

The Kentucky Press

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

VOLUME SEVENTEEN

May, 1946

NUMBER SEVEN

Composing Room Costs Can Be Cut Down

...aking at a recent mechanical confer-
 ...nducted in Pennsylvania, Edward O.
 ...s, mechanical superintendent of The
 ...sburg (Pa.) Patriot and Evening News,
 ...d that the greater part of composing
 ...costs are those fixed by Management,
 ...which the superintendent has no con-
 ...trolled as such costs and practices con-
 ...tributing to costs were: wages and hours,
 ...rial flow of copy, carrying of operators
 ...peak loads, no deadlines or deadlines
 ...enforced in advertising copy, correction
 ...resetting of ads and makeovers.
 ...due to wasteful practices can be
 ...ated but, other than informing man-
 ...ment of each situation complete with facts
 ...figures, a mechanical superintendent
 ...do nothing in most instances, he said.
 ...corrective action must lie between ed-
 ...itor and management, Davies asserted.
 ...the following quotations from his re-
 ... Davies lists management practices
 ...policy (or lack of policy) contributing
 ...to composing room costs which, he
 ...can be eliminated by proper action
 ...the part of the publisher:
 ...st, editorial:
 ...cessive amount of copy close to edi-
 ...time.
 ...copy flow not regulated properly.
 ...reguided and sometimes two or three
 ...ent guides on stories.
 ...copy returned because of poor editing.
 ...great complaint is illegible copy, espe-
 ...reamers and heads.
 ...offing at any idea of a systematic
 ...ing of copy, especially prepared copy
 ...showing at a glance the amount of
 ...any number of specified typewritten

lines will make.

"Newsroom disregard for established style, making style to fit the occasion and whims, thereby causing confusion to operators, proofroom and foreman.

"Far too many heads returned to news room that contain more units than will go in line.

"No attempt to keep count of columns or inches of copy sent to composing room.

"Overset—failure to cooperate with foreman or to make attempt to control this costly but widely prevalent condition.

"Last minute changes by makeup man from newsroom, substituting one story for another after pages have been made up, thereby causing bunching of pages in stereo-type room.

"Stories coming in late from newsroom of happenings the day before. This is another regular cardinal sin.

"The constant and ever-waging fight for later and later editions, taking no thought for home delivery and apparently caring less. Assuming that when all copy is in composing room the work is done, instead of just starting.

"The difficulty of composing room executives in getting advertising departments to enforce deadline depends to some extent upon your competition. If your competition is keen then there is the tendency to accept advertising and corrections just any-time.

"Now let's see what are some of the complaints against advertising:

"Again too much illegible copy and not concise instructions.

"Some copy and mats missing and layout

not marked as to where or when they will be furnished.

"Size of original cuts marked on layout not properly designated, which is discovered when cuts arrive from engraving room.

"Advertising solicitor not having clear in his own mind what advertisers wanted when he marked corrections on proof, passing it on to layout man, believing he surely is a mindreader and will know.

"After 10 to 20 proofs are furnished, send them 30 tear sheets on day of publication.

"And the apparent belief of advertising department that you will furnish as many mats of entire advertisement as their hearts or customer desire—Free-Free. There absolutely should be no charge, it is service which you should be glad to render. If you happen to be in a competitive city and your zinc cuts are likewise furnished free, you should be willing to gladly roll several mats so that your competitor shall likewise be a recipient of your generosity."

Pernicious Sticker Campaign

Those publishers who have been worrying about the sticker campaign in which liquor advertisements clipped from the local newspaper are mailed in with an attached sticker bearing this statement, "I don't like this ad in my paper," and who have been following our advice to use the wastebasket, will get a laugh from the experience of the Rolla, Mo. Daily New Era. One of the stickers was attached to an advertisement of the leading automobile dealer in Rolla. And why not? If newspapers can be bulldozed by one minority group there is no reason why others should not follow suit.

Preparing For An Earned Summer Vacation

Periodically the MPA Central Office receives an inquiry from a weekly publisher who would like to know whether he can skip an issue during a week when the staff is taking a much-needed vacation. Postal laws and regulations do not sanction the skipping of an issue. But here is a possible solution, tested by several publishers during war years.

A month or so before the proposed vacation, start gathering feature stories, advance schedules of events, letters from former or well-known residents, and other news material of interest to readers.

