

The Kentucky Press



Published In the Interest of Community
Journalism - - Of, by, and for
Kentucky Newspapers

August, 1941

Volume Twelve Number Ten

National Newspaper Week To Be First Week In October

This is your official reminder that National Newspaper Week will be observed October 1 to 8, 1941. You have less than two months in which to prepare for this important event. If you are wondering what steps you should take to insure an effective celebration of National Newspaper Week, the following suggestions may be helpful.

1. As soon as possible prepare a concise history of your newspaper which may be printed in booklet form for distribution to visitors. Combine with it a brief, clear description of the way your newspaper is made. Illustrate the booklet with pictures of your building, offices, and machines, as well as photos of each member of your staff. Print more of these booklets than you think you will need.

2. Prepare several articles for publication in your newspaper about the processes of journalism and printing. Run them once a week during the whole month of September.

3. Prepare a calendar of all meetings in your community during the week of October 1-8. Invite each of your local groups to visit your plant during newspaper week. Try to schedule a talk by some member of your staff, or any other well-informed person at each of these meetings. Prepare material about the newspaper that speakers can use conveniently.

4. Plan to have a speaker on some newspaper subject at each of the schools in your community sometime during newspaper week.

5. Ask each of your local ministers to devote a part of his sermon to an evaluation of the newspaper's place in the religious life of the people.

6. Try to prepare in advance one or more exhibits which may be displayed in your own windows, in cooperating store windows, in the lobbies of public buildings, etc., showing the intricate processes required to produce a newspaper.

7. Reprint the short, purposeful paragraphs from N.E.A. directors in your newspaper and in your promotion material.

8. Give some thought to what your paper will contain during National Newspaper Week. That ought to be the best issue or issues of the year, for the occasion is intended to impress your

subscribers with the importance of the newspaper in the life of its people.

A large variety of promotion copy will be available free from various sources on request. Announcements of sources will be made later. Much of this promotional copy will be presented on a national scale and will support the slogan, "The Newspaper Light The Way Of Freedom." However, the real success of Newspaper Week, as proved in 1940, depends on localization of promotion ideas in each newspaper community, as outlined above.

The free press of America has an imposing list of achievements to recount this year. It has been at the forefront of every movement to upbuild the community, state, and nation. It has been the first to attack enterprises destructive of the common weal.

The selection of the slogan is based upon the Bill of Rights according to the general committee which states: "National Newspaper Week is a time in which the attention of the American people will be focused upon the freedoms guaranteed by the Bill of Rights—among which stand free press rights—a freedom enjoyed by all people. Newspaper service will be revealed and properly appreciated as never before and it will be made clear that newspapers are the bulwark of all our freedoms—that they are free to voice their opinions, good, bad, and varied—without fear of interference on the part of anyone who might desire to detect the thought of his fellow citizens."

Promotion Data

Census Bureau Pamphlet Series P-3, No. 14 will be useful to publishers in the presentation of market data. It shows the 1940 urban and rural population of each county, with the percentage urban for both 1940 and 1930. Of the 3,100 counties and other primary divisions of states, 1,257 were entirely rural in 1940. This decrease in the number of rural counties results mainly from the fact that some places which had less than 2,500 inhabitants in 1930 had grown sufficiently during the decade to attain urban classification. There was a net increase of 299 in the number of urban places between 1930 and 1940.

Special Days Coming For Advertising Tie-Ups

By taking advantage of all special days and holidays to persuade merchants to use timely advertising, many newspapers get considerable extra lineage each year. Forward-looking publishers are now talking up the special days in September which offer advertising possibilities. The leading events of this kind in September are:

- September 1—Labor Day.
- September 2—Anniversary of the creation of the U.S. Treasury Department in 1789. (Tie-up for local bank.)
- September 5—Anniversary of opening of first Continental Congress in Philadelphia in 1774.
- September 8—Schools open in most communities.
- September 13—Anniversary of the writing of the Star-Spangled Banner in 1814.
- September 13—National Felt Hat Day.
- September 15-20—Constitution Week.
- September 17—Constitution Day.
- September 21-27—National Dog Week.
- September 21-27—National Newspaper Boys' Week.
- September 22-28 — Better Parenthood Week.
- September 22—Rosh Hahanah (1st Day) Jewish New Year.
- September 22-27—The Silk Parade.
- September 23—Rosh Hashanah (2nd Day).
- September 23—First day of autumn.
- September 27—Football season starts.
- September 28—Daylight saving ends.

