

The Kentucky Press

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Kentucky Newspapers

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Mid-Winter Meeting At Louisville Draws Largest Attendance In Years

Thirty years ago after his father was elected to serve as president of the Kentucky Press Association, Thomas R. Underwood, editor of the Lexington Herald, was inducted into the same high office at the Seventieth Mid-winter meeting of the Kentucky Press Association at the Brown Hotel, Louisville.

Thomas C. Underwood, who was publisher of a paper at Hopkinsville at that time, had been elected to guide the destinies of the association during 1909 at a mid-winter meeting held at Cerulean Springs.

The 1939 president-edition has held the positions of managing editor and editorial writer on the Lexington Herald for many years. He was graduated from the Department of Journalism, University of Kentucky, (as well as his charming and talented wife), and is a forceful and eloquent speaker like his dad. His talents also extend in another direction as he has served for six years as secretary of the National Association of State Racing Commissions. He has also served for many years as chairman of the legislative committee of the association and on the board of directors.

Mr. Underwood succeeded J. LaMarr Bradley, Providence Enterprise, to the chair. Mr. Bradley's tenure of office has been marked with many important strides in the affairs of the association and he was given the grateful thanks of his fellow editors for work well done.

Gracean M. Pedley, editor of the Lyon County Herald, Eddyville, and also efficient editor of the state magazine, "In Kentucky," was elected vice-president, while his former office, Chairman of the Executive Committee was filled by the election of Russell Dyche, editor of the Sentinel-Echo, London. This honor was extended Mr. Dyche for his many years service as a member of that committee.

J. Curtis Alcock, Danville Messenger, was re-elected secretary-treasurer to begin his twenty-eighth consecutive year in that office. The association held its mid-summer meeting in 1936 in Danville in celebration of Mr. Alcock's services as secretary for a quarter of a century.

Opens Thursday Evening

The seventieth mid-winter meeting opened in an auspicious manner with a buffet luncheon, compliments of the

Brown Hotel, in the roof garden, on January 26. The largest Thursday night group on record were in attendance for the opening festivities. Informal entertainment occupied the remainder of the evening.

When President Bradley called the meeting to order, Friday morning, almost 200 members and their families had signed the register, the largest group to attend a mid-winter meeting in many years. After the invocation by the Rev. Carl B. Bihldorff, First Unitarian church of Louisville, the guests were welcomed by Mayor Joseph D. Scholtz, who, in turning over the figurative keys of the city, asked the editors to study the legislative program of the Kentucky Municipal League for home rule for municipalities.

Following the witty response to the welcome by Gracean M. Pedley, chairman of the executive committee, President Bradley gave the annual account of his stewardship and summed up the forward progress made by the association in 1938. He also urged individual and association support of the program of the National Editorial Association, saying that such a strong, unified national association is needed to protect the community newspapers against passage of detrimental national legislation.

Shelton M. Saufley, chairman of the advertising committee, gave an interesting and instructional address on the work of his group and his individual efforts in closing of the affairs of the advertising bureau. His untiring efforts, his long participation as a member of the association, and in many committee appointments were duly recognized when he was elected a Life Member by unanimous vote of the gathering.

An interesting and lively discussion on "College Publicity" ensued, led by Sam Beckley, Eastern State College, assisted by Elmer Sulzer, University of Kentucky, and Kelly Thompson, Western State Teachers College. These speakers asked the cooperation of the newspapers in publishing articles that dealt more with social order and progress than just bare personnels, and requested the editors to call upon them for any type article desired.

"The press is the last line of defense

of an orderly people faced with social forces that lead, we know not where," was the opening topic of Harry L. Gage, vice-president Mergenthaler Linotype Co., in his discussion on "Making Better Newspapers." He stressed the need for keeping the community newspapers an open market for ideas for the betterment of the community, bearing in mind that the newspaper itself must be orderly, clean, and modern in physical appearance.

Mr. Gage added, "In the small town or rural community the paper's responsibility to its readers in this respect is even more pronounced than in the metropolitan area, since it is the core from which, or thru which, practically all civic action and public feeling flows."

