

The Kentucky Press

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Largest Attendance At Mid-Winter Clinic

With more than 160 registered, the Seventy-sixth annual mid-winter meeting of the Kentucky Press Association at the Brown Hotel, Louisville, January 19-20, was pronounced by many as the largest and best convention ever held. Because of war-time restrictions, the programs were restricted to three sessions, every one full of interest to the members who "took time off" from their busy newspaper offices.

Chauncey Forgey, Ashland Independent, was elected president at the closing session, following twenty-five years later in the footsteps of his father, B. F. Forgey, who served in the same office in 1919. Fred B. Wachs, Lexington Herald-Leader, was elected vice-president, and Harold A. Browning, Whitley Republican, Williamsburg, executive committeeman from the ninth district, was advanced to the chairmanship of the executive committee. Victor R. Portmann was re-elected secretary-manager.

Following the invocation by the Rev. Alfred F. Harrigan, President Joe Richardson, presiding, gave the annual president's address. The usual address of welcome by the mayor of Louisville was not given owing to his absence in Washington. Tom Tanner, Chattanooga, labor commissioner of the Southern Newspaper Press Association, spoke on labor problems and government regulations. He outlined the present controversy between the ITU and newspaper publishers and expressed the warning that community weeklies may face the problem of unionized shops.

Ralph Heinzen, formerly United Press director in France and recently repatriated in exchange of American and German war

correspondents, stated that Stalingrad was the turning point in World War II. The Nazi war machine had not lost a major engagement before Stalingrad, Heinzen pointed out, declaring that Hitler's lust for power and doing the spectacular caused him to go against the advice of his military leaders in an attempt to take the city named after the Russian leader. Since that time, he said, the Germans have not won a major engagement.

"Hitler's defeat is now inevitable for three reasons," Heinzen outlined. "But do not look for the war to be over too soon—not until we can deliver the knockout punch, and we have failed to deliver that knockout blow already at least once in the present drive."

Hitler's Army reached its manpower peak of 13,000,000 men last February, Heinzen said. Since, despite all-out recruitment, the total manpower has been decreasing. Loss of Ploesti, cutting off the Nazi oil supply, and the loss of air mastery are two additional reasons why the Germans will lose, he explained.

The Germans were within 25 miles of a large oil supply when Hitler made the decision to take Stalingrad, Heinzen said, and when the Russians held after a long siege, the tide turned in our favor. With an adequate supply of oil, the two wings of the German Army could have disposed of the Russians and possibly England and the United States, because we were not ready.

But the Stalingrad engagement and its outcome gave England and the United States time to prepare. Heinzen told of the value of the superiority of air supremacy

and how the British played for time which ultimately meant the defeat of the Luftwaffe.

"In the early days of the war, Britain would send over 16 bombers each morning, only to have them promptly shot down by the Germans," Heinzen said. "The British were criticized for not sending more when it was known they had several thousand of such craft. But when Goering started his air blitz on London, the British had saved enough planes to cause Goering to change his plans after six weeks of losses."

Heinzen said the 11,000,000 members of the Hitler Youth movement will be the problem of a permanent peace. "I would hate to take the job of re-educating a 9-year-old German boy," he added. "I'm afraid he'd convert me to nazism, so deeply has that theory been instilled in them."

"Peace must not only be punitive, but it must be preventative," Heinzen declared. He added that Germany must not be allowed to import enough material to rearm after the peace, but that enough material must be allowed the people to keep them busy so they will not have time to unite behind "another spellbinder like Adolf Hitler."

Adopting a new procedure, group lunches were arranged for the dailies publishers in the Derby Room, while the weekly publishers met in the Louis XVI room. The topical discussions followed with the guests seated around the tables. Tom Tanner exemplified his formal topic of the morning session as leader of the roundtables on Labor Problems in both groups. He was followed by Floyd Hockenhill, editor of Circulation Management, Chicago, who lead the dis-

cussions on circulations. His main points of discussion were:

Some daily newspaper last year got more than half their total revenue from circulation. Weekly newspapers are showing great increases.