Have the type set and standing. Add to this a page of up-to-date illustrated news plate for filler, if necessary.

When your regular edition is run off, one week before the vacation week is to begin, immediately make up and print the Vacation Week Edition. Address and bundle the papers and deliver them to the postoffice for distribution the next week, paying the postage in advance.

Instead of waiting until the Vacation Week arrives, now is a good time to prepare and set in type the feature stories and news articles, a few of these each week. There are a lot of good stories waiting for this issue. As a matter of fact, the Vacation Week Edition could become a novel issue of perennial interest to the entire community.—Michigan Bulletin.

1946 Newspaper Slogan

The slogan for the 1946 National Newspaper Week, sponsored by Newspaper Association Managers, Inc., in behalf of the newspapers of the United States and Canada, will be "A Free Press—Voice of Freedom, Guardian of Liberty," it is announced by Gene Alleman, chairman of the NAM Newspaper Promotion Committee and secretary-manager of the Michigan Press Association, Inc.

The slogan was originated by John B. Long, general manager of the California Newspaper Publishers Association, who last year served as chairman for National Newspaper Week.

"One of the new activities of Newspaper Association Managers in its program of newspaper promotion is the preparation and mailing of discussional bulletins devoted to the general theme of better newspaper public relations," said Mr. Alleman.

"It is the belief of the NAM committee that the best way to attain better newspaper public relations is to have better newspapers. If we would have any year-round slogan for

our promotional efforts it might be something like the following: 'Better newspapers for better newspaper public relations.'"

Members of the NAM committee are: Alleman, Long, Vernon Sanford, Oklahoma Press Association; Cranston Williams, American Newspaper Publishers' Association, and Doyle Buckles, Alabama Press Association.

Newspapers Get Large Share Of Advertising \$

During the war the advertising media of the U. S. played a vital role in mobilizing manpower and morale behind the war effort. Today they are playing no less vital a role in mobilizing our national strength and resources to solve the problems of reconversion and peace. It is significant to note that, in the total U. S. advertising effort, newspapers continue to be the largest and most dominant force. These figures tell the story:

In 1945 the dollar volume of total advertising in U. S. Newspapers (daily, Sunday, and weekly) was \$660,000,000. This was 43.4% of all the money spent for advertising in the five major media combined; more than one and a half times the volume expended for all Radio time; exactly twice the total volume in Magazines; and more than seven times the volume in Outdoor . . . and twenty-two times the volume in Farm Journals.

The estimated figures for total U. S. volume of advertising carried by each medium in 1945 follow:

Newspapers	\$ 660,000,000	43.4%
Radio	412,000,000	27.1%
Magazines	330,000,000	21.7%
Outdoor	90,000,000	5.9%
Farm Journals	\$ 29,000,000	1.9%
TOTAL	\$1,521,000,000	100.0%

Double Billing Invoices Bring Agency Kickback

Three HSPA publishers have asked for the citations of two cases involving court action on double billing for national advertising accounts—one bill to the local dealer at the local rate and one to the agency at the national rate. We have been unable to find any report on these cases in American Law Reports or at the state law library. Furthermore, inquiries to several advertising representatives and agencies have failed to bring the information. The closest lead was an incident in California in which a national advertiser eliminated a newspaper from its schedule upon discovery of the "deal" between its local dealer and the newspaper. Even though there may be no instance in which an arrangement of this kind has reached litigation in courts, it is counsel's

opinion there is substantial basis for a course of action by the advertiser when the newspaper makes possible a kick-back to the local dealer on advertising placed by an agency in the newspaper on a 50-50 arrangement by which the dealer and advertiser share equally in paying the national rate.—Indiana Bulletin.

If you haven't had your electric light and power wires carefully checked recently, do it now. Wiring, which was thought to be in first-class condition, caused a costly fire in the Holdenville Daily News plant recently, destroying part of a new shipment of newsprint, making necessary complete redecoration of the offices, and causing the newspaper to be printed out of town for several days immediately after the fire. The Holdenville fire was the result of overloading the circuit. Because of the overload, insulation was burned off the wires inside conduits—and a short circuit developed. Have your wiring checked!

EXCLUSIVE FEATURES

That Give Your Paper
Extra **PUNCH**

STORIES OF THE STATES.
Unfold the story of America's greatness, state by state.

OFF WE GO . . . Plain talk
about flying and planes.

