

# The Kentucky Press

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

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NUMBER FOUR

## Press Faces Many Tests In Coming Year

My earliest newspaper mentors taught me to be precise in the use of some 15 or 20 words. One that sticks in my memory is the adjective "critical." My nose was buried in the big and little dictionaries, my feelings lacerated, my pride hurt, my resentment fired until to me critical could never again mean anything to me except "approaching or reaching a crisis." That was — and as far as I know still is—Noah Webster's definition.

To many who have newer and more modern ideas on the meaning and use of words, critical may mean inconvenience, annoyance, irritation, something a little worse than serious. With your permission and forbearance, I shall be regular and orthodox. I've done my share of crying, moaning and groaning in an adult life time spent on newspapers.

Twice last year I cried in unison with some of the country's best professional weepers. One occasion was in Chicago at the Associated Press Managing Editor's Association meeting. Another damp and moist session was at Hot Springs, Ark. There, at the convention of the Southern Newspaper Publishers Association, the wailing reached crescendo pitch. It would have broken your heart to have listened in.

Perhaps I haven't made it clear what all the weeping and wailing was about. It was that "the press faces a critical year."

Why? Well because we must get along with less newsprint and there are

(Editor's note: We are happy to present some of the high-lights of the excellent address of A. Y. Aronson, managing editor of the Louisville Times, on "The Press Faces A Critical Year" at the mid-winter meeting at Louisville.)

personnel problems to solve. So the newspaper executives and publishers went into a large-scale huddle and listened to a flood of words, over which the dam had broken, to figure out how they could possibly do it—and live on the scale to which they were accustomed.

Now your program committee, over the grapevine, must have heard I was an authority on the face on the composing room floor, so I was selected to give you some ideas on how to weather the storm. Suddenly I was seized with a quaint, if not original, idea. I stubbornly decided to reject a crisis, even though I was to talk on it. More than that I would even repudiate our crisis. Please remember, if by that decision I disappoint and disillusion you, by the same token I have suffered a lot of personal punishment.

I'll continue by saying frankly, as I have already strongly intimated, the press isn't facing a crisis. Unless we are cowards, weaklings and waffle-witted wayfarers in these tense and troubled times, we'll look back upon it as a year of service and obstacles surmounted.

Hitler; his despicable crew of Nazi gangsters; Hirohito, his Tojos and greedy, inhuman savages, let us hope

are facing a critical year; a well-earned and deserved crisis, marking the end of war-mongering dictatorships.

But not the Kentucky Press, not even the press of the United States as a whole faces a crisis. Individually, here and there, through mismanagement, lack of initiative or force of circumstances, the going may get too tough, and publications may cease or suspend. Does that make it a critical year for the press? I don't believe it does. If it did, then the press would, even in years of joyous peace, face a critical year, year in and year out.

Unhappily, no year passes without failure in our ranks. Last year was a better year for the press, true equally of large and small newspapers, than any year in a decade. Fewer papers went out of business—some—344 weeklies—if my authority—and I believe it trustworthy—is accurate. This year—as I see it—will see even that number reduced.

Now, if the press does not face a critical year, just what does it face? I believe all of you will agree with me that it does face an uneasy year. And that it does face a year of challenge, a trying year, a demanding and exacting year, but above all a year of opportunity for service in the public interest.

We are going to have our troubles, annoyances and irritations. Who hasn't? Let us give thanks none is beyond our solution by patient, intelligent and earnest effort. Approached in the proper spirit the year should be stimulating.

Solution of our problems will bring



a feeling of pride, awaken in us new and better ways of serving our readers, and our country. Papers using more than twenty-five tons of newsprint annually must overhaul their operation so it fits into the pattern of rationing. That's nothing new, I feel sure, to most of us. During the depression we used less newsprint each issue than during the preceding decade. It was done to keep the wolf of bankruptcy out of the counting room.

It is true our depression-period curtailment had the urge of self-preservation; today all of us know—even though we dislike to admit it—it is still self-preservation, abstract and far away as it may seem. The difference is: this time we have been told to do it; in the 30's we decided it for ourselves, urged on by necessity screaming all over the shop.