It may be improbable, but still entirely conceivable that some newspapers may be able to get along on circulation revenue alone, without advertising, just as such magazines as Reader's Digest do today.

Direct mail has proved an effective and economic method of getting new subscribers. A series of three letters to non-subscribing prospects, offering 15 months subscription for the year rate, mailed third class, containing good order blank and business reply envelope, will bring at least a 25 per cent return.

Renewal percentage approaching 100 per cent can be attained by scientific use of direct mail. As many as seven renewal letters may profitably be used in the renewal series. It's essential that business reply envelopes and renewal order blanks accompany each mailing. Use of warm colors, either in paper stock or ink, proves helpful. Third class postage is almost as effective as first class.

Multigraphed sales letters are best. Imitation typewriter type by letter press or mimeograph are very satisfactory. Printed letters get good results but are less effective.

First letter or bill in renewal series should reach subscriber a few weeks or a month before expiration. Second letter should go out at expiration. Remaining letters in renewal series follow at short intervals to subscribers not yet paid up.

In lieu of the customary salutation such as "Dear Friend," it's effective to use a brief and striking statement, in the form of a headline. It is also effective in some cases to mark certain paragraphs with red pencil and to write the name of the subscriber or prospect in red pencil at the top of the letter.

Secretary Portmann led a spirited discussion on office management problems with the weekly newspaper groups. He explained the Porte bookkeeping system and recommended this as ideal for the community weekly publisher, and offered to send a sample set to Kentucky publishers on request.

Lawrence Hager, publisher of the Owensboro Messenger-Inquirer, led the daily roundtable discussion on advertising. Following this session, the annual meeting of the Associated Press members in the state followed with Joe LaGore, presiding. During this meeting, Don Whitehead, Harlan, AP correspondent, was introduced and answered questions concerning the Western Front. Whitehead, who landed on the beaches of Normandy 90 minutes after H-Hour, bore

out Heizen's statement by the assertion that as far as men and equipment were concerned, the Germans came out second best in the Christmas break-through.

Whitehead told of the daily routine of war correspondents and said that his dispatches were wirelessed to New York from the battle zone after field censors had passed his copy. Often it reached New York an hour or so after it had been written, he said.

He also commented on censorship, saying that certain news must be held up to prevent the enemy from knowing the movement of our troops. He illustrated that by saying that for hours after Americans occupied LeMans German troops streamed into that city only to be taken prisoner.

"If the Germans had learned from radio and press reports that we had occupied that city, they could have gotten word to some of their units to fall back to another place, one not in control of the fast-moving Americans," Whitehead said.

At the conclusion of the roundtables, presided over by Vice-President Chauncey Forgey and Executive Committeeman Virgil Sanders, the delegates were guests of the Lexington Herald-Leader and Louisville Courier Journal and Times at a cocktail hour on the roof garden. The annual banquet was held in the ball room at seven o'clock and was featured by brief speeches, a fine menu, a splendid floor show by talented young Louisville performers and WHAS artists, and lively music for the dancing. It was evidenced during the floor show that Kentucky editors make better hog callers than they do wolves. The conventioners were guests of the Louisville newspapers, the Board of Trade, and the Brown Hotel at the banquet.

The Saturday morning business session was opened by the annual report of the secretary-manager. It was evident, by the financial report, that the affairs of the association had more than doubled during the year. The report on the advertising department, as a surprise to many members, showed that gross amount of advertising distributed to the members in 1944 amounted to \$65,000. This report, too long to be printed here, was distributed by mail to all the members.

Orrin R. Taylor, publisher of the Buckeye, Archbold, Ohio, and a member of the executive committee of the National Editorial Association, represented that organization at the meeting and explained the work and strides forward made the past year by the NEA and the Newspaper Advertising Service. He also explained the new promotion bureau setup for community newspapers, similar to the ANPA Bureau of Advertising, and invited Kentucky publishers to become members through voluntary application.