Family History Features

Appearing in the Attica (N.Y.) News are a series of family portraits giving the history and background of old-time residents of the community. The series is running while an exhibit of old family portraits is on display at the Attica library. For years, personality sketches and articles have been the mainstay of magazines. Localized the series could be expanded to include buildings, parks, organizations, and readily obtained from newspaper files. Here again the weekly cashes in on the use of local names, which is its exclusive province and main foundation for its circulation. The Attica News in a departmental head urges its readers to save the articles for their "Attica History Book."

If you want something, the best way is to ask for it—and keep on asking.

*Fifty Live Suggestions
For Summer News*

There are dozens of ways in which the news columns of a newspaper may be given life with news and features from many sources. Summer months often are the time when local news appears to be at low ebb. Here are fifty source suggestions as compiled by the *Colorado Editor*:

1. Weekly crop report, giving general conditions of crops being planted or growing.
2. Weekly market feature about produce, crops, livestock.
3. A daily or weekly anecdote.
4. Weekly food news obtained from a tour of grocers.
5. Timely interviews with winners of something or other, local honor students, housewives.
6. Series of articles on history of civic clubs, women's clubs, churches, and schools.
7. Seasonal features on various holidays or special days, to be obtained from encyclopedia or interview.
8. Weekly accounts of all civic club and other meetings.
9. Occasional debates on popular current topics by local citizens, such as opinions on American aid to Britain in the war.
10. Local interviews based on newspaper or magazine articles, on controversial subjects.
11. Sermon of the week, prepared by ministers of various churches, taking a different denomination each week.
12. Letters received by local citizens from relatives in foreign lands.
13. Hobbies and collections.
14. Success stories of men or women who have won recent recognition.
15. Description of busiest street corner in town.
16. Interviews with obscure characters, junk collectors, hot tamale men.
17. Informal interviews with officers on precautions against house breaking, fires.
18. Oldest building in community and its history.
19. History of storms, fires, or other disasters in your community.
20. Who were streets in city named for and who selected names?
21. Experience of telephone operator, number of calls, longest distance call.
22. Experience of rural mail carrier, what are some of odd articles found in mail boxes.
23. What merchant has advertised longest and most consistently with your paper? Get his testimonial.
24. Is there a "haunted house" in your community? Ghost story.
25. What is the history of the local volunteer or paid fire department? Who were the first members?
26. Has the soil in the area ever been analyzed? What crops are best suited to it?
27. What is the plan of each of the graduate students of the high school? What kind of business do they want to follow?
28. Has there ever been a bank robbery in your town? These accounts are interesting regardless of being retold.
29. Experiences of local fishermen and a best "fish" story contest will interest readers.
30. Saturday brings a large number of farmers to town. Street corner conversation and interviews furnish good reading.
31. What is the history of the modern shoe? Give some experiences of shoe salesmen. Approximately how many pairs are sold in your town in a year?
32. Interviews with city, county, and school officials on their work.
33. Suggestions on gardening. Stories of successful gardens, unusual landscaping.
34. Summer sports. Is there a former big league baseball player in your town? History of local ball club.
35. Articles on economics, government, or travel, contributed under by-line of teachers, clergymen, or others in public life.
36. Personal narratives of unusual things.
37. Short reviews on popular books.
38. History of local library. Additions of new books. Recommendations for summer reading.
39. History of local churches. Where are the ex-pastors? Unusual gifts to pastors from members.
40. First moving picture in town. First talking picture.
41. Local pioneer landmarks, their history.
42. Do you have a local inventor? Carpenter with unusual ability, cabinet maker, doll repair man? The village blacksmith—what are their experiences?
43. Tracing local antiques.
44. Who is driving oldest car in county? This can be located by story in paper asking accounts of old cars still in use.
45. What kind of minerals and soil

are predominant in your community? What is their geological history?