Afternoon Meeting Instructive

Following the Kentucky Utilities Company's luncheon on the roof garden, John S. Neal, Murray Ledger & Times, led a round table discussion on "Developing News" which was interestingly presented. Vance Armentrout, pinch-hitting for Mark Ethridge, gave an interesting discussion of his trip to Chicago where he met with a joint committee of newspaper association representatives and the teachers of journalism on the subject of "education for journalism."

Stating that the National Editorial Association was serving almost 6,000 publishers and that 19 state associations with membership of 3,000 had already affiliated directly, Walter H. Crim, treasurer, and editor of the Salem, Indiana, Republican, gave an instructive address on the purposes, services, and plans of the national organization. Kentucky has been an affiliating member for the past four years.

At the executive meeting following, four newspapers were elected to active membership and two to associate. The actives include the Tri-City News, Cumberland; the Mt. Sterling Advocate; the Carlisle County News, Bardwell; and the Kentucky edition of the Cincinnati Inquirer, Covington. Associates were Woman's Democratic Journal, Frankfort; and The Press, Princeton.

Advertising Problems Discussed

The Saturday morning session was opened by a roundtable discussion on "Developing Advertising" led by John L. Crawford, Harlan Daily Enterprise. Topical discussions were introduced by Seymour Goodman, Lancaster Record, on "Legal Advertising" and D. M. Hutson, Harrodsburg Herald, on "Local Advertising." Considerable interest was shown in these discussions and many

questions and comments came from the floor. Mr. Goodman's paper will be published in the Kentucky Press.

W. H. Conrad, president of the National Editorial Association and editor of the Star-News, Medford, Wis., gave a short talk on the NEA and then presented an illustrated discussion on classified advertising for the community newspaper. He had his audience and subject both well in hand and gave many pointers that the community editor could well follow.

Chairman Underwood gave the report of the activities of the Legislative committee and led a vigorous discussion on several phases on publication laws dealing with legal advertising. His paper will be published in the Press.

Following the report of Secretary-Treasurer J. Curtis Alcock, the committee on resolutions presented its report which was duly passed by acclamation. Election of officers then followed with adjournment for luncheon.

The entertainment features were not neglected and the visitors were royally, if not regally, entertained thruout their stay. Features of the meeting were the buffet supper as guests of the Brown hotel on Thursday evening, the Kentucky Utilities luncheon on Friday noon, the banquet, floor show, and dance tendered by the Louisville Board of Trade on Friday evening, and the annual luncheon of the Louisville Courier-Journal at the Pendennis Club on Saturday noon. These events are always high spots on the program and are enjoyed to the fullest extent by the epicures present.

The place of the summer meeting will be selected by the executive committee at their regular spring meeting on the banks of the Green river.

Executive Committee Appointed

President Underwood's first duty in office was the appointment of the executive committee. Those re-appointed, with Mr. Dyche as elected-chairman, were Harry Lee Waterfield, Clinton Gazette; Tyler Munford, Morganfield Advocate; Vance Armentrout, Louisville Courier-Journal; Joe Richardson, Glasgow Times; W. Vernon Richardson, Danville Advocate; Victor R. Portmann, Kentucky Press, Lexington; James T. Norris, Ashland Independent; and R. L. Elkin, honorary member, Lancaster.

New members appointed to the committee included T. T. Wilson, Cynthia Log Cabin; Frank C. Bell, Trimble Democrat, Bedford; Walker Robinson, Paintsville Herald; and Edward Ham-

lett, Adair County News, Columbia.

Cecil Williams, Somerset Journal; Tyler Munford, George A. Joplin, Jr., Somerset Commonwealth, Vance Armentrout, W. L. Dawson, Oldham Era, La-Grange; S. J. Goodman, Lancaster Record; and Harry Lee Waterfield were named to the Legislative committee.

Members of the Newspaper Exhibit Committee include Professor Portman, chairman; Carl Saunders, Kentucky Post, Covington; Robert Simpson, Frankfort State Journal; Joe Le Gore, Paducah Sun-Democrat; and Flem Smith, Georgetown News.

Resolutions Adopted

Whereas, the Kentucky Press Association has, with exception of the election of officers, concluded its mid-winter meeting of 1939, and whereas, said meeting has been one of the most constructive and successful in the association's history, and whereas, numerous factors have contributed to the extraordinary enlightenment, provided by the program and the entertainment of members in attendance and their guests, it is thereby resolved that:

1. This association recognizes and deeply appreciates the conscientious and efficient services rendered it throughout the year, now closing, by J. LaMarr Bradley as president and by his entire official family.