Don Whitehead, Harlan, ace AP war correspondent, was introduced, and in a low, soft voice, dramatic in its matter-of-factness, described the section of the beachhead he saw on D-Day, with troops pinned down shoulder to shoulder under the murderous fire.

"The heroism and sacrifices of that day are things that should never be forgotten," he said. "Sheer guts secured that toehold in fortress Europe.

"Many officers were killed as they landed and their men without leadership. Soldiers were digging foxholes with their fingers until they bled.

"From the looks of that section of the beachhead I thought we had failed. So thick were the men on the strip that anywhere a bullet hit it either killed or wounded."

The speed with which the Allies moved baffled the Germans and was responsible for the push-back across France, but lack of supplies eventually bogged the armies down, Whitehead said.

"If we had had enough supplies to keep going when we reached the Siegfried line, we could have crossed the Rhine early in October and the German offensive never could have occurred. The Germans were caught flatfooted."

Whitehead warned that Nazism would not be dead when the German Army is defeated. He said little-known and specially selected Nazis now are being groomed in the German Underground to carry on the ideology after the peace. He said he has seen documents outlining schools to be conducted to keep alive the Nazi doctrine.

Because of the many imponderables involved, Whitehead would not predict the date of the war's end, stating only that "it will not be over in Europe before next fall."

He predicted slow going for bitter months on both the western and eastern European fronts.

He returned to New York the next day and was to leave for the Western Front again on February 1.

Following the recommendation of the executive committee, six newspapers were admitted to membership in the Association: Beattyville Enterprise, Carter D. Stamper, editor; The Kentucky Gazette, Shively, editor; Sterling Toweles, editor; Central City Messenger, Rudd E. Reno, editor; Greenville Herald, D.B. Wilson, editor; Lewis County Herald, Vanceburg, Miss Lena Pollitt, editor; and Madison Post, Richmond, Miss Lorraine Miller, editor. Eugene Stuart, Louisville Automobile Association, was elected to associate membership.

Following the election of officers, Pres-

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A Key To High-Level Postwar Employment



It is now generally agreed that America must maintain a level of 55 to 60 million jobs after the war, if we are to achieve the prosperity that will mean winning the peace.

But there can be no jobs unless consumers buy—and consumers cannot buy unless goods are priced right, within their reach. Efficient, low-cost distribution therefore is a key to increased consumption and greater employment.

In this light, the achievements of the A&P system of efficient volume distribution of food stand out as an important example of how distribution costs can be cut—how in-between steps in handlings and waste can be eliminated with benefit to producers, employees, and consumers.

For instance, by streamlining methods of handling fresh fruits and vegetables, and reducing waste and spoilage, we were able to cut our costs of distribution 25 per cent in the pre-war years 1937-41 alone.

During this same period, consumers received more food for their money, the men and women of A&P generally enjoyed the highest wages and shortest working hours in the retail food industry, and returns to producers were increased by 7.8 cents of each consumer's dollar.

Because they realize the ever-increasing significance of efficient distribution, the men and women of A&P take great pride in doing the most efficient job of food distribution in America.



A & P FOOD STORES

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Victor R. Portmann, Editor-Publisher

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Kentucky Press Association Officers

Chauncey Forgy.....Independent, Ashland
President

Fred B. Wachs.....Herald-Leader, Lexington
Vice-President

Victor R. Portmann.....U. of K., Lexington
Secretary-Manager

Executive Committee, Districts

Harold A. Browning, *Whitley Republican*, Williamsburg (Ninth), Chairman; First, Joe LaGore, *Sun-Democrat*, Paducah; Second, John B. Gaines, *Park City News*, Bowling Green; Third, J. M. Wynn, *Courier-Journal*, Louisville; Fourth, James M. Willis, *Messenger*, Brandenburg; Fifth, Virgil P. Sanders, *News-Democrat*, Carrollton; Sixth, Enos Swain, *Advocate-Messenger*, Danville; Seventh, Walker W. Robinson, *Herald*, Paintsville; Eighth, J. W. Heddon, *Advocate*, Mt. Sterling; Tyler Munford, *Advocate*, Morganfield, State-at-Large; Seymour B. Goodman, *Enterprise*, Elizabethtown, State-at-Large; Immediate Past President, Joe Richardson, *Times*, Glasgow.