Those of you who go back to World War I—as I do—remember when many of us did face a crisis—a crisis underlined by less than a week's supply of newsprint on hand. With business as usual and the devil take the hindmost—paper went sky high on a competitive and unregulated open market.

True, this year we have to turn away advertising and circulation revenue. We face the prospect of not setting new records, of being denied the soul-satisfying joy of contemplating charts and graphs with ever ascending curves. We have to inventory the reading matter content, cut here, throw out deadwood there.

Newsprint reduction has compelled us to survey our features. The easy, lazy way to get out a paper is to fill it with syndicate and hand-out matter. That's a royal road that ends in a ditch. Filling the paper with news and features produced on the spot is the hard way. Opinion differs as to the proper ratio of one type of material to the other. There can be no difference of opinion on overdoing the purchase of features and turning newspapers into mere assembly plants.

Carried too far, the use of features reduces us to glorified job printing plants. With this difference: we buy the job work copy and sell the product whereas the job plant, as we now know it, sells the job work and the buyer brings in the copy and pays for setting it up and printing it.

The syndicates face diminishing returns. All of us are now receiving sales arguments with such catch phrases as "May we help you with your newsprint problem"; "Your paper needs more entertainment—less war news." Stiff

sales resistance will do a better job of helping us with our newsprint problem. Our papers need more home-grown news and fewer features; a whole lot of Victory gardening on our typewriters. I am not opposed to syndicates. They have helped to take the stodginess and dreariness from many of our inside pages. Still, I believe that we should guard against over-using purchased material.

Proper balance is an essential in producing a good newspaper. The war has brought us a golden opportunity to better our perspective, to adjust and proportion to the best advantage of ourselves and our readers the use of available space.

Yes, it won't be an easy year. Again, the very hardships we face bring us opportunity and challenge.

The year gives us an opportunity to learn how many empty box cars have been running up and down the tracks of our column rules on cross-ties of wasted type. If we carelessly and thoughtlessly rip out the main lines instead of the abandoned and weed-grown switch tracks our readers are going to become vocal.

Then we will learn from those we serve. We'll find out what our readers liked and what few, if any of them read. The challenge less space brings is better editing, terse writing, sharpened and intelligent selection, an end to space-filling gimcracks. It's a challenge to refurbish, revamp and revise our output.

As I see it, all we have to do to avoid trouble is quit trying to get our papers the old way under new conditions.

In addition to troubles all of us have worries. If we are Republicans, twelve years of doubting the intentions and mistrusting the motives of the National administration have given us a special skill for worrying. Republican publishers and editors today worry more than their Democratic colleagues about censorship, the hoard of Washington department public relations men, Cairo and Teheran and the Hot Springs food conferences press shut-outs; spoon-fed news, a free press, a free flow of news a feeling that Washington believes news belongs to the government and not to the people, official suppression. Those of us who are Democrats may be out of practice when our turn comes.

Again some of us with AP memberships view with alarm the government's victory in the lower courts amending its membership by-laws. Super-heated minds refer to the injunction as regulation which must be resisted to the ut-

most. I do not feel that the freedom of the press has been impaired or threatened but it is always best and wisest to be on guard against complacency. It has been said over and over again, recently with increased vigor, that we will keep a free press as long as we deserve it and not much longer.

At this point, I should like to voice an inspirational note. It concerns our relations with the public. There is a war-born let-down from peace-time standards of service abroad in the land. No doubt this has slapped you personally frequently. It is summed up and affronts in that too trite phrase: "Don't cha know there's a war on."

Its background is often a false and erroneous conception of a fifth new freedom—a freedom the Atlantic Charter didn't promise, even contemplate. The war is used to cover up shortcomings, cheating, chiseling, laziness and rudeness.

Of course we can't have business as usual. No body can, least of all the Army and Navy and Marines. But I would like to call your attention to the value of being leaders, of setting an example, by an attitude of fairness, honesty, courtesy and decency in our dealings with the public. It will pay big dividends.

As I see it, newspapers will come out of the war with added public respect and confidence if they resist the temptation to take advantage of their readers, advertisers and employes just because the times present the opportunity to give little and ask much.

It is true the public—its voice and rights bludgeoned into passive resentment and submission by the exigencies of war—expects the worst; to have shoddy goods foisted on it just because "you can sell anything now." Let us be now as always.