IN THESE UNITED STATES.
Human interest stories from all over America. **AND . . . Special articles from time to time by Walter Shead, WNU Washington correspondent, Pauline Frederick, WNU foreign correspondent, W. J. Dryden, WNU farm editor, and Al Jedlicka, WNU Chicago correspondent.**

You can get these exclusive features for your paper only through Printed Syndicate Service. Ask your WNU branch to explain its many other advantages.

**PRINTED
SYNDICATE SERVICE**
Western Newspaper Union

They Never Really Left The Company.....



In the six months following V-J Day, 14,593 veterans of World War II returned to civilian life and to jobs in the A&P. Of these veterans, 8,548 were "old employees" while 6,045 were added to the company's payrolls.

The 26,964 men and women of A&P who served with the armed forces never really left the company—for they have always been considered fellow workers on leave of absence.

A&P wants these employees back because they are valued personnel who can help the company in its constant efforts to improve its service to the public. Special skills acquired in the armed forces are being translated by these veterans into their A&P jobs to the ultimate benefit of the consumer.

It is the loyalty and ability of men and women such as these that have enabled the A&P family for 86 years to do the nation's most efficient job of food distribution.



A & P FOOD STORES

**FIVE
PAGES**
Paper
MICH

STATES.
America's

tain talk

STATES.

s from all

Special

time by

Washing-

ulime Fred-

correspond-

WNU farm

cka, WNU

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ED

SERVICE

per Union

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

The Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth in the Canons of Journalism. It advocates strict ethical standards in its advertising column. It opposes the publication of propaganda under the guise of news. It affirms the obligation of a newspaper to frank, honest and fearless editorial expressions. It respects equality of opinion and the right of every individual to participation in the Constitutional guarantee of Freedom of the Press. It believes in the newspaper as a vital medium for civic, economic, social, and cultural community development and progress.

Volume Seventeen, Number Seven

Kentucky Press Association Officers

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 - Fred B. Wachs, *First Vice President*
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Agency Man Says Representation Best

Here, in plain words, is how an agency man who recently spent nearly \$30,000 a month in weeklies views the current advertising representative picture—and here also is why he favors exclusive contracts for weeklies with representatives:

"The representative picture in the weekly field isn't comparable with that of the dailies. In the case of the dailies, representation is a cut-and-dried proposition. Each paper has an appointed rep, or in the absence of a representative, solicits business direct. On the other hand, the weekly picture is pretty cloudy. Some few say that they are repre-

sented by NAS exclusively. Another group, by APA exclusively. An infinitely larger number will accept business from either organization, and just to make life really complicated, a preponderant majority would rather get the business direct from the agency and not pay anybody a commission.

"If you will permit me to shed a few tears for the agency business, this situation presents an apparently incurable headache to those who wish to enter the weekly field. No matter what you do, somebody is going to be mad. It's easy enough to deal with the exclusive NAS papers through NAS. The same goes for exclusive APA papers. But what Solomon whacks up the remainder who are glad to get business from either organization, or do you just put the names in a hat and let Fortune decide?

"Now the brutal realities of life are that an advertising agency simply cannot afford to place business direct with the weekly papers. We are using 2,690 weeklies on the list. Our average monthly expenditure is a little less than \$30,000. Figure it out for yourself. The per-unit space cost (400 lines) per paper is about ten dollars. The commission is a dollar-and-a-half, which isn't even enough to cover our billing expenses."

Do Living Costs Justify Wage Demands

Following is an article by Karl H. Thiesing, executive secretary of the New York State Publishers Association, which appeared April 2:

Except for Mr. Reuther and his disciples, few labor leaders attempt to justify their demands for higher wages on the basis of management's "ability to pay." As publishers are well aware, "cost of living" has been and continues to be the argument most often advanced by printing trades unions for

scale increases; unions in former war industries ask for hourly raises which will more than offset the reduction in "take home" caused by shorter hours since V-J Day. Both groups make extravagant claims about the diminished and diminishing purchasing power of the dollar and seek a correspondingly greater number of dollars in their weekly pay envelopes. Therefore, let us consider:

(1) How much the cost of living has actually risen since January, 1941, the month of the "Little Steel Decision" and the "base month" usually referred to by the unions and by government wage-price policy makers.

(2) How rapidly the cost of living is rising today and what trend may be expected within the next few months.