Kentucky Press Women's Club

Miss Mary E. Hutton, *Herald*, Harrodsburg, President; Miss Mildred Babbage, *Breckinridge 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, *Journal-Enterprise*, Providence.

NATIONAL EDITORIAL
1944 ASSOCIATION
Active Member

MEMBER
KENTUCKY PRESS
ASSOCIATION
ORGANIZED JANUARY, 1869

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Statewide Surveys Started By Committees

The Press takes opportunity to print information concerning the "Committee for Kentucky" because, we believe, that it is of vital interest to the newspapers of the state. As the state progresses, or retrogresses, so will our newspapers, hence every editor should watch and encourage the purpose and work of this committee. The reports of the experts will be placed in your hands as soon as completed for your study as it applies to the state as a whole and to your trade territory. Your criticisms and suggestions pertaining to the whole program, or any reports, is hopefully suggested. KPA is represented on the committee, and executive committee, by Vance Armentrout, Louisville,

and by your secretary-manager.

Two other statewide groups are also working on similar problems; Governor Willis' committee, and the Junior Chamber of Commerce. The latter concerns itself with industry and business. The Press hopes to make similar reports of the activities of both of these committees to the Kentucky press.

By Harry W. Schacter, Chairman

A group of Kentuckians have recently banded together to launch an experiment in Democracy that may have far-reaching beneficial consequences for our State. The plan is very simple. We propose to find out what is wrong with Kentucky, and to try to create a "moral climate" that will ultimately help to right these wrongs. The group is called—"The Committee for Kentucky." Its objective—"The welfare of ALL of Kentucky."

These citizens had gotten tired of hearing that out of the 48 States, Kentucky ranks close to the bottom in so many important things. It was their feeling that if the people knew the FACTS, they would in time demand solutions. It was to give the people the FACTS, that the "Committee for Kentucky" was formed.

Subsequently, some of the Merchants thought it might be even more effective if other groups were stimulated to take the same action. They, therefore, called a meeting of 30 of the most important Civic, Business, Labor, Farm and Professional groups in the State, told them of what had been done, and invited them to take similar action. The response was enthusiastic.

During the course of the discussion, to the surprise of the Merchants, one of the representatives of another group arose and said—"If all of these important groups—and there seems to be more than 250,000 votes represented here—could get together for such a worthwhile purpose as this, why wouldn't it be feasible for us to form a permanent organization for what may be other equally worthwhile purposes. That struck a responsive chord in the hearts of those present. That was the beginning of the "Committee for Kentucky."

We gave very careful thought to our approach and to our program. We decided first to find out what were the major problems facing Kentucky. We determined next to select an expert on each of these problems to find the facts, and to present the findings to all the organizations comprising the "Committee." We then planned to print and broadcast each report throughout the State. Each member organization pledged itself to devote at least one meeting for a

reading and a discussion of the entire report. It further pledged that it would lend every help to any course of action agreed upon in furtherance of the solution of these problems.

This is how it would work. Formerly, if there were an education problem crying for solution, the Kentucky Education Association would work for it and possibly might have the help of one or two sympathetic organizations. That would be about all. Under the plan of the "Committee for Kentucky," the K.E.A. (which is a member of the "Committee") would call upon and receive the help of all of the 30-odd organizations, and of their 250,000 informed members. The chances of achieving the solutions would then be improved a hundred fold. The same would be equally true of the many problems of health, of welfare, and of others under study.

For a while, we thought that we were pioneering this field, until we learned that in the State of Georgia, a group of citizens had done the same thing some 7 or 8 years ago. They had banded themselves together in what was called "The Georgia Citizens Fact-finding Movement," had already accomplished immeasurable good for their state, and had won national recognition for their work. That knowledge heartened us to proceed with our plans. We were fortunate in having on our executive committee, Tarleton Collier, associate editor of the *Courier-Journal*, who came from Georgia and who, while there, was a member of the "Georgia Citizens Fact-finding Committee" and was their expert on penology.