46. Is there a keeper of bees in your community, or a rabbit, guinea pig, or squirrel breeder?

47. How did your town and county, your schools or churches, get their names?

48. What farmer has lived longest on the same farm, or resident of town in the same house?

49. What new crops are farmers planting, compared to 20 years ago? Contact your county agent to get this information.

50. Check city and county records for out-moded ordinances or other regulations which still remain on the statutes.

What's Read?

Newspapermen at a Georgia convention recently were told that surveys show the following in regard to reader interest:

Inside pages of newspapers are read by 97 per cent of both men and women subscribers.

Illustrated pages are read by 92 per cent of all readers.

More women read advertisements than read even the picture pages.

Back section pages are just about as well read as front sections.

White space doubles the value of advertising, and advertising appealing to pride of ownership is ten times as strong as price appeal.

The old idea that right-hand pages are read more carefully than left-hand pages is untrue.

Get The Readers Interested

The *Scarsdale* (N. Y.) *Inquirer* is using a news tip contest to obtain live community features and news yarns. This week's tale was told in pictures and text. It was about the rescue of six ducklings trapped in two storm drains. The attention of the winner of the contest was attracted by the mother duck's frantic quacking. When released, the entire family, for the drake had arrived in the meantime, scuttled for the woods. Such human or rather, animal, interest yarns attract readers like bees to spilled honey, and fill the gap in news that is felt during the summer months.

Every week is Circulation Promotion Week.

The Kentucky Press

Official Publication of the Kentucky
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Press Association Officers

Russell Dyche, President, London Sentinel-Echo
Harry L. Waterfield, Vice-Pres., Clinton Gazette
J. Curtis Acock, Secy., Danville Messenger

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(Third), Chairman; First, Joe LaGore, Paducah
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ble Democrat, Bedford; Sixth, Fred B. Wachs,
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son, Paintsville Herald; Eighth, T. T. Wilson, Log
Cabin, Cynthiana; Ninth, H. A. Browning, Wil-
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Chauncey Forgey, Ashland Independent.

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set Journal.

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Tri-County News, Cumberland.

NATIONAL EDITORIAL
ASSOCIATION
1941  Active Member

MEMBER 
KENTUCKY PRESS
ASSOCIATION
ORGANIZED JANUARY, 1869

Volume 12, Number 10

Have Wage and Hour Inspectors Visited Your Plant?

Wage-and-Hour Law and Job Plants
—Recent activity in New York state of
Wage and Hour inspectors has caused
no little concern to weekly publishers,
as a result of which Manager Johnson
has taken time off from his vacation
to contact Washington officials. Mean-
while NEA's Washington representa-
tive, Bill Daley, has informed NYPA
President Charles L. Ryder that the in-
creased inspections of weekly newspa-
per plants, and resultant classification
of the plants under the Wage and Hour
Act in many cases, resulted from a pro-
test to the Wage and Hour Administra-
tion, lodged by commercial printing

firms. The firms, which do not publish
newspapers complained in effect that
smaller plants, which were publishing
weekly newspapers, produced job work
that went into interstate commerce.
Furthermore, NEA President Howard
said he has received correspondence from
other states indicating that inspectors
were active in other areas and that the
"current troubles of weekly newspapers
were primarily in connection with the
operation of job plants."

Daley advised publishers that al-
though their newspapers had less than
3,000 circulation but were producing
job work going into interstate com-
merce to isolate that work so that it is
completed within a week's time. Thus,
employees working on any job destined
for interstate commerce would come
under the Wage and Hour Act only for
that week.

However, if the job is not completed
until the following week, all employees
connected with the job would be classi-
fied under the Act for that week, even
though they may spend no more than a
few minutes on the job. Furthermore,
Daley recommended that employers
keep only certain employees exclusively
on a single job or on commercial work
in general, since being the only men
working on a job that goes into inter-
state commerce, they are the only em-
ployees that need be classified under the
Wage and Hour Act.