2. Seldom has a member of this association served it more conspicuously in the performance of an administrative service than did Shelton M. Saufley in liquidating the affairs of the association's advertising bureau, in fitting recognition of which (together with years of loyal service) he was voted honorary life member in the association.

3. Additions to the fund of practical information supplied our members by W. H. Conrad, president of the National Editorial Association and editor of the Medford, Wisconsin, Star-News; and, by Walter H. Crim, treasurer of the National Editorial Association and editor of the Republican-Leader of Salem, Indiana, and by Harry L. Gage, vice-president of Mergenthaler Linotype Company, of Brooklyn, New York, have all been of such order as to deserve special notice and our deep appreciation, which we hereby sincerely express.

4. We are grateful to association members John S. Neal, Ledger and Times, Murray, and John L. Crawford, Daily Enterprise, Harlan, for helpful discourses on news and advertising development respectfully, and Vance Armentrout, Louisville Courier-Journal, for his informative talk on journalism in the schools, in substitution for Mark Ethridge, general manager of the Courier-Journal and Times, whose absence due to illness we sincerely regret. Acknowledgment is also made of our appreciation of the discussion of College Publicity, lead by Sam Beckley, Richmond, Ky., and participated in by Elmer Sulzer and Kelly Thompson.

5. Our legislative committee's constant vigil in behalf of the press and public is a source of comfort to members of this

association and it thanks Thomas R. Underwood, Lexington, Herald, chairman for his report concerning the committee's activities.

6. Especially does this association extend thanks to the Brown Hotel, the Louisville Board of Trade, Kentucky Utilities Company, the Courier-Journal and Times, the Louisville Convention and Publicity League, the Louisville Automobile Club and Strand, Mary Anderson, Lowe's, Rialto and Brown Theatres for the courtesies extended by them to members in attendance at this mid-winter meeting, which have made it socially one of the most enjoyable ever held, and to Mayor Joseph D. Scholtz for the cordial greetings expressed on behalf of the city of Louisville.

7. A note of sadness is struck in the hearts of all of us by the loss sustained by families of two members of the Kentucky Press Association since our last meeting, in the death of Conward C. Embry, managing editor of the Ohio County Messenger, Beaver Dam, and in the death of the beloved wife of Editor Sam Maxey, Franklin Favorite, and by this resolution we express our heartfelt sympathy to members of the bereaved families.

8. Any resolutions committee of K. P. A. would be remiss in its duty if it failed to recognize the service unselfishly rendered by Victor Portmann in supplying to all members his highly creditable association publication, The Kentucky Press.

9. And in conclusion, we recognize that the success of this meeting was not by chance but due to the careful planning of the members of the program committee. May the example they have set be emulated by their successors.

LAWRENCE W. HAGER
WESLEY E. CARTER
GEORGE JOPLIN, JR.

President's Annual Address

Realizing that the report of a president who is about to conclude his term of office is about as dry as that of a temperance lecturer, I want to put you at ease by telling you this report will be very brief.

The Kentucky Press Association has been held on a straight course this year and your officers have been diligent in protecting your interests. I appreciate having served as your president but can not claim to having been equal to some of my predecessors.

Probably the outstanding work of the Association during the past year was the closing up of the Kentucky Advertising Bureau and getting enough money to pay off about 75 per cent of amounts claimed. Your president and members of the executive and advertising committees met four times to get this venture closed but most of the credit goes to Shelton Saufley who will make a com-

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The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Press Association Officers

Thomas R. Underwood, President, Lexington Herald
Gracean M. Pedley, Vice-President, Eddyville Herald
J. Curtis Alcock, Sec.-Treas., Messenger, Danville

Executive Committee

Russell Dyche, London Sentinel-Echo, chairman;
Harry Lee Waterfield, Clinton Gazette; Tyler Munford, Morganfield Advocate; Vance Armentrout, Louisville Courier-Journal; Joe Richardson, Glasgow Times; W. V. Richardson, Danville Advocate; Victor R. Portmann, Kentucky Press, Lexington; James T. Norris, Ashland Independent; T. T. Wilson, Cynthiana Log Cabin; Frank C. Bell, Bedford, Trimble Democrat; Walker Robinson, Paintsville Herald; Edward Hamlett, Columbia News; Robert L. Elkin, Lancaster, Honorary.