Although the Government's Stabilization Administrator, in a Regulation issued December 5, 1945, declared that "for purposes of this section," (authorizing approval of wage and salary increases) "the increase in the cost of living (between January 1941 and September, 1945) shall be deemed to be 33 per cent," we should not and need not accept this figure. The Bureau of Labor Statistics of the U. S. Department of Labor tells us that the cost of living went up only 27.8 per cent between January, 1941 and September, 1945, based on the change in the Bureau's Consumers' Price Index of from 100.8 to 128.9. This figure, 27.8%, comes from a source long recognized as authoritative and can be used to refute less well-supported claims of 35 to 40 per cent rises.

This same Bureau of Labor Statistics Index Report, broken down for the months of June through November, 1945 (the latest month reported on) shows not merely a decrease in the rate of rise in living costs but a positive "leveling off" of purchasing power trend.

June 15	129.0	Sept. 15	128.9
July 15	129.4	Oct. 15	128.9
Aug. 15	129.3	Nov. 15	129.2

Although the Reports for January, 1946 and the first quarter of 1946 have not yet been published, it seems reasonable to assume that this "leveling off" tendency has continued.

Here are facts that publishers can point up in their wage negotiations.

Cost Of Extra Pages

The Minnesota Editorial association estimates that it costs \$28 a page to print an eight-page 7-column paper, 20-inch pages, 1360 circulation. A two-page insert would cost \$56 plus the small additional expense of inserting. To break even at 35 cents a column inch, the publisher should have 160 inches of advertising in this 2-page insert.

Meet Rising Costs Adjust Job Prices

Now is the time for the country printer to get his prices on job work on a paying basis. Some publishers have had to meet cut-throat competition of mail-order houses, and through carelessness or force of habit, they are still printing at these prices.

The cheap mail-order houses have been forced to pay the safe price for paper as they do through the ruling of OPA. The only advantage they have is in quantity discounts and those are not enough to cause the average printer much worry.

You can now charge prices which will make a substantial profit and the printer does not carefully check his cost is losing money needlessly. If the printer does not make money now, he may as well close shop and go into some other business where he may live nominally without worry. Figure your increased labor costs, not at the annual but at a profit. If your labor costs have gone up 25 per cent, add 35 per cent to the price of your product. You are going to have to pay more for labor in the future and you can take this into consideration when making your revised price list. Paying more for your labor will not be a handicap if you will pass it on to the consumer, to whom it rightfully belongs. High wages for your printers will actually benefit you in the long run. Your men will be better satisfied and they will have more money to spend with local merchants. Pres. Roosevelt's strikes and other factors which are now causing much unrest in the labor field will affect the country printers.

This situation can be met by keeping your advertising rates on a profitable level. If your subscription rates are too low, revise them also. Other small newspapers have raised their rates with little or no complaints from their subscribers.—Advertising Age.

Kroger Stresses Newspaper Advertising

America's homemakers set a high value on newspaper food advertisements as a means of following market trends, learning about new products and planning their meals, according to newspaper food page editors who participated recently in a contest sponsored by The Kroger Co., Cincinnati.

In announcing results, Joseph B. Hall, Kroger president, said that virtually all contestants stressed the point that homemakers use newspaper food advertising as news in the sense that such advertisements keep them abreast of developments in this important phase of the homemaker's job. Mr. Hall pointed out that Kroger has used newspaper

advertising continuously for more than 60 years and at present uses display space in 1,165 daily and weekly papers.

In addition to emphasizing the importance of newspaper food advertising as a market guide, the food editors found that homemakers approve departmentalization of food advertisements, descriptions of new and improved products and more general use of menus and recipes. The editors also stressed the value of telling homemakers more about the quality control and food research done by the Foundation's laboratories.

Who Owns Pix Used In Newspapers?

Although the scarcity of photographic supplies may be curbing newspaper plans of many publishers, there is a noticeable increase in the use of local pictures in newspapers. This makes timely a discussion of liabilities involved in view of a recent leading case which demonstrates the extent to which public rights of privacy and property are protected.