You will find this referred to in the
Special Report Bulletin of April 30,
1941, in which it was said: "An exemp-
tion is also provided in Section 13 (a)
(8) of the Act for employees employed
in connection with publication of any
weekly or semi-weekly newspaper with a
circulation of less than 3000, the major
part of which circulation is in the coun-
ty where the paper is printed and pub-
lished. The Wage and Hour division
does not consider this exemption appli-
cable in the case of any employee who,
during part of the week, is engaged in
activities connected with the printing
or publishing of a newspaper of the
type described in the exemption, if
also during the same week he is engaged
primarily in the production of job-print-
ing for interstate commerce."

It is advisable for all publishers to
have copies of the Fair Labor Standards
Act of 1938, which you can obtain from
the U.S. Department of Labor, Wage
and Hour Division, 341 Ninth Ave.,
New York City. Also, it is advisable to
obtain a copy of the regulations defining
the terms of an employee employed as

an executive, administrative, profession-
al or local retailing capacity (ask for
Title 29, Chapter V, Code of Federal
Regulations, Part 541). Furthermore,
several interpretative bulletins that ap-
ply to the newspaper business have
been issued (ask for Interpretative Bul-
letins Nos. 1 and 2, 5 and 6).

Meanwhile, the NEA Washington of-
fice is seeking to obtain as quickly as
possible an interpretation to clarify the
situation of job plants operated by
weekly newspapers and this informa-
tion will be sent you as soon as it is
available.—NYPA Service Bulletin

Wage and Hour Policy Restatement

The Wage and Hour Division has
mailed direct to all weekly newspaper
publishers a press release on the special
wage and hour question with respect
to Section 13 (a) (8) of the Fair Labor
Standards Act of 1938. Also NEA has
mailed a Bulletin to all members. The
NEA bulletin contains a detailed dis-
cussion of the enforcement problems in
connection with weeklies and semi-week-
lies with circulations of less than 3,000
of their status under the act. It is gen-
erally believed that adoption of many of
the suggestions contained therein will
minimize the hazards of back pay assess-
ments in instances where there are bor-
derline cases involving compliance.

The official release, which the Wage
and Hour Division has mailed to all
weekly and semi-weekly newspaper pub-
lishers irrespective of their circulation
maximum, points out that the Divi-
sion's position relative to enforcement
policies, which was first enunciated in
an opinion to the NEA on July 13, 1939,
has not been changed. The latest clarifi-
cation statement was necessitated by
confusion over enforcement policies on
the part of employers and field inspec-
tors. Special instructions have been is-
sued to regional administrators listing
the prerequisites to exemption under
Section 13 (a) (8).

Emphasis is placed on the meaning
and scope of the Administrator's ruling
of July 13, 1939, so that field inspectors,
employers and employees may be famil-
iar with the requirements of the law. *It
has been found that many of the current
cases involving reimbursements to em-
ployers for back pay are traceable to the
false impression that the July 13, 1938,
ruling was actually a blanket exemption
for any publisher operating weekly or
semi-weekly newspaper of less than 3,000
circulation whose employees were also*

engaged in other activities, usually job printing. Typical situations are presented in the official release to illustrate the applicability of the exemption of the operations of the average combination newspaper-job printing shop where the circulation is within the statutory maximum prescribed in the Fair Labor Standards Act of 1938.

The special memorandum of Administrator Fleming to regional directors defines three tests to determine the coverage or exemption of employees in a plant of the character described in Section 13 (a) (8). The gist of the matter is that the exemption is applicable only to particular employees in the establishment during work weeks in which their primary work may properly be said to be in connection with the publication of a weekly or semiweekly having a circulation of less than 3,000, the major part of which circulation is within the county where printed and published *Field Inspectors of the Wage and Hour Division have been instructed to regard the employee in question as exempted when he works more than 50 per cent of his time on work directly necessary to the publication of the newspaper.*

Social Security Revision

It is reported that the Social Security Board has forwarded to a special Senate committee recommendations calling for higher pay roll taxes. Under the recommendations the existing 1 per cent pay roll tax on all employees covered under the old-age and survivors' insurance program would be boosted.