Legislative Committee

Tyler Munford, Morganfield Advocate, chairman;
Cecil Williams, Somerset Journal; George A. Joplin, Jr., Somerset Commonwealth; Vance Armentrout, Louisville Courier-Journal; W. L. Dawson, LaGrange Oldham Era; Seymour J. Goodman, Lancaster Record; Harry Lee Waterfield, Clinton Gazette.

Newspaper Exhibit Committee

Victor R. Portmann, Kentucky Press, Lexington, chairman; Carl Saunders, Covington, Kentucky Post; Robert Simpson, Frankfort State Journal; Joe Le Gore, Paducah Sun-Democrat; Flem Smith Georgetown News.

Gentlemen, The President!

To our incoming president, Thomas R. Underwood, we extend congratulations and best wishes. To his heritage, following in the footsteps of his illustrious father after a brief interval of thirty years, we pause in reflection and in inspired confidence. The affairs of the KPA are in good hands and the good work of the past will be carried on and augmented in the future. We know that we voice the desires of the entire membership when we pledge our loyalty to him and ask that we can be of service to him in any manner possible; he has just to 'command us.' Again, congratulations and best wishes!

Bon Voyage and Thanks

J. LaMarr Bradley has been elevated to the ranks of "ex"-presidents. However, he leaves behind him a commendable record of accomplishment, enthusiasm, and good-fellowship. He labored long and faithfully in his office, giving unsparingly of his time and energies to the KPA and to its advancement. We, who realize the trials and tribulations, the disappointments and the glories, the errors and the worthwhile things accom-

plished, can only extend to LaMarr our grateful and heartfelt thanks. He, and his official family, have set a record upon our books that will be reflected in the annals of the KPA in the years to come. Again thanks and bon voyage!

The Best Meeting Of All

If the largest attendance can be any criterion, the mid-winter meeting, now a matter of historical reference, has set a new record. The program was interesting and inspiring, and every editor could take home with him many new ideas and ideals that will make him a better editor and his newspaper a new force in community service. We congratulate the program committee on their selection and judgment, and, to all who helped make the entire three days a success, we can only say a heartfelt thanks.

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plete report. Mr. Saufley deserves the plaudits from the members of this association for the capable and highly satisfactory manner in which he went about the job thrust upon him at the summer meeting of the association.

I desire to commend the National Casualty Company and their representative, Mr. Alex E. Johnson, for their promptness in paying off the claim of \$957 and Farson & Huff, advertising agents, for cooperating with the association in handling the state fair advertising this past year.

I regret that the advertising bureau was doomed to failure because of poor management on the part of the person selected to head the bureau. There is no criticism intended or implied of the officers preceding me who were instrumental in setting up the bureau. They did everything in their power to make the bureau a success and under good management it probably would have succeeded. However, I believe the best interests of our members will be served in cooperating with the various advertising agencies.

Your president and secretary represented the Kentucky Press Association at the annual meeting of the National Editorial Association held in White Sulphur Springs, W. Va., and your president also attended the business session of the N. E. A. held at Chicago. Our affiliation with the N. E. A. has been a very constructive step as the importance of a strong national organization to represent the publishers of America is becoming more and more necessary. Much legis-

lation has been passed in Washington in recent years that has been detrimental to the publishing industry. Capable representation must be kept at the nation's capital and the N. E. A. provides the best medium.

The N. E. A. is undergoing a reorganization and will mean even more to our members in the future. A full-time executive secretary has been employed, an enlarged program outlined and a budget adopted. Even with the improvements being made there has been no increase in dues.

A discussion of the problems confronting the N. E. A. will be made at the afternoon session by Mr. Walter Crim, treasurer of the N. E. A., and president of the N. E. A. Mr. W. H. Conrad, will be with us Saturday.

At the meeting in Chicago, I was impressed with the number of field managers there and found that more than half of the states now have field managers. I devoted considerable time to investigating the set-up and carried on some correspondence before realizing that we virtually have two field managers—namely, J. Curtis Alcock and Victor Portmann. Both of these men have been untiring in their efforts for our association and I deeply appreciate the cooperation each has extended me during the year.

