

The Kentucky Press

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

VOLUME FOURTEEN

May, 1943

NUMBER SEVEN

Program For N.E.A. Wartime Conference

Netherland Plaza Hotel

Cincinnati

FRIDAY, JUNE 18

1 P. M.

Board of Directors Meeting.

3 P. M.

Registration.

7 P. M.

Banquet, Hall of Mirrors.

Presentation of Colors.

Opening of Conference by President Edwin F. Abels.

Appointment of Committees.

Introduction of Special Guests, Raymond B. Howard, Chairman of the Board, N.E.A., London, Ohio.

Address, Governor John W. Bricker of Ohio.

Musical Show, "WLW on Parade," featuring Miss Dorothy McVitty, Ohio War Bond Queen and winner of the Phil Spitalny "Hour of Charm" contest; Norman Ravell of screen and radio fame; Jimmy Wilbur and his Swingtette, the Williams Brothers, the Thrasher Sisters and Comedian Tobby Tuttle.

Those who desire to dance may visit the Restaurant Continentale, dancing and ice revue, or the Patio (no minimum charge).

SATURDAY, JUNE 19

Style Review and Program—8 A. M.

Advisory Council Breakfast, North Hall.

(All attending convention may attend).

Remarks by President Abels.

Advertising Session, with C. W. Brown,

Enterprise, Oconomowoc, Wis., presiding.

"Special Editions and Promotions," Ken Meuser, Times, Monnett, Mo.

Address, Ray Cupler, Sales Manager, Meyer-Both Co., Chicago. Roundtable discussion on advertising.

Report of progress of Newspaper Advertising Service, Inc., Don Eck, Manager.

Address, "Selling America's Home Town Market," L. A. Rossman, Herald-Leader, Grand Rapids, Minn., Past President Minnesota Press Association.

Discussion, Advantages of ABC Membership.

12:30 P. M.

Luncheon, Pavillion Caprice.

Invocation.

Message of Welcome, Mayor James Garfield Stewart, of Cincinnati.

Response, Vice President Albert Hardy, Gainesville, Ga.

Address, Fred C. Crawford, Cleveland, President, National Association of Manufacturers.

Address, Fred Lazarus, Jr., Chairman of the Board, American Retail Federation.

3 P. M.

Special meeting Kentucky, Indiana and Ohio Newspaper Associations.

SUNDAY, JUNE 20

9 A. M.

Breakfast Session — Theme, "What's Happening in Washington?"

Speakers: William L. Daley, N.E.A. Washington Representative; Charles

L. Allen, editor the National Publisher and Chief of the Rural Press Section, Office of War Information.

Address, Lt. Col. Guipon Morgan, War Manpower Commission, Cleveland.

Remarks, Major Donald C. Thompson, Chief, Continental Liaison Branch, War Department, Bureau of Public Relations.

Remarks, Capt. North Callahan, editor U. S. Army News.

Remarks, Howard Bonham, Deputy Director of Public Information, American Red Cross, Washington, D. C.

Awards, National Newspaper Contest, Floyd J. Miller, Royal Oak, Mich., Tribune, chairman.

Amos Award, Presentation by C. E. Amos, Sidney, Ohio, Daily News.

Necrology Report and Memorial Service for W. H. McIntire, for many years Treasurer of the N.E.A., conducted by Fred W. Hill, Reporter, Hamburg, Ia.

Election of Officers.

Announcements.

Leave after lunch for Coney Island, guests of the Cincinnati Chamber of Commerce.

C. L. Kirven Leaves Kentucky

C. L. Kirven, manager of the Southern Bell Telephone And Telegraph Co., Louisville, and associate member of the KPA, has received a merited promotion and has moved to Atlanta. He will be succeeded by J. M. McAlister, former manager of the Atlanta district.

*Joint Statement Warns
Newsprint Situation Is Serious*

Following is a statement issued in Washington, May 19, by W. G. Chandler, director, and H. M. Bitner, deputy director, of the WPB Printing and Publishing Division:

The newsprint situation in the United States is serious.

It was expected that WPB General Limitation Order L-240, issued last December 31, would effect a saving in newsprint use in the United States of approximately 10 per cent.

This expectation is not being fulfilled.

The latest American Newspaper Publishers Association figures indicate only a 5 per cent reduction from 1941 for the first four months of this year. The reduction is only about 2½ per cent under the first four months of 1942.