I have noticed in our office the look of pleased surprise and beaming gratitude in the eyes and on the faces of mothers, fathers, wives, sisters and brothers of men in the service when we welcome them courteously with their items for our camp news columns. Other visitors on other errands have shown similar appreciation.

It gives them new hope and faith in the brotherhood of man, to find an oasis of politeness in a desert of bad manners. Before the war they would have taken it as their right; today it is a bright light piercing a strange new world.

Then again maybe I have failed to

(Please turn to Page Seven)



## 20% Of A Vital War Munition Is Being Wasted!



Waste of any kind hurts the war effort. But waste of food — a vital munition of war — strikes directly at every production soldier and every fighting soldier in American armies.

The fact that today one out of every five pounds of precious food produced in America is going to waste is an urgent challenge to the food industry and to consumers alike.

How can we combat this waste? By more efficient distribution. By reducing spoilage of perishables in transit and in the store. By guarding against waste in the housewife's kitchen where 40 per cent of this waste is taking place.

That waste in distribution can be cut is proven by the experience of A&P Stores. **By speeding the movement of perishable products from farm to dinner table . . . by eliminating unnecessary handling operations, we have cut waste and spoilage of fruits and vegetables alone by 50 per cent in the past 20 years.**

Such achievements as these are enabling the men and women of A&P to do the nation's most efficient job of food distribution.



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# The Kentucky Press

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Victor R. Portmann, Editor-Publisher

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## A Dangerous Precedent Set By P. O. Officials

Publishers sat by with little interest when the post office department moved in on a number of publications and barred them from the mails because they contained alleged seditious material. This was not so serious since it was generally agreed that any publication which interferes with the war effort should be handled with a mailed fist. Then came the citation against *Esquire* magazine to show cause why it should not be deprived of its second class postal permit because of its alleged risqué contents. A three-man panel heard the evidence and two of them recommended dismissal of the action. Despite this, the postmaster general overruled his own hearing board

and ordered the magazine barred from second-class mailing privileges. The serious angle to the case is that the postmaster general has arbitrarily decided that the content of the magazine is neither of the arts, news nor science. Thus, the postmaster general established a precedent of determining in his own mind what is art, news and science as they appear in publications which have the constitutional right of free expression. The ruling did not hold that content of the magazine is salacious or obscene. Such a finding might have held some consistency had it been referred to the justice department for proper action. It is hardly the function of the post-office department to determine the question which was placed at issue by the decision. There are sufficient regulations to handle those publishers who use the freedom granted by the Constitution to go beyond the bounds. If a publisher, or a private citizen, disregards the laws and regulations there is statutory and orderly process to effect the desired results. The postoffice department is neither prosecutor or judiciary. While no newspaper may ever be confronted with the problem, the position assumed by the postmaster general is a constant threat if that official is henceforth to have the power of determining what is proper information to merit continuation of mailing privileges. It is obvious that the postmaster general assumed the position in the hope of an appeal to the courts but the precedent is dangerous as a possible restriction on a free press.

## Free Press Clause Taking Fast Spotlight

It has been stated that the constitutional law travels in cycles and that during some period of history some class or group affected by the Constitution will be in the bright spotlight of litigation in which it is concerned.

For a number of years the commerce clause was given a ride of attention and the majority of cases before the courts were concerned chiefly with that provision. Recent and present events indicate that the constitutional guarantee of a free press is having its day in court and that for a few years the agencies established by that guarantee will have their inner workings paraded before the public eye.

Courts have not been eager to tackle the problem involved in the freedom of the press. Rather they have leaned al-

most backward against any tampering with that subject. As much cannot be said of the activities of many of the administrative agencies of the government. If they have not directly tampered with the operations of the usual conception of a free press they have come dangerously close to it.

Whether application of minimum hour and maximum wage provisions, bargaining with employes, restrictions on advertising, are in fact a limitation on free exercise of expression are certain to be at final issue before long. The anti-trust suit against the Associated Press is clearly one that involves the right of government to order and dictate practices of a free press. The fourth assistant postmaster general of the United States, who presided as hearing judge in an action to determine whether a magazine should be deprived of second-class postal privileges, declared the case involved some important principles of the freedom of the press and also the question of whether the Post Office Department has the legal right to censor publications by barring them from the mails. It must be admitted that a publication might be subject to civil or criminal action for violation of a specific law, but there is a question whether barring the publication from the mails because of a law violation is merely a subterfuge that interferes with freedom.