The report of Sec.-Treas. Alcock will show that we held our own financially this year despite the fact that we had some unusual expenses. Over \$400 remains in the treasury. Part of the money advanced to the advertising bureau will also be paid back and should aid the budget for the coming year.

We added two new members and two new associate members during the year.

For the coming year I would suggest that an increased appropriation be made by the executive committee for the secretary-treasurer who is really doing a field manager's job and that \$5 monthly, if needed, be contributed toward the publishing of the Kentucky Press which has been operating at a personal loss to the editor. These recommendations can be approved without endangering the financial structure of the association and without increasing dues. And please bear in mind that dues in field manager states are much higher than in Kentucky.

I urge that newspapers in the state get their circulations in shape for the advent of the Audit Bureau of Circulation into the weekly field. Audited circulation can now be had for \$26 a

year and is likely to be required of publishers in the not distant future.

Your president also urges that the state association adopt some system similar to the Oklahoma "Grass Roots" program for developing advertising in small-town newspapers. The plan is too detailed to explain in this address but is worthy of consideration.

As a final suggestion, let me urge that all state publishers support the Kentucky Press Association and let it help you. United cooperation on the part of the state's publishers is more seriously needed now than ever before as the problem of remaining in business and making a profit becomes increasingly difficult.

This report is respectfully submitted and I trust meets with your approval.

The Press regrets, that on account of augmented advertising, that the report of the KPA Legislative committee, as presented by Mr. Underwood, must be held over until the February issue. Mr. Goodman's report on "legal advertising" will also be included.

The Fulton Daily Leader, edited by Hoyt Moore, was forty years old December 30.

December 29 marked the closing of the 72nd volume of the Mt. Sterling Sentinel-Democrat. Ratcliff H. Lane is the editor.

H. L. Smith, editor of the Springfield Sun, who became ill with pneumonia Christmas day, is improving.

The fifty-second volume of the Liberty News, edited by Otis C. Thomas, was completed December 23.

A special eight-weeks' subscription campaign was started by the Lancaster Central Record, December 29. Prizes consisting of a two-piece living room suite and a radio will be given away Saturday, February 25. J. E. Robinson is the editor and S. B. Goodman, manager.

The Cynthiana Democrat started the New Year with the installation of a late model line-casting machine. The January 5 issue of the paper took on new face with with Ideal eight-point type, new headlines and new heading on the front page. Mrs. Joe Costello is the publisher of the Democrat.

Mrs. Cora Frances Pitchford Maxey, wife of Sam Maxey, editor of the Franklin Favorite, died at her home there after having been confined to her bed for only a few days. Mrs. Maxey was a member of a pioneer Allen county family, her father being the late Frank Pitchford, an outstanding educator. She was married to Sam Maxey on January 26, 1898. Besides the husband and son, John Rhea Maxey of Detroit, Mich., she is survived by two grandchildren, Frances Ann and John Sam Maxey, Detroit, and by two brothers, O. H. P. Pitchford and C. H. Pitchford, and three sisters, Mrs. O. M. Tucker, Mrs. J. C. Whitney and Mrs. Lucy Bradley, all of Scottsville.

Newspapers celebrating birthdays the early part of January include the Twice-A-Week Leader, Princeton, edited by Marion F. Catlett, which was 68 years old January 3; the Hickman County Gazette, Clinton, edited by H. L. Waterfield, 35 years old, January 5; and the Paducah SunDemocrat, Edwin J. Paxton, publisher, passed its forty-second milestone January 2.

Many additional Kentucky newspapers celebrated anniversaries during the first week of the new year. Some of them are listed below as follows: Leitchfield Gazette, Vol. 59; Scottsville News, Vol. 5; Bardstown Standard, Vol. 39; Salyersville Independent, Vol. 19; Owenton News-Herald, Vol. 71; London Sentinel-Echo, Vol. 66; Bedford Democrat, Vol. 43; Lebanon Enterprise, Vol. 54; Ewing Enquirer, Vol. 14; Pineville Courier, Vol. 16; Cynthiana Log Cabin, Vol. 44.