The question raised in the case was ownership of the negatives and pictures. It went beyond the issue of right and privacy because the picture taken was that of a pet dog. The court held that while a pet is not protected by the right of privacy to which every individual is entitled, there was a property right involved and that the owner of the pet was also the owner of the negatives and pictures of the pet, which were used by a national advertiser in newspaper advertising. Although a defendant newspaper was released as such because it had been a bona fide purchaser without notice of the plaintiff's rights, further publication of the pictures was prohibited and damages were assessed against the photographer who sold the pictures to the advertising agency. Had the newspaper photographer taken the pictures of the pet, even with consent of the owner, and sold the negatives to the agency without consent of the owner, the newspaper would have been liable.

Assuming that newspaper pictures are to have more and more prominence in newspaper production in the future, several simple rules should be understood. 1—Just as a letter is always the property of its writer, a negative and picture is the property of its subject, even when the subject has consented to the taking of the photo. 2—Consent of an individual should always be obtained before taking the picture, unless use of the picture is of the type that is certain not to cause resentment such as pictures of school children taken without knowledge of their parents. 3—Rule 2 also applies to pictures of

property, except in cases of accidents which are open to public view since photos do not violate right of privacy or right over property; this is merely an extension of the rule that newspapers have the right to publish matters which are of public record. 4—While a photo can tell a story more graphically than a column of straight matter, it can also be utilized as a basis for slander even though only by inference; therefore as much care should be exercised in publishing a picture to avoid litigation as is used in publishing an article to avoid suit in libel.—Indiana Bulletin.

Warning! Don't Send Money To Job Seekers

At least two Virginia newspapers within recent weeks have sent their own checks or money orders to prospective printers, following long-distance telephone calls as a result of classified ads, only to discover that the printer never showed up. Here is a warning that appeared in another association bulletin which every KPAer should remember: "We will have to withhold the name in order to prevent possible libel, but this little paragraph is to suggest that you don't forward any money to a prospective printer or operator so he can get to your town and start working for you. Apparently there is at least one chap who goes through the help wanted ads, calls long distance collect and sells himself for the job, and then asks you to send money for his travel expenses. Then he just forgets to come, and it's bye bye money."

The 3 R's Of Advertising

"Let's Get Back to the 3 'R's' of Advertising," said a recent letter sent to sales managers and advertising counselors by the Medford, Wisconsin, Star News, a weekly. The letter continued:

"1. Reader-Interest; 2. Reader-Attention; 3. RESULTS.

"1. There is no other advertising medium in the world with the READER-INTEREST to be found in the country weekly—The Home Town Newspaper.

"2. There is no other advertising medium in the world with the READER-ATTENTION to be found in the country weekly—The Home Town Newspaper.

"3. There is no other advertising medium in the world that will bring MORE RESULTS per subscriber in the rural field than the country weekly—The Home Town Newspaper.

"Sure it costs more, but it IS WORTH IT when you use a country weekly like The Taylor County Star News."

An artist employed to renovate and retouch the great oil paintings in an old church in Belgium, rendered a bill of \$62.04 for his services. The church directors, however, required an itemized bill, and the following was duly presented and paid

For correcting the Ten Commandments	\$ 5.12
For renewing Heaven and adjusting the stars	7.14
For touching up Purgatory and restoring lost souls	3.06
For brightening up the flames of Hell, putting new tail on the Devil, and doing odd jobs for the damned	7.17
For putting new stone in David's sling, enlarging head of Goliath	6.13
For embellishing Pontius Pilate and putting new ribbon on his bonnet	3.02
For mending shirt of Prodigal Son and cleaning his ear	3.39
For putting new tail and comb on St. Peter's rooster	2.20
For re-pluming and re-gilding left wing of Guardian Angel	5.18
For washing the servant of the High Priest and putting carmine on his cheek	5.02
For taking spots off the son of Tobias	10.30
For decorating Noah's Ark and new head on Shem	4.31
Total	\$62.04

Newsprint Controls Soon To Be Lifted

The CPA Newsprint Industry Advisory Committee, on April 22, by a vote of 11 to 9 reaffirmed its action at the September and December, 1945, meetings, calling for the termination of government control over newsprint, expressing the opinion that there was no benefit in continuing the present newsprint inventory controls and that it believed harmful results would follow if continued. It recommended that the inventory control be removed on April 30, or as soon thereafter as possible, but in any event not later than June 30, 1946.

A CPA release on the meeting, quoted in an ANPA Bulletin, said, in part:

"... Civilian Production Administrator John D. Small told members of the Committee that the uncertainties in the outlook for newsprint production and distribution make it inadvisable to discontinue inventory controls as of the present moment.