Publishers are apt to accept freedom of the press as a matter of course and a privilege and right which cannot be disturbed. The trend of the past several years and which exists at present is sufficient to awaken a sense of realization that even this fundamental might be altered and reconstructed. Only strong and virile organization will provide the force and power which will be necessary to prevent the pendulum from swinging away from absolute freedom to that which is restricted and limited. Newspapers have a fine background of court protection but that alone will not spare them from the spotlight which is being turned on.—The Indiana Publisher.

## Public Requires Ads In Modern Newspaper

Several years ago a brief was presented to the Indiana Supreme Court in a newspaper case involving application of the gross income tax on income from that part of advertising which moved in interstate commerce. The gross income tax division had admitted it could not

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collect tax from the income of subscriptions to the newspaper which were located outside Indiana.

Although the court did not sustain the theory of the newspaper, the attorneys for the publication advanced several new but sound arguments that can well be studied by publishers. The brief for the newspaper argued that the newspaper no longer is a medium solely for the dissemination of news and expression of individual thought. It showed that without advertising there would be few buyers of newspapers since at least 50 per cent of subscribers to and buyers of newspapers consider advertising content as important as news content.

This brief showed up recently during some research work and revived the question of the importance of advertising from the standpoint of reader interest. It also raises the issue of whether advertising columns are included within the privilege of a free press granted by the Constitution. It would seem that the advertising columns represent the right of the public to the use of the freedom granted to publications and in that respect advertising is just as much a free agency as news dissemination. One learned judge has declared that "Advertising is the lifeblood of newspapers" and, of course, that is true. Were it not for advertising the average person could not afford to buy a newspaper.

Therefore, advertising is an integral part of the whole which goes to produce a modern newspaper. There would be no newspaper without news matter, but it follows that there could be no newspaper, as the public demands, without advertising. There is definite news value in advertising and the public needs to be educated to that fact.

Law Journal Reviews Newspaper Privileges

The request served on an Indiana newspaper publisher recently for information on the source of an article published in the newspaper recalls the interesting incidents which marked enactment of the law in the 1941 session of the state legislature often referred to as the professional status law for newspapers and press associations.

It will be recalled that the bill experienced no mild opposition in the House, turned up in mutilated form in the Senate but finally was passed with two dissenting votes and was signed by the

Governor. Generally speaking the law grants complete immunity to any bona fide owner, editorial or reportorial employe of a newspaper or press association from disclosing the source of any information obtained in the course of employment.

Among the many comments on the law was a review published in the Indiana Law Journal which questions provisions of the act that limit its coverage to those newspapers "published for five consecutive years in the same city or town, and which "must have a paid circulation of at least two per cent of the population of the county in which it is published." The review states these provisions "cast doubt on the constitutionality of the statute."

The Law Journal review is important because it suggests questions which basically touch the legal advertising laws of the state. For instance, it is stated "whether a newspaper is one of 'general circulation' or whether it has been published a sufficient length of time to give a legal notice seem questionable as tests to determine if a newspaper is a bona fide publication. Some newspapers published in small towns—especially if one or more large cities are in the same county—will not be able to meet the circulation requirement, yet they should be privileged if others are.

"While some publications should not be permitted to use this statute as a shield for illegitimate activities, the requirements, as enacted, seem unfair and arbitrary. The better course would be to let the courts decide whether a particular newspaper is a bona fide publication. Legitimate small town papers and newspapers recently started would not then be unjustly excluded."

But the review does add that "if any state of facts reasonably can sustain the validity of the statute, that state of facts must be presumed." Furthermore, it is stated, "the fact that some inequality may result will not be sufficient to invalidate the act" since there must be a manifest unreasonableness, and "the classification in this act should not be considered that unreasonable."

Note is made in the review article that "the act applies only to disclosing the source of any information procured." Apparently the reporter may be compelled to divulge the actual information even though he has promised not to publish it or desires not to divulge it." There is small cause to speculate over this comment, for, if the information is not published it would be

unlikely that the reporter would be compelled to divulge what only he knows, and if it is published the information is public property.

