANKLIN PRINTING CATALOG

Send for **TRIAL ORDER** today.

PORTE PUBLISHING COMPANY
Salt Lake City 5, Utah

The McClure Agency
Phone 4431 Eminence, Ky.
Kentucky Newspaper Sales
Appraisals Consultants

ABC may mean \$\$\$ to you.

When your wife and your dog believe in you, the rest of the world doesn't matter.

When a middle-aged man begins to think he needs more exercise, what he needs is more rest.

We can't claim to be reasoning creatures so long as one little madman can force the world to destroy itself.

**Linotype Special Features
Serve Well**

Self-Quadders, Six-Mold Disks, Duplex Display Matrices and other Linotype devices—all of them built to improve or increase production at the very moment when time is precious—have created new conditions and possibilities of handling hitherto difficult composition requirements. Such Linotype features are opening up horizons in production techniques.

Blue Streak Linotypes need not include some of these devices—they are optional. But, with or without these available special features, there is a Linotype model for every need.



29 RYERSON STREET • BROOKLYN 5, N. Y.

Linotype Spartan Family

**Elliott County News
Publishes First Issue**

After being suspended for some time, the Elliott County News, formerly the Sandy Valley News, has been revived at Sandy Hook by the Courier Publishing Company, West Liberty. Earl Kinner, editor, announced in Volume One, Number One, that for the present the paper will be published in the West Liberty plant, but will maintain an office with a local editor in charge at Sandy Hook. The new paper is four page, six column, 13 picas.

**Billy Brands Cartoons
To Be Discontinued**

The General Counsel of Hoosier State Publishers Association reports that a representative of a New York public relations organization recently conferred with him relative to the position of HSPA on the action of the Brand Names Foundation in inserting trade names of national advertisers in the Billy Brand cartoon series. He says:

"It appears this not too subtle effort has set back the Foundation's public relations program to awaken opposition to grade labeling. This and other associations went on record against grade labeling at its very start and also has given support to the objectives of the Foundation but put clothespins on its nose when the Billy Brand cartoons appeared. We have been assured that the cartoons will be discontinued and that the manufacturers supporting the Foundation will cease trying to slip something over on the newspapers. We advised Mr. Blank that newspapers are worn to a frazzle keeping a weather eye on the alleged public relations activities of space moochers. In that connection, we repeat that the Post Office Department holds that if a newspaper agrees in any way with its advertisers (or prospective advertisers) that, in addition to the actual space occupied by the advertising, free publicity will be carried in the news columns, the publicity must be regarded as paid advertising."

Now that circulations have built up, we can't let down in the quality of our newspapers. If we are to hold this increased circulation after the war we have to build newspapers now which the public will not want to give up later on. After the war there will be more competition than ever before in the field of news and advertising dissemination.

ABC means \$\$\$\$\$ to you.

WPB Changes Basis For Newsprint Appeal

The basis on which appeals of newspaper publishers for additional print paper will be considered by the WPB Appeals Board have been revised by the issuance of an Amendment to Supplement 1, to the Newspaper Limitation Order L-240, the WPB Printing and Publishing Division announced April 2.

Changes in the amended Supplement were explained by WPB officials as follows:

Formerly, the supplement provided that the rate of population increase "shall be determined on the basis of the best available evidence." Since experience has indicated that the best available evidence consists of Census Bureau figures and the next best of public utility company records of customers for domestic electric service, the amendment requires that these two bases be used.

In determining a newspaper's circulation growth in congested areas, the rate of increased circulation is determined by comparing the first quarter of 1945 with the average for the year 1942. Previously, the first two quarters of 1944 were compared with the average for 1942. This change requires newspapers, which have been granted tonnage because of population increase, to prove that they have used that tonnage for circulation service, in order to be eligible for grants in succeeding quarters.

Under the original standards of Supplement No. 1, this adjustment factor was applied to the newspaper's total adjusted base tonnage. It is now provided that this factor apply only to that portion of the newspaper's adjusted base tonnage which corresponds to the ratio of its trading area net paid circulation to its total net paid circulation for the last two quarters of 1944.

Previously, print paper appeal grants covering extraordinary population increase, accompanied by a circulation increase were in the form of additions to a newspaper's adjusted base tonnage. This meant that the grant was subject to the sliding scale of percentage cuts in consumption. Such grants may now be issued in the form of net additions to the newspaper's consumption quota so that the additional tonnage be exempt from the percentage curtailments.

Supplement 1 to L-240 As Amended April 2, 1945

The changes in Supplement 1 to L-240, amended April 2, as explained above, appear below. It is now suggested that you make a notation on Newsprint No. 427 to use in connection with Newsprint 518.

(f) Types of hardship for which relief shall be granted. In passing upon appeals

under Order L-240 the following standards shall govern:

(l) Extraordinary population increase accompanied by circulation increase. Where there has been an extraordinary growth of population in a newspaper's trading area since December 31, 1942, its consumption quota shall be increased as follows:

(i) Ascertain the percentage of population growth in the newspaper's trading area since December 31, 1942. Census Bureau figures shall be controlling in those areas where there has been a more recent enumeration than the 1940 Decennial Census. In other areas the percentage of population growth shall be determined on the basis of public utility company records of customers for domestic electric service.

(ii) Ascertain the percentage of the newspaper's net paid circulation increase in its trading area. This shall be measured by the average net paid circulation in its trading area for the first quarter of 1945 over the average net paid circulation in its trading area for the year 1942. Increased circulation resulting from promotional sales efforts shall not be included.