The purchase of the controlling stock of the Hartford Printing Company, Inc., by Percy Landrum and his mother, Mrs. Tina Landrum, has been announced. The Landrums took over the management of the corporation January 1. The former operators were J. Robert Culley and his mother, Mrs. Mollie Culley. Mr. Landrum, a graduate of the Department of Journalism, University of Kentucky, had previously served as editor of the Ohio County News, a weekly published by the concern.

The arrival of the new year marked the passing of another milestone for several newspapers in the state. Among them were the Beattyville Enterprise, Vol. 33; Brandenburg Messenger, Vol. 47; Carlisle Mercury, Vol. 73; Clay City Times, Vol. 44; Corbin Daily Tribune, Vol. 35; Georgetown News, Vol. 53; Georgetown Times, Vol. 73; Grayson Journal, Vol. 47; Harlan Daily Enterprise, Vol. 38; Liberty News, Vol. 35; Louisville Independent, Vol. 6; Mt. Sterling Sentinel-Democrat, Vol. 80; Morehead Independent, Vol. 73; and the Versailles Sun, Vol. 71.

Walter T. Beadles, Mayfield newspaperman and printer, went to McKenzie, Tenn., January 22 to become managing editor of The Banner, weekly publication owned by C. D. Moody.

Thieves, entering the Ashland Daily Independent building in an unknown manner January 23, secured about \$200 from an office safe, according to a report made to police by Associate Editor J. T. Norris. The door leading to the office was "jimmied" and the "day lock" combination of the safe worked. Police Chief Charles F. Howard took fingerprints from the door and safe and is investigating the theft. The robbery was discovered by a janitor.

Machinery and equipment of the defunct Herald-Post were sold early this month to the Ira A. Watson Company, Knoxville, Tenn., and Sugerman and Company, Los Angeles, Calif., general merchandising firms, for an undisclosed price.

On December 29, the Morehead News, edited by Jack Wilson, completed its forty-third volume.

The 106th milestone of the Ledger and Times, Murray, published by R. R. Meloan and John S. Neal, was passed January 5.

Oscar Haight, Jr., managing editor of the Grayson Enquirer for the past three years, has resigned and is now with the Globe Printing company at Ashland.

Editor and Mrs. Victor R. Portmann announce the arrival of Joslyn Victor, weight seven pounds, 13 ounces, on January 4 at the Good Samaritan Hospital, Lexington. Thanks, we all feel fine.

Mr. and Mrs. Olon Cook of Cumberland announce the birth of a baby boy, born December 21. Mr. Cook is city editor of the Cumberland News.

J. G. Denhardt, editor, Bowling Green Times-Journal, recently re-elected to the Bowling Green board of education, has been chosen president of the board for 1939.

"Once upon a time...
Start again, that sounds
like a fairy story!"

We received a letter
recently - in it was a copy of a letter.
It intrigued us. So, we got out the file
and read it, just to get the background.
When we had finished, we said to our-

Yes, small weeklies do need modern Linotypes

You undoubtedly have your opinion on this subject... but have you ever tested your theories? One publisher of a weekly did. He tried it both ways and kept account of costs. The facts of his findings are simply and sincerely told in some correspondence which he has given us permission to print in this leaflet. Its frank, honest style makes it as enjoyable as it is informative. Say the word, and we'll send you a copy at once.

THE LINOTYPE WORKS

Linotype Memphis Extra Bold and Metromedium No. 2

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn, N. Y.

I'll gamble my reading time against your postage for "Once Upon A Time."

Name _____

Address _____

A Statement of Public Policy by....

The Honorable Wright Patman, representative in Congress of the first district of Texas, has announced that he will introduce in the next Congress a punitive and discriminatory tax bill frankly designed to put chain stores out of business. In the past, Mr. Patman has been very successful in securing enactment of legislation which he has sponsored. He has demonstrated that he is a very able lobbyist and propagandist for his own bills. The management of The Great Atlantic & Pacific Tea Company is therefore faced with the necessity of deciding upon a course of action in relation to this proposed legislation—whether to do nothing and risk the possibility of the passage of the bill and the resulting forced dissolution of this business, or to engage in an active campaign in opposition to the bill.

In arriving at a decision, the interests of several groups of people deserve consideration—the management, the 85,600 employees of the company, the consuming public, the millions of farmers producing the country's food, and labor.

1. The Interests of the Management

The interests of the management can be dismissed as of very little importance.