The past year has been spent almost entirely in deciding on the problems, in selecting the experts, and in launching the studies. We are happy to report that of the ten problems selected, we actually have launched seven of the studies. We have two probables and one to be selected. The list follows:

1. The Problem of Agriculture, by Thomas Cooper, Dean and Director, College of Agriculture, U. of K.
2. The State Constitution, by Mark Edleridge, Publisher, *Courier-Journal*, Louisville.
3. The Problem of Education, by Dr. Maurice F. Seay, Director, Bureau of School Service, College of Education, U. of K.
4. The Problem of Health, by Dr. P. E. Blackerby, Head of the State Board of Health, Louisville.
5. The Problem of Housing, probably by Mr. Nicholas H. Dosker, Administrator, Louisville Housing Authority, on Urban Housing in conjunction with someone on Dean Cooper's staff for rural housing.

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dent Chauncey Forgey announced the appointment of Enos Swain, Advocate-Messenger, Danville, as the new member of the executive committee, representing the sixth district. The meeting was closed at noon.

Resolutions Passed

This has been a memorable occasion, this 76th Mid-winter meeting of the Kentucky Press Association. It will long live in the memory of each of us who have attended its session as the greatest of the great war-time conferences, if not of all time. A program unsurpassed was prepared for us and it has been an inspiration to the membership of the Association. Therefore, Be It Resolved,

That praise and appreciation of the efforts of our officers and committees and everyone who had a part in preparing and presenting this program, be expressed and recorded in the permanent minutes of the Association. Be It Further Resolved,

That we give especial thanks to Ralph Heinzen of the United Press for his message of "Inside Germany", which broadened and deepened our conception of the conflict in which we are engaged and gave us a wider concept of the great problems of peace which victory of our arms will bring; to Tom Tanner of the Southern Newspaper Press Association for his contribution to our knowledge of war time conditions and restrictions which fortifies us to meet and live through them; to Floyd Hockenhuell, editor of Circulation Management, for the many valuable suggestions for circulation building and control; to Orrin R. Taylor, NEA Director, for a worthwhile discussion on national problems and advertising; and to our own Don Whitehead, of the Associated Press, for bringing a message from the Western Front, as only personal observation and superb reporting could bring.

And, whereas, our personal comforts, conveniences and pleasure have in no way been overlooked, Be It Further Resolved,

That an expression of appreciation and even of loyalty be extended to the management of the Brown Hotel, which under the exigencies of the times, has provided such complete facilities for our meetings and comfort, and, in a real sense, has made this great hotel a home for us while in Louisville. That the Louisville Board of Trade and Courier-Journal and Times have our sincere thanks for the Banquet-dance, and the Courier-Journal and Times and the Lexington Herald-Leader for the fine party which preceded it, and WHAS for the characteristically fine floor show and fine music for the dance that followed.

The few months since our Summer meeting have taken their toll of the Kentucky Press and it comes our task to record the deaths of Roy Pitchford, of the Scottsville Citizen-Times, Woodson Browning of the Madisonville Messenger, and Hoyt Moore of the Fulton Leader. Therefore, Be It Resolved,

That in the death of Roy Pitchford, Woodson Browning, and Hoyt Moore, the Kentucky Press, as well as their own communities and families, have suffered a great loss. We extend our sympathies to their surviving families.

Whereas Kent Cooper, executive director of The Associated Press, long has been working for world-wide agreement on the principle that news should be free and unbiased at its source, that all governments of the world should guarantee this freedom and that communications channels should not be raised as barriers to curb the exchange of free news;

And whereas, this cause has been espoused by other leaders of the press, including the American Society of Newspaper Editors;

And whereas, these efforts have been recognized by the United States government, the platforms of the Democratic and the Republican parties, and by a concurrent resolution of both branches of the national Congress,

Now therefore, we, the members of the Kentucky Press Association, do hereby approve this principle, endorse these efforts and state that we believe world peace in the future to be inseparably connected with the free interchange of unbiased news throughout the world.