The schedule of social security taxes, in the aggregate, will require 15 per cent additional pay roll taxes on employers. Employers are now paying a 3 per cent tax for unemployment compensation insurance for their employees. The formal recommendations of the Social Security Board contemplate a 6 per cent tax on old-age and survivors' insurance which is a 4 per cent increase. The unemployment compensation tax would be continued at 3 per cent. A temporary disability tax of 1 per cent is a new suggestion. Included in the innovations are a permanent disability tax of 3 per cent, a medical tax of 5 per cent and a relief grant of about 1 per cent.

Danville citizens have taken a forward step in planning for a Historical Pageant in connection with the Kentucky Sesquicentennial in 1942. J. Curtis Alcock is a member of the general committee.

N.E.A. Opposes Stam Proposal

Chief of Staff Colin F. Stam of the Joint Committee on Internal Revenue Taxation has reported to the House Ways and Means Committee an alternative method of raising the three and one-half billion dollars requested by the President, and has included a proposal for "placing second class postage on a paying basis (exclusive of county free delivery)," which he states would yield \$78,000,000.

The Postmaster General's report for the year ending June 30, 1940, shows an alleged deficit of \$85,381,000 on second-class mail, of which free-in-county shows an alleged \$7,000,000 deficit. Mr. Stam's proposal would mean that an additional burden of \$26,900,000 would have to be borne by daily newspapers, \$12,900,000 by newspapers other than dailies, \$16,300,000 by fraternal, religious and other zone exempt rate publications, and the balance of \$22,400,000 by all other publications, including magazines and farm and business papers.

Few people realize that the free-in-county privilege is granted only to second-class mail rated publications distributed from post offices that do not have either village or city letter carrier service. Development of these services has reduced the number of papers utilizing the service within the county.

Previous Congressional committees and post office commissions have established that nothing like this proposed amount or even 5 percent of it could be collected by any assessment of postal rates without driving many newspapers out of business.

The policy under which second-class rates were granted is for newspapers and other publications to be distributed to the public in all sections of the country without discrimination. Certain types of larger newspapers could arrange, if necessary, for other methods of delivery which are not available to the county newspaper. But the services rendered by the Post Office Department in handling these publications to the readers represent little additional cost over what is necessarily incurred by the Department in handling other classes of mail.

The P. O. Department has never been in accord with any such recommendation as this, and will undoubtedly appear before the Ways and Means Committee opposing any such procedure. Meanwhile, the N.E.A. Legislative Committee is co-operating with other publishing groups in an effort to pre-

vent this proposal from being written into law before its effect can be considered by appropriate postal agencies.

Kentucky Editors To Serve On N.E.A. Committees

Three Kentucky editors were appointed on committees for the National Editorial Association by President Raymond B. Howard. Secretary J. C. Alcock, Danville Advocate-Messenger, was named on the membership and the awards committees; President Russell Dyche, London Sentinel-Echo, was named on the membership and the consumer education committees; and Cecil Williams, Somerset Journal, was named on the committee on consumer education.

Wage and Hour Enforcement

Complaints of weekly newspaper publishers from New York and other states about the assessment of back pay when they have considered themselves exempt under Section 13 (a) (8) of the Fair Labor Standards Act have been accumulating so fast that a clarifying restatement as to the Wage and Hour Division's enforcement policies is expected shortly. The NEA Washington Representative has been in conference on the subject for several days with Division officials in an effort to clear the confusion apparently existing over the scope of the Division's interpretation as to the status of combination newspaper-job shops. A special NEA Wage and Hour Bulletin will be issued as soon as the negotiations are completed.

J. LaMarr Bradley, editor of the Providence Enterprise, was appointed a member of the State Crippled Children's Commission by Governor Johnson on August 6. He will serve out the unexpired term of the late Ben Williamson of Ashland.

Defense officials predict that restrictions of the use of chlorine, a bleaching agent, soon will cause magazines and other periodicals to resort to the use of paper with a yellow tinge. This, however, does not mean that Yellow Journalism will again come to the front.