The Great Atlantic & Pacific Tea Company is managed by George L. Hartford and John A. Hartford under an arrangement made by their father, George Huntington Hartford, the founder of the business. George L. Hartford has been actively engaged in the grocery business for 58 years, working generally six days a week, 52 weeks a year during that entire period. John A. Hartford has been actively engaged in the grocery business for 50 years, working generally six days a week, 52 weeks a year during that period. Both of these men could, of course, retire without personal or financial inconvenience and live very comfortably if chain stores were put out of business. The record of the last calendar year shows that out of any money earned annually from the business, in the case of George L. Hartford, 82 percent is paid to government in taxes; in the case of John A. Hartford, 83 percent is paid to government in taxes. As neither of the brothers has any children, any monies left out of their earnings would accrue to their estates, and in the event of their death, inheritance taxes would probably amount to two-thirds of such accrued earnings, leaving approximately 6 cents on the dollar as a motive for continued personal service.

It is therefore apparent that the interests of management need hardly be taken into consideration in arriving at a decision.

2. The Interests of the Employees

The interests of the employees of the company are, however, a matter of very grave concern.

It is simply a statement of fact to say that the employees of The Great Atlantic & Pacific Tea Company generally throughout the United States receive the highest wages and have the shortest working hours of any workers in the grocery business, whether chain store or individual grocer. Many of them have devoted all of their working lives to the interests of the company.

The management, therefore, has a definite obligation and duty to defend the interests of these 85,600 employees against legislation intended to throw all of them out of work.

3. The Interests of the Consumer

Since this business has been built by the voluntary patronage of millions of American families, we believe that we must give consideration to their interests in this matter. Millions of women know how acute is the present problem of providing food, clothing and shelter for themselves, their husbands and their children out of their present income. When food prices go up it is not a question of paying more for the same food. They do not have the additional money with which to pay. Therefore, they must buy less and eat less. A & P Food Stores last year distributed at retail \$881,700,000 worth of food at a net profit of 1%.

This food was sold to the public at prices averaging from eight to ten percent lower than the prices of the average individual grocer. Literally, millions of sales were made at prices twenty-five percent lower than those of the average individual grocer. This saving of eight to twenty-five cents on each dollar is of vital importance to these millions of families. If they were denied the opportunity to buy at these lower prices it would simply mean that in millions of homes they would have to leave meat off the table another day a week, eat less fresh fruits and vegetables, give the growing child one bottle of milk less every week or stint on butter, cheese, poultry, eggs and many other of the most nourishing foods.

In the last 10 years during the greatest period of chain store growth, the number of individual dealers has increased rather than decreased. We maintain that there is nothing wrong when these dealers charge more than we charge. They must charge these prices in order to make a fair profit. The average grocer will, upon request, deliver the groceries to the customer's door and in many cases extends credit to some of his customers. Delivery service costs money. The grocer must put this added cost in the prices to his customers. In the same way the extension of credit involves the expense of bookkeeping, the tying up of capital, and credit losses. There is nothing wrong in the higher mark up of the individual grocer, because he is rendering a service that justifies his prices.

If some customers can afford and voluntarily elect to pay a higher price for groceries and meats because they want credit or because they want delivery to their homes it is quite proper that they should pay an additional price for such service. However, the millions of families in this country whose income is limited and who can have more and better food because they are willing to pay cash and carry home their own purchases, should not be denied this opportunity. Millions of families of limited incomes can only enjoy their present standard of living through these economies and savings. These millions of American families have helped us build a great business because they believe we have rendered them a great service. The company, therefore, has an obligation and a duty to protect the interests of these customers.

... The Great Atlantic & Pacific Tea Co.

4. The Interests of the Farmer

Eight million farm families are engaged in producing the food consumed by the American people. All of the farm homes in America, therefore, comprising one-fourth of all of the population of the United States, have a direct interest in the methods of distribution by which the products of their labor and of the soil are marketed.

Approximately 30% of their production is marketed through the chain food stores; about 70% through individual grocers. Their fruits, vegetables and other food-stuffs are sold through the chain stores at prices averaging 8% to 10% cheaper than the prices at which they are sold by many grocers. If the farmer sells a given product to both at the same price, the individual grocer must charge the public more to take care of his higher costs. Thus 30% of the farmer's products reach the public at low prices and 70% of his products reach the public at higher prices.