"Mr. Small said that any of the following factors, or a combination of them, might quickly upset the present close balance of newsprint production and deliveries:

"1. The current coal strike, which, unless quickly settled, may seriously affect news-

print production and distribution.

"2. The shortage of labor in pulpwood-producing areas, coupled with the possibility of threatened strikes by woodsmen.

"3. Relaxation of lifting of price controls by action of the Congress which then only would leave inventory controls as a bulwark against a competitive scramble."

ABC insures circulation futures.

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

FOR FAST, ACCURATE ESTIMATING, Successful Printers Use the FRANKLIN PRINTING CATALOG



It adds prestige, settles the question without an argument. The accuracy of the amounts quoted in the Catalog will amaze you. Adaptable to any printing plant regardless of size.

Test This Catalog in Your Office Now!


Write Today for FREE Trial Offer

PORTE PUBLISHING COMPANY
 Salt Lake City 5, Utah

WHAT DO WE MEAN—

Dependability?

Owners have become accustomed to their Linotypes standing up to their jobs under all possible conditions. They have served through good seasons and bad; through business prosperity and famine, sometimes in spite of abuse and neglect—faithful mechanical servants, and with precious little complaining.

LINOTYPE 
 BROOKLYN 5, NEW YORK

Linotyp Bodoni and Caledonia series

Raising Rates Easy says Wisconsin Editor

Up in Wisconsin (says the Wisconsin Bulletin) there is a publisher, M. J. Chapman of the Waterford Post, who laughs at those who fear to raise subscription rates. But listen to Chapman himself:

"Subscription increases? Haw, youse guys are sissies; we upped the rate in March of '42 from \$2 to \$2.50 and the mortality rate was terrific—we lost one subscriber. We didn't even make an announcement, and the only place where the reader could get the idea that the price had been increased was in the mast-head where the lone line in *Advance*' announced it to the world. Did they read it? Well, right after that mail subscriptions started coming in at the \$2.50 figure, so they must certainly be reading at least the mast-head of this sheet!

"We weren't satisfied, however, with just a subscription increase; we played whole hog or none; we upped the ad rate a nickel from 30 to 35 cents; doubled the classified rate from 25 cents for one insertion to 50 cents for one insertion, and allowed 'em one line in place of three for the same price; and we doubled the ante on "Cards of Thanks" from 50 cents to one iron man. Result: we just play a higher octave on the cash register.

"If anyone commented about the raise we simply explained that The Post hadn't had a raise in salary for the past 23 years and this was time we were getting in line instead of trying to absorb the loss, like everyone else was doing. Everybody took it very gracefully without squawks."

Watch Your Insurance

A publisher writes: Under the prevailing custom of carrying insurance protection against loss by fire, the insured is not usually covered for complete replacement in the event of a serious or complete loss because insurers usually make deductions for 'depreciation' and therefore the cost of replacement exceeds the claim paid. To provide for this difference, there is what is known as 'depreciation or replacement value' insurance.

According to an appraisal, we are carrying more fire coverage than the insurable value shown in the appraisal indicated, but on a complete or serious loss, there is always some depreciation considered and a recent appraisal showed that this depreciation amounted to about 17% on the building, and about 25% on the contents. To justify the coverage, and secure insurance to 100% or replacement value, as some insurance companies will write this kind of a policy with

certain reservations.

There are two ways of securing a coverage. One by a specific policy, and another method by endorsing all existing property damage policies. However, in some states, the latter plan is not allowable, so the specific policy was procured. This policy covers all loss over and above the regularly carried fire coverage, but not exceeding the cost of reproduction in like. One of the restricting clauses requires rebuilding on the same location and a new and essentially identical structure as was destroyed.

Our fire insurance is written under a blanket form covering both building and content and the depreciation policy rate allowed the existing blanket form rate, subject to 5% discount. The 5% is allowed because depreciation insurance requires 100% coverage, whereas, ordinarily on a sprinklered building 90% is required. I understand that all insurance companies do not write this form of coverage but we are securing ours from the Hartford Fire Insurance Company of Hartford, Connecticut.—SNPA Bulletin.