Barry Bingham, publisher of the Louisville Times-Courier-Journal, has been named a member of the Seaway for Defense Committee, dedicated to promotion of the Great Lakes-St. Lawrence Seaway project.

*OPM Committee
On Printing and Publishing—*

Conferences called by OPM with printing publishing representatives July 18 were followed by invitations to 100 men in the industry to meet July 29 to select a committee of 12 as a general advisory group. The call was issued for the purpose of setting up a liaison between the industry and the government in matters relating to commodities, as paper, pulp, ink, engraving materials and so forth.

Tentative plans call for a Defense Industry Advisory Committee to represent paper manufacturers and converters, job printers, engravers, publishers of newspapers and magazines. Functions of the committee as defined by the OPM are to discuss freely any subject pertinent to the defense program, collect and furnish information relating to the OPM when requested by the government presiding officer, to render service with respect to any matter raised by the office or by any government consultant who may be present at a meeting of the Defense Commodity Group, and to make recommendations when requested.

Committee is limited by the regulations not to determine policies for the industry nor compel or coerce any person to comply, and after conferring with the advisory committee and government consultants, the government presiding officer shall decide as to what action with the approval of the chief of the branch concerned.

Members of the committee are selected by the government and may or may not be members of publishers' associations, and will serve as individuals and not as representatives of publishers' associations. Various publishers and other members of the committee will be asked to serve on subcommittees that require special knowledge in handling problems of allocating essential materials. At present, chlorine and other chemicals used in bleaching paper are scarce and priority orders vitally affect the quality and quantity of paper supplies. Copper, zinc and other metals used in printing are in the same category. OPM has stated they want publishers to have a voice in allocation policies. Of particular importance is the priority status for repair and maintenance materials and equipment required for uninterrupted operation of a wide range of industrial processes and public services. Printing was not included in the preferred list issued recently.

Post-War Problems

Publishers and editors will find a new pamphlet "After Defense—What?" issued by the National Resource Planning Board, interesting in that it indicated what public and private agencies must do now on the problem of transferring millions of men from "all-out production for defense to all-out production for normal living, when this war is over." Many points pertinent to a newspaper are raised in this document. Copies may be obtained by writing the National Resources Planning Board, Washington, D. C.

Barry Bingham, Louisville Times and Courier-Journal, on active duty as a naval lieutenant, has been assigned as assistant in the research division of the office of Civilian Defense, headed by Mayor LaGuardia.

At the Navy meeting at Louisville, August 18, 125 state newspapers were given advertising to aid in Navy recruiting, and were appointed to act as "navy editors". J. D. Embry, managing editor of the Hart County News, Mundefordville, furnished a climatical surprise at the close of the meeting when he volunteered for navy service.

We are grateful that we have passed up so many opportunities to lose money—or have we? Look well to your circulation problems.

*Tri-Weeklies Under Wage
And Hour Act*

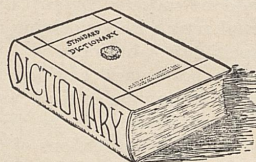
A tri-weekly publisher submitted informally to the Wage and Hour Division an inquiry that elicited the opinion that such publications are not exempt by Section 13 (a) (8) of the Wage and Hour Act. Officials called attention to the fact that the exemption mentioned specifically "any weekly or semi-weekly newspaper" with no mention of a newspaper issued three times a week. Thus, this particular class of publication is not defined in the exempting section.

Rural School Picture Series

An exceptionally popular feature in Fayette County Union (Ia.) was the rural school picture series. Each issue depicted the pupils of one of the county's rural schools and their teacher. Interest in the series was shown by calls from parents for extra copies to send to relatives and to save for the children's scrap books, and by requests from teachers that their school be included in the series.

Weekly Newspaper Circulation

Obtained from the Census Bureau, based on 1939 returns from plants doing \$5,000 or more business annually, show 6,212 weeklies had an aggregate circulation per issue of 19,294,604. The gain between 1937 and 1939 amounted to 2,007,876.