The necessity for further voluntary curtailment now is urgent.

Canadian shipments to the United States in the first four months of 1943 were at an annual rate of only 2,400,000 tons, which would be 120,000 tons under the expected rate.

Canada expects to be able to supply its quota through the third quarter of this year. But that may not be enough to prevent another horizontal cut affecting all newspapers.

Recently assurance was given that no additional cut in usage would be necessary through the third quarter of 1943 if—and only if—American newspapers reduced their usage to 90 per cent of 1941 consumption.

Requests for additional tonnage in the present quarter, filed in accordance with the provisions of Limitation Order L-240, which seeks to prevent undue hardship, are in many instances higher than relief afforded in the first quarter, which was an adjustment period. Unfortunately, it is not possible for newspapers to continue under present limitations without making additional sacrifices.

Failure of newspapers to achieve the reduction is largely due to circulation and advertising demands. Difficulties of production, and diversion of pulp to other industries and for the needs of the armed forces all contribute to the seriousness of the present situation.

Therefore, we appeal to newspapers generally to accept the reductions in their current requests for additional tonnage which the Printing and Publishing Division has been forced to make.

We appeal to newspapers generally to "play the game" and voluntarily reduce their requests if they cannot live within the terms of the limitation order.

We hope many newspapers will, of their own accord, agree to new cooperative economies which will help conserve our supply of print paper, using the same resourcefulness and ingenuity which to date have preserved newspapers' service to the public.

We realize there have been recent optimistic reports about newsprint supply from sources which are not disinterested. We believe these reports are grossly misleading and will encourage overuse. As soon as a critical shortage occurs, one may expect a clamor from publishers, as well as from paper manufacturers, for increased prices, in the scramble for tonnage.

We believe that failure to recognize the urgency of the present curtailment objective, in the face of declining stocks, will inevitably jeopardize orderly and continuous supply of newsprint, and will lead the publishing industry into a critical situation where more drastic limitations will be inescapable.

*38,000 Tons of Waste Paper
De-Inked In March*

The Pulp and Paper Division of the WPB announced May 3 that paper mills having equipment for removing the ink from waste paper processed 38,000 tons of waste paper during the month of March and produced therefrom 28,500 tons of usable de-inked fiber. This tonnage represented approximately 80 per cent of the productive capacity of the de-inking equipment and compares with operations of 72 per cent of capacity during February and 59 per cent of capacity during Nov., 1942.

Because the types of waste paper treated in the de-inking plants is usually good quality book, magazine and ledger paper, high in sulphite content, the de-inked fiber is considered a substitute for bleached sulphite wood pulp, supply of which is inadequate to meet essential requirements.

*Smaller Newspapers Are Potent
Because Of Thorough Reading*

"Your Customers Read the Newspapers," compiled by Edwin Badger, Lord & Thomas Los Angeles office, under a study of Newspapers as an advertising medium, among other import-

ant matters had this to say about smaller newspapers:

Newspapers serving the secondary distribution centers and smaller communities are continually proving themselves to be a potent selling force. While *Smaller Newspapers Are Potent Because of Thorough Reading*

"Your Customers Read the Newspapers," compiled by Edwin Badger, Lord & Thomas Los Angeles office, under a study of newspapers as an advertising medium, among other important matters had this to say about smaller newspapers:

Newspapers serving the secondary distribution centers and smaller communities are continually proving themselves to be a potent selling force. While not as pretentious in appearance as the metropolitan papers, these smaller publications, through the high percentages of local and personal news carried, enjoy a thoroughness of readership that is highly advantageous to the advertiser. Their effectiveness from the standpoint of selling is well illustrated in examples of successes that have been picked at random from more than one hundred instances.

A strong system of secondary newspapers is important to the progress of the country and to the future of business and industry. Being aggressive champions of free enterprise and the economic system under which we operate, the small town papers are constantly combatting the spread of destructive ideologies. They are in position to exert a steady influence on the thinking of their communities and the men who represent these communities in state legislatures and Congress. This is because of two things: the close relationship that exists between the newspapers and their readers, and the fact that state legislators and congressmen, a large number of whom hail from the smaller cities, are sensitive to the views of the newspapers in the districts they represent.