The question of constitutionality over limitations, as raised in the review, is no more important than ever. Legal publications in Indiana have been restricted to length of operations for years and to date the limitation has not been upset by any higher court decision, therefore it is not apt to become an issue as a result of the privileged communication act, which, in all other respects, is admittedly valid.

Something new has been added as a defense to an action in libel through a decision by the Supreme Court of West Virginia in which it held that "a misstatement of fact with reference to official acts of a public officer made without malice and in the reasonable and honest belief that the statement is true, is qualifiedly privileged."

The case involved comments by the publisher of a newspaper in his personal column on certain expenditures by a public official. Suit for libel was filed by the official against the newspaper with a demand for \$100,000 damages. The answer of the publisher set out that the newspaper had the right of fair comment and privilege upon the acts of public officials, to which the plaintiff demurred. Overrule of the demurrer sent the case to the Supreme Court which sustained the lower court.

In ruling on the case the court stated: "Official acts of a public officer are of such concern and importance to the public generally that a statement thereof is qualifiedly privileged if made in good faith and in a reasonable and honest belief that the statement is true."

"Special plea of privilege, fair comment and criticism filed in an action of libel wherein it is alleged that the material and basic statements contained in the published writings are true, and such statements are sufficient to constitute a reasonable basis for the inferences made, the opinion expressed, and that the comment thereon is fair, is good on demurer."

The court emphasized that the privilege which it upheld in the decision would extend only to comment upon the official acts done in the performance of official duties.

This decision broadens materially the defense of a publication in a libel action and adds to those already established by law and court decisions.



Stanford Interior-Journal Resumes As Semi-Weekly

The Stanford Interior Journal, Lincoln County's only newspaper, will resume publication this week as a semi-weekly, E. C. Walton, editor and publisher, announced February 23.

After publication for sixty-two years as a semiweekly it was changed to a weekly a few weeks ago because of an expected cut in its allotment of newspaper, Walton said.

Radio Advertising Is Compared With Newspapers

Although newspaper ad reading and radio program listening are not subject to exact comparisons, the following facts are interesting . . . particularly in view of radio's new efforts to win more retail advertising.

1. The Continuing Study of Newspaper Reading for the seven-month period, October, 1942-April, 1943 (known in radio as the "winter broadcast season" when listening is at its highest) shows that:

Among LOCAL ads in the eight newspapers studied there were 24 that attracted from 60% to 80% of the readers, 41 that attracted from 40% to 60% of the readers, 34 attracting from 30% to 40% of the readers, 37 that attracted between 20% and 30%.

Among NATIONAL ads in the same papers, there were 19 which attracted from 20% to 30% of the readers, four winning from 30% to 40%, six getting from 40% to 50%, three getting over 50% of the readers.

2. In contrast to this, according to The Cooperative Analysis of Broadcasting reports for the same period, no DAY-TIME program had an average audience of more than 9.8% . . . and no EVENING program had an average audience of more than 32.5%.

Of the 67 DAYTIME programs reported, all had an average listening audience of less than 10%, while 28 programs, or 42%, had an audience of less than 5%.

Of the 125 EVENING programs reported, 60 programs, or 48%, had an average audience of less than 10% of the radio-owning homes, while 114 programs, or 91%, had an average audience of less than 20%. Only eight programs won an audience of between 20% and 30%, and only three programs got into the 30% to 35% bracket.

No daytime sponsored program had a monthly average of more than 9.8% . . . and no evening sponsored program had a monthly average audience of more than 35.1%.

On top of these facts, there is this question: How many radio listeners

really hear the advertising parts of a program . . . how many can identify either sponsor or product? Surveys have shown that in a great many cases far less than half of the tuned-in audience can identify either one.



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Join the Brigade—the thousands of successful printers who save time, avoid error and put their business on a business basis by using the


**FRANKLIN PRINTING CATALOG**

Write today for the no-risk trial order plan.  
**PORTE PUBLISHING COMPANY - - SALT LAKE CITY 5, UTAH**

# On Being STEADFAST

Good Linotype operators and machinists know that machines—if they are to produce properly—must be kept clean, properly lubricated and always in proper adjustment.