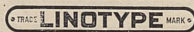


Asked for the DEFINITION

of the word, "substitute," a schoolboy wrote: "Substitute is the right article made out of the wrong stuff."

Despite the publication of his definition as a "boner," that boy hit the nail on the head. It's the wrong stuff that can injure your Linotype, slow it up, cause costly downtime. A thousandth off here, the wrong metal there, lack of careful design and workmanship all add up to "wrong stuff."

Specify Genuine Linotype Replacement Parts and avoid costly downtime and eventual expensive repairs. Ask your Linotype representative.



Linotype Fairfield and Granjon

AN EXAMINATION WE BOTH CAN PASS

You've had occasion within the past few years to become aware of this disturbing fact—newspaper circulations are hitting all-time highs, yet newspapers often have not been properly appreciated as vital community institutions by many of the very people whose subscriptions make these circulations possible! Of course, those people who DO think about it, are quick to understand the importance of a free press in a democracy, and of a good newspaper in a community.

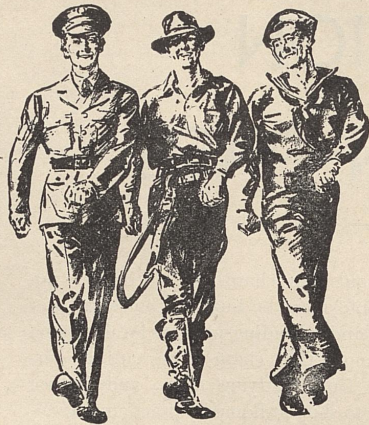
Chain stores have faced a similar situation. Millions of customers consistently patronize chain stores because of the real values they make possible in food, clothing, home furnishings, and other needs and comforts. Yet these same people have too infrequently appreciated the chain store's contributions to community well-being.

Fortunately, as with newspapers, people who DO think about it—who make an honest evaluation—are quick to show that chain stores provide an efficient, economical marketing channel from farm and factory to consumers, passing back to producers a greater share of the consumer's dollar. They

point out that chain stores stimulate local employment by buying from local producers and providing jobs for local people. They note that chain stores attract customers from outlying areas, and induce people to shop at home by practicing up-to-the-minute merchandising, advertising, and sales promotion methods. They realize that chain stores materially improve real estate values. They see that chain stores create a flow of buyers that means a merrier ringing of cash registers in ALL stores. They figure out that chain stores actually leave more money in the community by making possible such substantial savings to consumers.

Today, as American civic and business institutions receive more widespread examination than ever before, the Newspaper and the Chain Store are being more intelligently evaluated. Such critical examination cannot help but emphasize the full range of services that justify the Newspaper's and the Chain Store's existence—and which make them such important contributors to community and national well-being.

THE GREAT ATLANTIC & PACIFIC
TEA COMPANY



Now
America looks to
ALL THREE
for preparedness

Build! Build! Build! Faster! Faster! Faster!

The call for defense roars over the land, and above all else it cries for power . . . electric power. Power to turn lathes. Power to drive rivets. Power to weld, to cut, to stamp, to form, to forge, to drive. Power to build guns, ships, tanks, planes. Power to prepare!

For today American defense wears three uniforms—military, naval, industrial. And the watchword of all three is SPEED.

When the call came, the electric industry was ready. Over night the industry began to deliver quantities of power unheard of in peace time. We could do it because we have always built for the future.

We've been preparing for 61 years.

Ever since this industry was born in 1880 the men who manage it have planned ahead.

We have always been ready for emergencies. Today we are meeting the greatest emergency of all, and handling it without cramping or stinting our regular customers.

Intelligent planning made this possible. It took foresight, initiative, and hard work. Business operation of this industry made it possible. Business operation alone built this industry big enough to serve you and handle the defense emergency at the same time.

Business operation has improved your electric service and cut the cost so you now get about twice as much electricity as you got 10 to 15 years ago for the same money.

Business operation of the electric industry will keep on giving you better service and more electricity for your money, and we will be able to handle emergencies in the future just as we have in the past.

→ IT COSTS LESS TO LIVE BETTER ELECTRICALLY ←

KENTUCKY UTILITIES COMPANY

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