*Wife Of Publisher
Dies At Glasgow*

Mrs. Nina Jones, wife of State Senator William H. Jones, Jr., co-publisher of the Glasgow Republican, died June 1 at her home after an illness of a year. She was the daughter of W. F. Beaty, Somerset. She is survived by her husband, two daughters, Mary Jane and Martha Bell of Glasgow, and one son, Billy, sports writer on the Lexington Leader.

*Wage-Hour Division Issues
Job Classification Manual*

Issuance of a manual of job classifications designed to serve as a guide to the newspaper industry in determining which employees of its business and editorial departments are exempt from the wage and hour provisions of the Fair Labor Standards Act (Wage and Hour Law) was announced in New York City on May 25 by L. Metcalf Walling, Wage and Hour Administrator.

Copies of the manual may be obtained at regional offices of the Wage and Hour Division or directly from the Wage and Hour Division, 165 West 46th Street, New York, N. Y.

WMC Establishes Appeal Procedure

The War Manpower Commission on May 23, 1943, announced the issuance of Regulation 5, governing appeals from any action taken by the War Manpower Commission, under the employment stabilization plans and other manpower regulations. The new regulation does not apply to Selective Service appeals.

An employer is given the right to appeal whenever the War Manpower Commission—

(1) Refuses to refer to him, or to consent to his hiring any worker if the worker may be hired only upon referral by, or with the consent of, the WMC.

(2) Issues a statement of availability to any of his workers.

(3) Requires him to release, or refuses to permit him to release, any worker.

(4) Requires him to extend the work-week of any of his workers.

(5) Determines that he has violated any WMC order, regulation, or other direction.

An employee is given the right to appeal whenever the War Manpower Commission—

(1) Refuses to refer him to, or consent to his being hired for any employment in which he may be hired only upon referral by, or with the consent of, the WMC.

(2) Refuses to issue to him a statement of availability.

(3) Requires or permits his employer to release him.

(4) Determines that he has violated any WMC order, regulation, or other direction.

Hiring Workers At Increased Wages

Under the WMC executive order of April 8, effective April 18, "no employer shall hire . . . for work in an essential activity any new employee who,

during the preceding 30-day period, was engaged in an essential activity if the salary or wage rate to be paid by the employer would exceed the rate most recently received during such period by the employee."

Exemptions: If the employee was discharged, if he laid off for an indefinite period or for a period of seven or more days, or if he can establish that his "present employment does not utilize him at his higher skill or that he is not being employed at full time," then this employee must present to the new employer a statement of availability by his former employer or by the War Manpower Commission. Such persons may be hired without regard to their previous wage levels.

In effect, wages of newspaper employees are frozen at their present levels.

It is illegal for newspapers to hire printers or reporters, previously employed on another newspaper, at higher wages except under the specified exemptions for which the employer must obtain a statement of availability for such employee from the former employer or from the WMC regional office.

Post-Audit For State Emphasized

The necessity for an independent review of government's administrative activities in the form of a post-audit is emphasized in a current University of Kentucky investigation, *The State Auditor*, prepared by Professor James W. Martin, Director, and two former Research Assistants, Bureau of Business Research, University of Kentucky.

The Kentucky Auditor of Public Accounts became more independent than the average state auditor after the 1936 Reorganization Act in a fundamental policy change relieved the Auditor of Public Accounts of his administrative duties effective January, 1940 and made him responsible solely for state post-audit functions.

The authors point out after an analysis of state experience in all states that, as in the private business, the executive exercises financial control during the process of administration by means of a pre-audit, but that legislative control is effected through a post-audit by some agency independent of the administration. Independence rests in part on the auditor's owing no political allegiance to the administration. Therefore, selection of the head of the agency by means of administrative appointment, by the governor or other official,

is disapproved. Two alternative and superior methods of selection have appeared in state practice: (1) popular vote and (2) appointment by the legislature. The latter receives majority support from experts because of the potential service to legislators directly and because that smaller group can more wisely determine the merits of an individual for a position that is highly technical. The Kentucky Auditor is selected by election—perhaps the second best method available.

The writers of the University of Kentucky report name three objections to an auditor's performing administrative duties: It places him in the position of reviewing his own work; it prevents clear-cut assignment of executive responsibility and thus interferes with the dispatch of public business; it consumes the auditor's time with detail, so that he is unable to pay proper attention to post-audit duties. It is shown that the Auditor of Public Accounts of Kentucky is substantially free of such assignments and in that respect is comparatively independent.