Lawrence Hager, Chairman
A. S. Wathen
Russell Dyche
Resolution Committee

President Richardson Gives Annual Address

Distinguished Guests, Visitors, Ladies and Gentlemen of the Kentucky Press Association:

Your President follows the trend of the times this morning; and will bring you only a few remarks—streamlined remarks and, we hope, to the point.

It has been a very great honor to have served you as President the past year. I appreciate your courtesy and your fine cooperation. And I am thankful, too, that the twelve long months of President will soon be beyond me. I have no long report of attainment or of achievement. I think we have done well to hold together and to hold on to what we have. Of the 182 newspapers in Kentucky, 175 are members of this Association.

This, itself, is an accomplishment, but full credit for that is due Secretary-Manager Portmann. Our advertising department has shown rapid expansion during that same period. \$65,000 in advertising cleared through this agency in 1944. That, too, is an accomplishment due to the skilled presentation of and handling by Mr. Portmann. And through it all there has developed a closer cooperation and a finer fellowship among Kentucky newspaper people. This is encouraging to the Association, is proof that this membership is vitally concerned with the continued success and growth of their organization.

The year has been a good one for every single one of us. We have shown a profit despite the war and the difficulty in securing needed materials—and despite the more pressing disadvantages of a manpower shortage. The coming year offers no hope for relief. Rather, I expect conditions to become more serious and more complex.

You publishers who are not familiar with the mechanics of the trade, who are not printers or linotype operators or press feeders and the like—you are at a distinct disadvantage. For the past several weeks I have composed every line of straight matter used in my paper. In addition, I write copy, read proofs, make up my front page, operate the big web press and do any other job when needed. The operator-printer shortage caught me with my shirt tail out, but not with my pants down. All of you have been through that!

Have more interest in your back office! Put yourself in the favorable position of knowing how to do anything and everything in that office in workmanlike manner. This, of course, applies to the smaller newspapers of the type of The Times, my own newspaper. You will find your independence is still quite considerable, and that you are not wholly at the mercy of any single individual. I suppose we are a throw-back to the "good old days" when the boss was a jack-of-all-trades around his printshop. But don't for a moment overlook the front office. Know that too—full and well!

If you expect continued success you must increase your revenue. If you ever expect to do this by increasing your advertising, subscription and job-printing rates, now is the time to do so. You must do this to keep abreast of the rise in wages, in taxes, in overtime, and to keep ahead of the provisions of the Wage and Hour Law. I put into effect some months ago advances in each of these categories. There was not a single objection to either by subscriber or advertiser or by any of those placing orders for commercial printing.

While profitable, the past few years have been both a headache and a bellyache. Problem after problem has developed—and will continue to develop. That is a part of business during wartime. Yet all of these problems have been met. And when conditions appear darkest, always remember that your business isn't the only business that has suffered the inconvenience of wartime operation. Of course, the paper isn't up to standard; of course, you are forced to omit advertising and "turn down" commercial printing.

But when we contemplate such difficulties, and before we howl and fuss and growl about that, one should first remember that somewhere in this broad land there are many other businesses in worse condition than ours. Some have closed for the duration, and probably for all time; many operate on a day-to-day basis; others are wondering what the morrow will bring! So, instead of muttering and grumbling, apply yourselves to the task at hand and say to yourself: "I'm going to hold on through another day; I'm not going to be licked; better days are surely ahead if I will only wait a while longer." That, my friends, is exactly what I am doing, is what I have been doing for many hard cruel weeks that seemed like years, and months that seemed like a lifetime. But it could be worse! Don't forget that.

Kentucky newspapers have done a grand job for the war effort. They have given liberally of their space and of their means in support of war bond drives, of the Red Cross and of other activities connected with the war. Quite naturally, they are the first to fell and to respond to the public plea for aid and support. This was forthcoming—unselfishly and generously and freely. Your contribution has not been equaled by any other business in the land.