Like men, the true value of mechanical equipment of any sort is found in the ability to perform unfalteringly and well. So, be watchful—not occasionally, but steadfastly.



**Be steadfast in the support of your Government—Buy Bonds!**

Linotype Clotter and Clotter Bold Series

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realize what a terrible fix we are in with our plants and homes free from the destructive force of air raids, cannon fire and invasion, and with our constitutional rights of freedom of speech and assembly still in good working order.

One thing I do realize, however. Our power to think has been stimulated. Competition continues vigorously. We are becoming more resourceful. Our ingenuity has been tested. The mental erosion of the best top soil of our brains into the stultifying ruts of an unvarying and undisturbed routine has been checked.

Don't get the idea that I believe war is a newspaper blessing in disguise. What I believe, as all of us do, is that war is an unnecessary, hateful and evil thing, yet paradoxically war has the power to strengthen the will and fortify the spirit, making the weak strong through adversity. On newspapers, as elsewhere, war upsets normal thought and brings strange quirks in reasoning.

War has taught us, if we are high-minded, law-abiding, and conscious of the necessity of cooperating fully in the war effort, how not to solve our problems by passing them on to others. I refer to staff vacancies, particularly. For the time being, the stronger, better situated papers are forbidden to raid the staffs of smaller papers for recruits.

Some may think they have been denied the right of free enterprise and all the other rights, the selfish and inconsiderate persons claim with loud and dismal howls of dismay. Obeying this injunction to the letter hasn't disrupted the flow and quality of news in The Times. We do not even discuss employment with an applicant now until his employer has furnished him with a written release.

On the other hand, no employe asking for a release is denied one. We grant releases promptly because we believe an employe kept on against his will is a distinct liability. We have lost men to out of state newspapers who have violated the spirit if not the letter of the law through evasions.

These are matters looming large at the moment but small and unimportant from a backward view. Impressive and vital is the changed attitude of Kentucky's newspapers in dealing with rivalries, enmities, bickerings and recriminations springing to life when the political sun crosses the tropic of contention to start the sap rising in the party trees.

A real sense of values, consideration

of the need for unity, a recess from passion and prejudice, putting Kentucky's interests ahead of political hatreds brought distinction to the Kentucky press during the race for governor last year. Issues were discussed with dignity and logic. It was the kind of service that contributes to shortening the war.

In this presidential year I feel sure Kentucky's press will consecrate itself to the same good judgment, sound common sense and high patriotism. Don't get the idea that I am asking that the lion and the lamb lie down together, or that I think they should.

But let us just live up to our responsibilities. Let us be aggressive but not hit below the belt in the coming political battle. Let us smite phonies and demagogues in and out of office.

In short let us all remember we have a war to win; that our young men are valorously and gloriously facing death and hardships overseas and we can't let them down by creating unrest and disunity.

There IS a critical year facing the Kentucky Press. To my mind it is not this year. It is a year in the future when war-time unity, high purpose, will for public service, patriotism and self-sacrifice are tested and tried in the safe and easy days of a peace year that has forgotten the bitter lessons of war.

I feel certain Kentucky's press will meet this challenge gloriously valiantly and courageously, with the same resolution, foresight and strength it shows today.

C. B. Crossland, Paducah attorney, was awarded a \$900 judgment February 24 in his McCracken Circuit Court suit against The Louisville Courier-Journal and The Louisville Times.

He sued for \$1,500. Crossland claimed he lost several law books and some office equipment in a fire which destroyed the Masonic Building here February 23, 1941, and charged the publishing company with negligence in connection with the origin of the blaze.

The plaintiff claimed in his suit, and in evidence presented during the trial, that the fire originated in a room where The Courier-Journal and Times carrier boys allegedly had burned paper to keep warm.

In an effort to assist publishers to meet their newsprint conservation and manpower shortage problems, the newspaper committee of the Association of National Advertisers and the American Association of Advertising Agencies have

released a set of suggestions.

The advertising committee recommended:

1. Publishers advise that optional insertion dates represent one of the most effective methods in which advertisers and agencies can help them to stay within newsprint consumption quotas without limiting space. We therefore urge, as a wartime emergency measure, that advertisers and agencies cooperate with publishers in granting special insertion dates whenever possible and that as wide a leeway as practicable be given.