*OPA Sets Ceiling Prices For
Southeastern Pulpwood*

OPA on May 4 set specific prices on pulpwood produced in South Carolina, Georgia and Florida, and the 60-day freeze on prices established March 5 in the whole Southeastern district was made permanent without changes for the nine other States—Kentucky, Virginia, North Carolina, Tennessee, Alabama, Louisiana, Texas, Arkansas, and Mississippi.

OPA issued two orders effective May 5: (1) MPR-387—Pulpwood produced in the States of South Carolina, Georgia and Florida, and (2) MPR-388—Pulpwood cut from the stump in certain Southeastern States.

In general the ceilings for pulpwood produced in South Carolina, Georgia and Florida perpetuate the levels which prevailed during the freeze period, Feb. 27 to March 4, 1943. Customary differentials between the three classes of pulpwood (Southern pine, rough Southern hardwoods and peeled Southern hardwoods) have been observed.

Consultations are proceeding with the industry, and data is being assembled by OPA to provide price maximums as soon as practicable for the other nine States where prices are frozen at highest levels prevailing during the period Feb. 27, 1943, to March 4, 1943.

The Kentucky Press

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Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Kentucky Press Association Officers

Vance Armentrout.....Courier-Journal, Louisville
President
 Joe Richardson.....Times, Glasgow
Vice-President
 Victor R. Portmann.....U. of K., Lexington
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Kentucky Press Women's Club

Miss Mary E. Hutton, Herald, Harrodsburg, President; Miss Mildred Babbage, Breckenridge News, Cloverport, First Vice President; Mrs. J. O. Young, Journal, Dixon, Second Vice President; Mrs. Mary Henderson Powell, Record, Stearns, Third Vice President; Mrs. J. R. Wallace, Advertiser, Walton, Recording Secretary; Miss Urith Lucas, Independent, Maysville, Corresponding Secretary; Mrs. J. L. Bradley, Enterprise,



Volume Fourteen, Number Seven

The Bankhead Bill

The Kentucky Press endorses the Bankhead Bill unreservedly. The Press urges every newspaper editor to write his Congressman and to give his opinions, whether for or against the measure, because it is only through these opinions that Congress can gauge the voice of the press.

The Press supports this measure because there has been too much of a burden placed on the newspapers, and the community advertisers, in the demands for cooperative advertising in support of war-effort measures. It is time that the government, which pays for

everything else that it needs, should help support, in part, the tremendous volume of advertising that is necessary to the war effort. Many newspaper editors, loyal in every drive that the government has inaugurated thus far, feel that demands will soon reach the proportions of imposition. They rightly believe that the government should do some part in the advertising program which will always be augmented many fold by the newspapers.

The Press urges your support to the measure because it knows that government advertising never will be a subsidy, otherwise our entire economic structure and practices of modern advertising is a huge subsidy. If you believe in the principles of advertising, you should make every effort to urge the passage of this bill.

The text of the Bill (S.1073) and a companion bill introduced in the House (H. R. 2684) by Representative Cannon reads as follows:

A Bill

To aid in the stabilization program and the war effort by paid newspaper advertising in connection with the sale of United States bonds, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That in order to provide for the more effective use of idle currency in aid of the stabilization program and the war effort, and in order to improve the credit structure by relieving the Federal Reserve banks and the various other members of the banking system of the United States of the necessity of purchasing additional vast amounts of United States bonds and other obligations, the Secretary of the Treasury is hereby authorized and directed to purchase and pay for during each fiscal year, beginning with the fiscal year ending June 30, 1943, not less than \$25,000,000 nor more than \$30,000,000 of advertising space in newspapers published in the United States for the purpose of advertising the sale of bonds, notes, and other obligations of the United States, and for the publication in such newspapers in connection with such advertising of information, sales arguments, and appeals relating to, and promoting or encouraging, such sales. The advertising space so purchased shall be divided equitably among newspapers of general circulation which are entered as second-class matter under the Act of March 3, 1879, as amended: Provided, That not less

than one-half of the total amount made available during each fiscal year pursuant to this Act shall be expended for the purchase of such advertising space in weekly, semiweekly, triweekly, and monthly newspapers.

SEC. 2. The Secretary of the Treasury is authorized to prescribe such regulations consistent with the provisions of section 3 as may be necessary to carry out the provisions of this Act.