VA Official Explains In-Training Rules

After a request from association prexy Bill Simonton, we wrote the Veterans Administration regarding whether or not veterans taking training in Tennessee newspaper shops under the GI Bill or Public 16 were covered by the Wage-Hour legislation. Here's what Bruce Henderson, chief of the Vocational Rehabilitation and Education Division, VA, had to say:

"Veterans who are in training in establishments which operate under the provisions of a wage and hours act must conform with those regulations except in cases where it is necessary for a veteran to begin his training on the job at less than normal wages. The Chief of Rehabilitation and Education may officially request permission for the establishment to pay this veteran sub-normal wages."

Local VA men interpret this memorandum to mean this—that the government will not subsidize labor. This ruling has been translated to mean that a veteran apprentice must earn as much as the normal apprentice, except in cases when the aforementioned Chief, etc., gives permission.

However, this ruling is still as clear as mud. To date, we have asked several sources if a veteran is subject to wage-hour laws. An answer from William Daley, NEA Legislative expert, is expected soon, and will be relayed through this bulletin as soon as received.

Meanwhile here is a quote from the NEA

Letter of May 7 regarding this matter:

"It has been held that employers whose employees are covered by the Wage and Hour Act **cannot include** as part of wages the GI's allowance for subsistence. On July 24, 1943, the administrator pointed out, there is a statutory obligation of the employer which is not affected by the fact that such employee shall have other sources of income."—Tennessee Bulletin.

Increasing - Keeping Advertising Lineage

A nearby press association, cognizant of the need for maintaining advertising lineage in the small dailies and weeklies, recently organized a special committee to investigate and make recommendations on the chief means of increasing lineage. Here is their report:

1. Prepare merchandise copy with illustrations and suggestions and submit to advertisers.

2. Sell new advertisers on the plan of running at least 13 weeks without a miss. This test period usually is sufficient to convince the advertiser that advertising pays. Good copy is important, too.

3. Every classification of business should be represented in the newspaper each week. For example, if a dairy does not appear, try to make an extra effort to get one in regularly. Competition brings added business.

4. Build sufficient confidence with accounts to give leeway in preparing copy. Thus, short-handed publishers may make contacts by phone, and ads made up in the office. Do not bother with proofs—they are too costly, and finicky advertisers will always say a period is upside down.

5. One paper reported that its classified ad revenue had trebled since it went from a 13w/25 minimum to a 25w/50 minimum. Two cents per additional word is charged for both. This paper reports an increase of from \$10 per week to \$50 per week. Another selling point for this idea of changing to a higher minimum is giving three 50c insertions for a buck. "It's easy to mail a dollar bill," they say, "and the bills really come in."

The following letter was sent to the editor of a New York country paper: "Please send a few copies of the paper containing the obituary of my aunt. Also publish the enclosed clipping on the marriage of my niece, who lives in Saugerties. And I wish you would mention in your local column if it doesn't cost anything that I have two nice puppies for sale. As my subscription is out please stop the paper as times are too hard to waste money on newspapers."

Proof Of The Pudding

AT LEAST 96 per cent of the coal produced in territory served by Kentucky Utilities Company is mined with power furnished by the company.

Twenty years ago many of the coal operators generated their own electricity by burning mine refuse and poorer quality coal in their own power plants located near the mine mouths. As the type of fuel used was a waste product, their cost of generating was low.

To K. U. this huge market for power was a direct and unmistakable challenge. Enterprise and production "know how" went to work. One by one, as the mines compared their overall power production costs with the constantly lowering costs of K. U. service, they changed their source of power.

The factors that weighed heavily on our side were dependability, low cost, freedom from trouble.

Who benefitted? The mines, of course, or they would not be K. U. customers today. We benefitted, naturally,

from increased load and increased sales.

But that's not all. All of Kentucky, its industry, stores and offices, and its homes have reaped the benefits of increased electric usage and the savings effected by new economies. Electric rates have continued to follow a downward trend. Between 1933 and 1945 the average residential customer's rate was cut in half, enabling the housewife to add the multitude of new electrical servants that make life more liveable at a comparatively slight increase in her monthly electricity cost.

This story of cheap, dependable electric service in Kentucky is the story of American production and enterprise . . . invent, produce, sell, lower costs to reach a wider market.

The story of K. U.'s successful efforts to power the state's largest industry is indicative of the company's ability and desire to serve the best interests of Kentucky.

Proof . . . in the eating.

KENTUCKY UTILITIES COMPANY

Incorporated

A Tax-Paying, Self-Supporting Business in 432 Communities