(iii) Subtract $7\frac{1}{2}$ from the lower of the percentage figures determined under paragraphs (i) and (ii).

(iv) Apply the resulting percentage to that portion of the newspaper's adjusted base tonnage which corresponds to the ratio of its trading area net paid circulation to its total net paid circulation for the last two quarters of 1944.

(v) The resulting tonnage shall be added to the newspaper's consumption quota.

(vi) Example. Assume that there was a 10% population growth in a newspaper's trading area (computed in accordance with paragraph (i) above) and that the increase in the newspaper's trading area circulation was 9% (computed in accordance with paragraph (ii) above). Subtracting $7\frac{1}{2}$ from the lower of these two percentage figures, in accordance with paragraph (iii), gives an adjustment factor of $1\frac{1}{2}\%$. Assume that the newspaper's adjusted base tonnage was 1,000 tons and that its total circulation in the last two quarters of 1944 was 100,000 of which 80,000 was within its trading area. The ratio of trading area circulation to total circulation is therefore 80%. This percentage of 1,000 tons is 800 tons. Applying the adjustment factor of $1\frac{1}{2}\%$ to 800 tons results in an addition of 12 tons to newspaper's consumption quota.

Additional adjustments shall be made for in trading areas whose population has increased more than 50% since the 1940 Decennial census, in order to maintain adequate newspaper service in the trading area.

Tonnage under this paragraph (f) (1) is granted to provide circulation service for the additional population in the newspaper's trading area. If a newspaper which has received additional tonnage under this paragraph does not use it for that purpose, any grant which it would be entitled under this paragraph in the succeeding quarter shall be reduced accordingly. Increased circulation resulting from promotional sales efforts shall not be a factor for grant of additional tonnage.

(2) Extraordinary circulation increases. Where a newspaper's average net paid circulation in its trading area for the second quarter of 1943 exceeds its average net paid circulation in the trading area for the year 1942 by more than 10%, that portion of the newspaper's adjusted base tonnage which corresponds to the ratio of its trading area net paid circulation to its total net paid circulation for the last two quarters of 1944 shall be increased to the extent of such circulation increase in excess of 10%, without the necessity of establishing any population growth, provided such circulation increase has been maintained. Increased circulation resulting from promotional sales efforts shall not be included.

Brannon Takes Control Of Carlisle Mercury

Paul Brannon, Lexington, assumed control of the Carlisle Mercury yesterday as editor and publisher, it was announced by Mrs. Warren R. Fischer, 453 West Third street, who is owner of the weekly newspaper.

Formerly publicity director of the State Highway Department at Frankfort, Mr. Brannon recently has been associated with the Paris Enterprise. He has leased the Carlisle newspaper and will have full control over its policies, it was announced.

The Mercury is a Democrat newspaper and is the only one published in Nicholas county. For the past two years, R. M. Feese has been its editor and publisher. The first issue under Mr. Brannon's control will appear June 7.

Space Bands Stolen

Thieves stole 40 special space bands for the Linotype from the Lexington Herald-Leader recently. If offered by strangers, take them up and notify your police department.

Fat salvage and waste paper should have priority in your booster columns; we cannot let down a minute.

Advertising and Politics



Just in case you didn't see the editorial, "Advertising and Politics," published recently in The Ashland Independent by Editor James T. Norris, we reprint it below with minor omissions for brevity's sake.

Within the past few years, there have been many attacks upon the institution or commercial practice of advertising. Most of them have either come directly from or have been inspired by certain politicians.

They have appeared in articles and speeches, in the educational material of certain national pressure groups and even occasionally in school textbooks. Professional muckrakers have been employed to condemn advertising as a fraud upon the public.

Admitting that the institution and practices of advertising are, like all human activities, imperfect and subject to abuses by the unscrupulous, there is still overwhelming evidence that they have been a principal factor in making possible mass production, low unit costs of many modern improvements, and hence primary reasons for our widespread high standard of living.

One need only mention automobiles, electric refrigerators, washing machines and radios. . . . Mass production and consequent lower unit cost of these things were made possible by

widespread demand created by advertising.

Why then have politicians, many professional social planners and academic "crisis boys" turned their guns upon advertising to destroy it?

The answer, I believe, lies in the support of the principal sources of public information, the press and the radio, that now comes from advertising. It formerly came from the politicians. In the case of radio, they still retain control by government licensing to some extent.

One who can remember the newspapers of even thirty years ago, before wide use of advertising as an institution of business, knows the majority of them depended upon financial support of one party or the other for their existence.

This was especially true of the smaller daily and weekly press, to a lesser degree . . . many metropolitan dailies. The "penny press" was a cheat and a delusion. People thought they were getting newspapers for next to nothing, when as a matter of fact, the politicians were giving them propaganda.

As advertising developed and bore more of the cost of newspaper production, editors and

publishers began to see a chance for independence from political party control.

Politicians and their propagandists try now to create the impression that control of the press has merely shifted from them to the advertiser. But this is not true. Advertising comes . . . from widely varied interests, not sufficiently similar in opinion to exert influence upon the press in any particular direction.

If such a thing were attempted, the press could take its case frankly and freely to the people who are its readers, who constitute the court of final resort.

The people themselves . . . are the controlling factor. They pay the cost and make possible the profit, if profit is made. That is the way it should be in this free country.

However, this does not suit politicians . . . who believe government should control everything, even free expression of opinion. Nor does it suit minority pressure groups who . . . would control government as they did in Italy, Germany and Russia.

Hence the attack upon advertising, which makes possible a free press.

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