SEC. 3. The Secretary of the Treasury shall, in cooperation with recognized existing publishers' associations to be designated by him (including one such association representing only daily newspapers, one representing only weekly newspapers, and one representing only newspaper advertising agencies), prescribe regulations for carrying out the newspaper advertising program herein provided for so as to—

- (a) secure the best financial results for the United States consistent with such program;
- (b) completely safeguard the freedom of the press;
- (c) fairly allocate advertisements to individual newspapers;
- (d) prepare material for submission to newspapers for use as advertisements;
- (e) avoid interference in any manner with the independence of any newspaper or its responsibility in serving its readers;
- (f) keep the war finance campaign in all of its phases as nonpartisan as possible; and
- (g) protect editors and publishers in their right to publish criticism of the policies or conduct of the Secretary of the Treasury or of any other public official whenever they determine that such criticism is justified.

SEC. 4. For the purpose of carrying out the advertising programs in their respective agencies, the Secretary of Agriculture, the War Food Administrator, the Price Administrator, and the Chairman of the War Manpower Commission may, with the consent of the Secretary of the Treasury and under the regulations prescribed by him pursuant to section 3, each spend for advertisements in newspapers such part of the total amount to be expended under this Act as the Secretary of the Treasury may approve.

SEC. 5. There are hereby authorized to be appropriated, out of any money in the Treasury not otherwise appropriated, such sums as may be necessary to carry out the provisions of this Act.

SEC. 6. The authority conferred by this Act shall terminate six months after the cessation of hostilities in the present war as proclaimed by the President.

The Mid-Summer Meeting

Time is drawing close for the NEA Wartime Conference at Cincinnati and joint meeting of the KPA with the national group. While Kentuckians will attend the meetings of the national program, Saturday afternoon has been reserved for our own business meeting. Contest winners will be announced and other business of importance will be discussed. Reservations can be made with Don Eck, NEA Chicago office, and should be made at once. By joining group registration, substantial savings are made in convention cost. We hope that many KPA members will find it expedient to attend the Conference on June 18-20. The tentative program is published in another column.

Newspapers Join NAS Service

Thirty-seven state newspapers have forwarded contracts for affiliation with the National Advertising Service, Inc., a subsidiary of the National Editorial Association. Latest advice from Chicago states that 5,000 of a probable 13,000 community newspapers in the nation have forwarded contracts. The NAS will be able to present a strong picture of the community newspaper field to national advertisers and should obtain immediate results. Kentucky publishers are again invited to study the plan and purposes of NAS. Additional information can be procured from the Chicago office, 188 West Randolph.

Kentucky Reads Little

According to the statement by Dr. Jesse E. Adams, University of Kentucky, that Kentucky citizens are low in reading in the ranks of states, is a challenge to the press of the state. He averred that Kentucky ranked forty-second among the states in the amount of reading done.

He stated that residents of the Pacific group were the greatest readers while East-South-Central residents, including Kentucky, are the least interested in reading. We are not construing this as indictment of the Kentucky Fourth Estate, but are accepting it as a challenge to prove that the speaker was

wrong in his contentions. A study will be made which we hope to prove that the speaker was misinformed.

OPA Should Establish Standard Regulations

Conflicting rules and regulations, regarding the loss and re-issuance of ration books, have been established in Kentucky by county and local OPA boards. These regulations lead to confusion and hardship on the part of the consumer.

Many Eastern boards have established standard regulations governing procedure of re-issuance with the important factor that lost books must be advertised in a local newspaper at least twice during the lapse of two weeks. This rule insures:

1. Honest intent on the part of the consumer; and,
2. Every possible effort is being made to find the lost books.

The Kentucky Press urges that local boards adopt standard rules and include the "advertisement" clause as a clarifying and time-and-effort saving factor. Books returned through the medium of the advertisement will save the local boards time and labor.

Carlisle Mercury Leased To Rollin M. Feese, Lexington

Mrs. Warren Fisher has leased the Carlisle Mercury, which she has published since the death of her husband, to Rollin M. Feese, Lexington newspaperman and insurance agent, for a two-year period.

Mr. Feese, a native of Pulaski county, was formerly engaged in newspaper business at Somerset. In recent years he has operated an insurance agency in Lexington.

Editor For 40 Years At Paintsville Dies

Sherman Guelett, 58, editor of the Paintsville Herald for the last forty-two years, died at 2 p.m. Saturday, May 22, at his residence at Mill Branch, Paintsville. A native of Paintsville, Guelett was well known as a newspaperman and farmer.