We also urge that where insertion orders providing optional insertion dates express preference for specific days, publishers should make every effort to reciprocate by publishing the advertising on the preferred days.

2. It is suggested that if, despite all savings of paper so effected, some publishers should find it necessary to allocate advertising space, this should be related to the advertiser's use of the newspaper over a period of years characterized by normal operations. Space should be open to new advertisers with due respect to the fair treatment of old advertisers.

3. It is our feeling, at this time, that if space to national advertisers must be limited, it should be allocated in terms of total lineage to be made available over a period of time, rather than by limiting the size of individual advertisements.

4. We further suggest the following additional ways in which advertisers and agencies can help to minimize the need for space allocation measures:

A. That information as to insertion dates, size and dimensions of copy be released as far in advance as possible in order to help publishers to plan issues well ahead. It is recognized that last minute receipt of orders and specifications increases materially the publisher's problem.

B. That insertion orders and printing materials be sent far enough in advance to permit publishers to take full advantage of optional insertion dates extended.

C. That the furnishing of orders, instructions, proofs, and plates be accomplished at one time in so far as possible. This should tend to reduce handling costs, relieve manpower shortages and minimize confusion, as well as aid publishers in planning.

D. That last-minute cancellations be avoided in so far as possible during the present emergency.



## What Will Bring Industries To Kentucky?

**O**NE newspaper in Kentucky would have you believe all that is necessary to get industries to come to Kentucky is to have TVA power. **IF ELECTRICITY WERE FREE TO INDUSTRIES, THIS ALONE WOULD NOT CAUSE THEM TO SELECT KENTUCKY IN PREFERENCE TO SOME OTHER STATE.**

Why is this statement true? Because the cost of electricity is one

of the minor costs in manufacturing most products. A report by the United States Bureau of Census shows that the cost of electricity in the average manufactured article is less than one cent for every dollar's worth of goods produced.

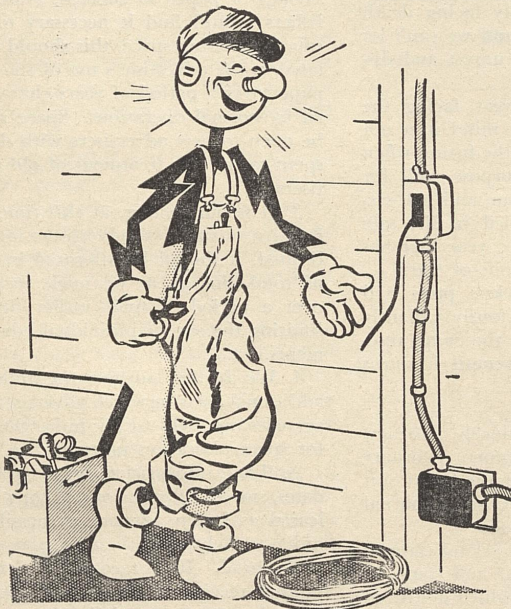
Here are the Bureau's figures showing each item of cost for every \$100 of value of the average manufactured product:

<b>Materials and</b>	
Containers .....	\$53.40
Wages and salaries ....	22.60
Taxes, overhead expense and profit ....	20.64
Fuel .....	1.50
Commission and contract work .....	1.04
Electric power .....	.82

From this you can see that the other items of cost far outweigh the cost of electricity, and that a slight reduction in these would more than offset the entire power expense. For instance, a saving of 1½% on the cost of materials and containers would pay for the electric power used.

Electric rates of business managed tax paying utilities are not keeping industries out of Kentucky.

Our largest industrial areas — Detroit, Pittsburgh, Chicago, Cincinnati, St. Louis, Louisville, Akron, Cleveland, Buffalo, etc. — are served by business managed, tax paying utilities — not by subsidized government power.



REDDY KILOWATT  
your electrical servant

Kentucky Cannot Afford To Lose Its Tax Paying Electric Power Industry

**KENTUCKY UTILITIES COMPANY**

INCORPORATED

A Tax Paying Utility Under Federal and State Regulation