If the public cannot consume a given crop of apples, potatoes, berries or any other product, at the prices at which they are offered, these goods do not move from the grocer's shelves; a surplus accumulates and the farmer finds that he either cannot sell the balance of his crop or must sell it at a substantial loss. Only too often a situation arises when it is literally cheaper for the farmer to let his apples or his peaches rot on the ground than to expend the labor costs necessary to pack and ship them. Every farm economist knows that a 10% surplus does not mean 10% less return to the farmer but often more than 20% less return.

In other words, the farmer's problem is to sell his products at the cost of production plus a fair profit and to get them to the public with as few intermediate costs and profits as possible. It is therefore obviously unfair to the farmer to propose legislation which would, at a single blow, wipe out 30% of his distributing machinery—and that 30% the part which maintains the price to the farmer yet reaches the public at low cost because of economical distribution. It would be just as unfair to the farmer to propose putting out of business all of the individual grocers of the country who distribute 70% of his produce. Both chain food stores and individual grocers perform a distributive function vital to the interests of the farmer. If either failed to function the farmer would be faced with tremendous surpluses and heartbreaking losses.

For years the A & P has dealt with the farmers both as producers and consumers. We feel that we have a definite obligation and duty to oppose any legislative attack upon their best interests.

5. The Interests of Labor

Every business in this country has a vital interest in the purchasing power of labor. When labor has high wages and great purchasing power, everyone is prosperous. When labor's purchasing power is curtailed, all busi-

ness suffers and the American standard of living is impaired. For many years it has been the wise policy of the national government to protect real wages and the purchasing power of the worker's dollar. Combinations or agreements to raise prices, thus reducing real wages, have been declared illegal.

It certainly seems strange that it should now be proposed to destroy a group of businesses for the frankly admitted reason that they furnish the necessities of life to the wage earner and his family at low prices. There are approximately 900,000 workers directly employed in the chain store industry. What course is open to us but to oppose the action of a man who, at a time when more than 11,000,000 wage earners are already out of work and 3,000,000 families on relief, proposes a bill that would add almost another million to the roll of unemployed, wipe out 30% of the distributing machinery of all of the farmers of the United States, and raise the cost of living of the wage earners of the United States.

We believe that our organization has rendered a great service to the American people and that it is as a result of that service that we have prospered. If we consulted our own interest it would be very easy to stop and enjoy whatever leisure we have earned. No one is dependent upon us except our fellow workers. However, after the fullest consideration of all interests, we have arrived at the decision that we would be doing less than our full duty if we failed to oppose, by every fair means, legislation proposed by the Honorable Wright Patman.

As we have said, Mr. Patman is an able politician, an able lobbyist and an able propagandist. In that field he is an expert. We are experts only in the grocery business. We believe the chain stores have a right to present their case to the American people. We will not go into politics, nor will we establish a lobby in Washington for the purpose of attempting to influence the vote of any member of the Congress. We expect only a full and fair opportunity to present the case for the chain stores as a great service organization for the American people.

Since the task we have set before us is one involving the widest dissemination of complete information to all of the American people, and since this is a profession in which we are not expert, we have engaged Carl Byoir & Associates, public relations counsel, to do this work. We realize that our views are seldom news. We know, therefore, that we must be prepared to spend a substantial sum of money in telling our story to all of the American people. We declare now that this money will be spent in the dissemination of information through paid advertising and every medium available to us, and in cooperating in the work or formation of study groups among consumers, farmers and workers, which provide open forums for a discussion of all measures affecting the cost of living.

We believe that when the American people have all of the facts they will make their decision known to their representatives in Congress. As Americans we will be content with that decision.

(Signed)

George L. Hartford

John A. Hartford

ONLY 1½%



A federal government agency has completed a cost-of-living cross-section survey of families using electricity. It shows that 35.6 per cent of the average family income is spent for food; 14.6 per cent for clothing; 17.6 per cent for housing; 5.9 per cent for recreation; 4.3 per cent for transportation.

The smallest item is 1.5 per cent for electric service.

In relation to family income, electric service costs less in the U. S. A. than in any other country, and is generally more dependable. It is a pity that more of our politicians are not fair enough and honest enough to admit this fact to the public.

Kentucky Utilities Company
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and Associated Companies

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