Survivors are his wife, Mrs. Rena Bush Guelett; seven sons, Warren Guel-Bush Guelett; seven sons, Warren, William, Charles, Robert, Fred, Paul and Jack, and a brother, Harrison.

Oregon Law Limits Time For Bringing Civil Action Under Wage Hour Law

No time limit is provided in the Fair Labor Standards Act for the commencing of civil action to recover alleged unpaid overtime. The last session of the Oregon Legislature enacted a bill which was signed by the Governor March 10 providing that recovery for overtime should be limited to pay for work performed within six months immediately preceding institution of action of suit for such recovery. The text of the law follows:

Section 1. Recovery for overtime or premium pay accrued or accruing, including penalties thereunder, required or authorized by any statute shall be limited to such pay or penalties for work performed within six months immediately preceding the institution of any action or suit in any court for the recovery thereof; provided, that any action may be maintained within a period of 90 days after the effective date of this act on claims heretofore accrued.

Section 2. Any law in conflict herewith to that extent is repealed hereby.

Section 3. It hereby is adjudged and declared that existing conditions are such that this act is necessary for the immediate preservation of the public peace, health and safety; and an emergency hereby is declared to exist, and this act shall take effect and be in full force and effect from and after its passage.

Farm Bureau Moves

The office of the Farm Bureau News, KPA Joe Betts, editor, has been moved with the Federation Headquarters to 3710 Lexington Road, St. Matthews.

Plastic plates are steadily gaining favor with the printing trades, replacing copper-faced electrotypes as used in certain kinds of job and magazine printing. It has been revealed by studies that considerable electrolytic copper can be saved through use of these plastic printing plates. It has been demonstrated that these plates are satisfactory for short runs—up to 50,000 impressions from flat plates as used in form printing. Further development will make longer runs possible. Tests are being made to determine the extent to which plastic materials can be used to make curved plates for rotary presses. These materials have proved successful in the production of dry stereotypers' mats in mechanical departments of many newspapers.

Here's How To Change To 12-Em Column

The War Production Board's requested standardization by small dailies and weeklies on a 12-em column and reduction of margins would save an estimated 50,000 tons of newsprint annually.

Undoubtedly the standardization would be welcomed by national advertisers and the advertising agencies.

For the publisher who intends to change to 12 ems and continue a six column newspaper, the change is comparatively simple. Others may desire to change to a 12-em, seven-column format. The seven column newspaper provides a more attractive make-up and also tends to lessen the consumption of newsprint by eliminating extra pages. It also amounts to an increase in advertising rates as far as labor is concerned.

However, making this change on a press designed for six columns presents a number of problems, but it has been done in many shops. To those who have such a press and who desire to change to 12-em, seven-column newspapers the following explanation of how it may be done, written by Hershel Combs, foreman of the Wellington (Tex.) Leader, may be helpful.

If it is desired to change from the 13-em, six-column page to 12-em, seven-column, the following facts must be taken into consideration:

The 13-em, six column page is 80½ picas wide, whereas the 12-em seven-column page is 87 picas wide. This necessitates increasing the inside width of chases 6½ picas—more than an inch. Most chases are double-page, with a bar down the center to separate the pages. To get this larger page in each side of these chases, contact a reliable machine shop, and have them make the following operations:

Knock out center bar and cut it down to one-half inch in width, an equal amount taken from each side.

Cut three notches in each side of double-page chase where quoins are usually placed; notch to be five-eighths of an inch deep and three inches long. Use Wickersham three-disc quoins in these slots.

Discard the standard three-eighths inch side bars, replacing them with bars one-fourth of an inch wide.

The most satisfactory sheet size for presses such as the Babcock Reliance or Standard is 30½ x 44. Some newspapers use a sheet 31 x 44. Although

the manufacturers of these presses do not specify a sheet this size—it is being run.

Move the forms on the press as close to the gripper line as possible (within six or eight points). It may be necessary to get longer bed bearers to extend as far as this larger form. Some pressmen have the bearers built out. Sometimes it is necessary to file off the grippers if they bite too far on the cylinder after the form is moved.

If six-column, 12-em page is decided upon, no change is necessary, except buying a 12-em liner. Just add six picas of furniture on each side of page form in chase, and move position of form on press to take care of this changed margin.

Keep Small Town Stores Going

Department of Commerce has completed a study in cooperation with the OPA for the Senate Small Business committee. These studies are expected to have an important influence on future government regulation of local merchandising practices and politics. Pointing out that retail establishments in places of less than 10,000 population constituted more than 45 per cent of the total number of retail stores in 1939, officials said that stores are trying to adjust to wartime conditions by:

1—Taking on a completely new line of goods;

2—Adding to the old line something kindred;

3—"Pushing"—in advertising copy—such articles as could be sold and replaced, rather than those whose sales would cause future scarcity;

4—Modifying or eliminating services with a view to greater simplicity and saving.

"The security of thousands of cities, towns and rural districts rests in no small measure upon their retailer citizens. The maintenance of convenience, shopping, and specialty stores in small towns and rural areas is, therefore, to be regarded as a necessary war measure," the studies concluded.

Here's Another Dog Story in Ad

Introduction of Victory Gardens has brought on additional trouble for the hound dog which has been accustomed to roam at will and run at large—without regard to the need of hound, pet or outcast, license or minus the tag—Skamania County Pioneer, Stevenson, Wash., took matters in leash by running a paid ad for the Town Clerk to the effect that all dogs must have a license, be kept under control or else—and that would be bad, for the or else makes it clear the pup would be disposed of regardless—so there's an idea to sell your city dads an advertisement of the display variety—not just a three-line classified.

* * * * *

man-power **problem**

During these days, when attention is focussed on Man-Power, it is important that his equipment be in the best operating condition possible. This is not the time to waste Man-Power.

Are you keeping your Linotype equipment in good order? Perhaps, you need the Linotype Life Extension series of maintenance booklets. They will help you—and they are free for the asking.

Set in Linotype Garamond Bold No. 3 Series

* * * * *



How lower-cost food distribution
BENEFITS
farm and city families

As every editor knows, the well-being of the entire nation is closely bound up with the well-being of American agriculture. Every advance that helps build agricultural stability benefits all groups in America.

That is why it is significant that again in the year just passed, A&P has been able to make a direct contribution to agricultural progress by further narrowing the market spread between what the consumer pays for fresh fruits and vegetables and what the farmer receives for his products.

We have accomplished this by further cutting distribution costs—9.5 cents in 5 years. Unnecessary handling operations have been eliminated and losses from damage and spoilage reduced.

As a result, growers and shippers who market through A&P stores, and through our fresh fruit and vegetable buying affiliate, are now getting 56.3 cents of the A&P retail dollar—a return of 20 per cent higher than the best that was possible only five short years ago, and substantially above the national average today.

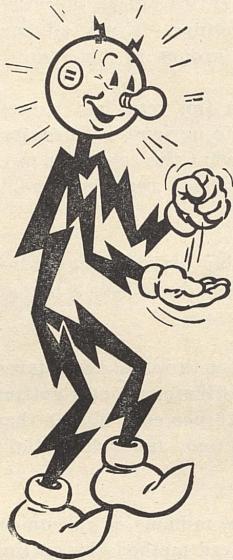
At the other end of the distributive system, millions of consumers are benefiting from these reduced costs and improved methods by getting more and better fresh fruits and vegetables for their money than would otherwise be possible.

It is because every forward step in food distribution contributes so directly to the well-being of farmers, consumers, and the nation as a whole, that the men and women of A&P are proud to be doing, year in and year out, the most efficient job of food distribution in America.



A & P FOOD STORES

PLENTY OF LIES ---But Very Little Bread



Electricity is one necessity that is cheaper today than before Pearl Harbor. Our Company is a business managed utility under Federal and State regulation.

One Adolf Schicklgruber, alias Hitler, author of that infamous best-seller, "Mein Kampf," holds it self-evident that lies usually are better than truth—particularly in schemes as nefarious as his usually are. That's why German newspapers feed their readers nothing else. It's pretty thin eating, too, just about matching the ersatz food to which the Allied blockade and a losing war are subjecting the population of the Axis.

In this country we have both bread and truth. Nobody believes everything in every American newspaper is strictly true, but at least our freedoms are so broad that every man has a right to cull the truths from the chaff of half-truths and distortions.

And our bread is the best and most plentiful in the world.

Truth and bread will win this war. They are the symbols of a fighting America which WILL NOT BE DEFEATED . . . an America determined to keep freedom of enterprise, of speech, of religion, of election . . . determined to keep it ever the land of greater opportunity for the common man.

REDDY KILOWATT,
your electrical servant.

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