I would respectfully urge for the coming year: First, a complete overhauling of the Secretary-Manager's office with a view of giving him more needed assistance, both in personnel and office equipment. Duties of this office have increased to point where it is impossible to do the work with limited facilities available; he needs, also, the installation of a modern, up-to-date business system for the handling of advertising accounts, for checking, for figuring and for final settlements. I am sure Mr. Portmann considers this not as criticism, but rather welcomes it as constructive suggestion.

Second. That we maintain and encourage our close relationship with the National Editorial Association. I urge as many of you who can to attend the regional, group or national gatherings of this organization.

The N.E.A. is really doing a great work for the press. Later, when the war is over and we get "the breaks" in national advertising (which I believe will come) the N.E.A. will be in position to be of even greater service to us. But more of that later when National Director Orrin Taylor speaks on this subject.

Third. You will find our finances to be sound. However, I believe a large balance should be budgeted in a special emergency fund for the use of the President to meet such needs that arise suddenly, and which must at the present be acted upon by the Executive Committee.

Fourth. Another suggestion which I had previously advocated is this: There are a number of lady publishers in Kentucky—in fact a dozen or more. They should be extended more recognition. I suggest that plan be worked out for them to be on the Executive Committee, on the Program Committee and on many of the Standing Com-

mittees. They are doing a job in many instances the equal of or better than the men folks; they have the same newspaper problems, the same interests in the Association, and are meeting their obligations to this group as earnestly and as effectively as others. They are due something more than they are now receiving. The flowers need more cultivating!

Let me say, however, before closing, that the members of this Association have my thanks and my respects; and that we shall always continue our interest in the group, even though now we are relegated to the House of Lords and the Sacred Circle of the Elder Statesmen. To the incoming officers we pledge our support, with the wish that their duties may be pleasant, profitable and of much benefit to you.

Clarence Fithian Sparke, 59, wholesale newspaper distributor of Paris, died January 8.

Coordination

The editor of a great press bureau wrote these lines to us: "Machines are sometimes ninety percent man and ten percent machine, and again, ninety percent machine and ten percent man. But the ingenuity of Linotype inventive engineers has brought the two far ends closer together."

Blue Streak Linotypes are frequently referred to as "almost human," so well do they perform their varied tasks under all sorts of working conditions. And we are just as proud of their performance as their owners are!



BROOKLYN 5, NEW YORK

Linotype Cloister Bold Series

Continued From Page Four

6. Industrial Development, by Dr. W. Scott Hall, Department of Economics and Sociology, Transylvania College, Lexington.
7. The Problem of Labor, probably by Dr. Ernest Greene Trimble, University of Kentucky.
8. The Problem of Natural Resources, to be selected.
9. The Problem of Public Welfare, by Dr. Howard Beers, Department of Rural Sociology, University of Kentucky.
10. The Problem of Taxation, by Dr. James W. Martin, Director, Bureau of Business Research, College of Commerce, University of Kentucky.

A glance at this list will readily indicate not only the importance of the problems, but the stature of the men who are making the studies. That combination seems to give assurance that the program will not only be successful, but may well have a far-reaching effect on our state.

A number of these studies are well under way now. For example, Dr. Blackerby, the Head of the State Board of Health, has had his staff working with him on the health study since last June. Dean Cooper of the College of Agriculture of the University of Kentucky, has the agriculture study so far advanced that it is ready for the preliminary report on February 14. We expect that in the year 1945 we will publish at least five of the studies, and by 1946 we should have finished all ten. At that time, we propose to print all of them in one book, and it should be one of the important documents of our state.


Several problems worthy of mention developed during the formative period. First, was the method of launching the studies. We hit upon the following plan:—We formed an executive committee, consisting of the officers, a few members at large, and all of the ten experts. The officers consist of Edward H. Weyler, Secretary-Treasurer of the Kentucky State Federation of Labor, as Treasurer. E. M. Josey, Secretary of the Kentucky Pharmaceutical Association, as Secretary. Joe Betts, Director of Information of the Kentucky Farm Bureau Federation, as Vice-chairman, and the writer as Chairman. It will thus be seen that the officers represent Agriculture, Labor, and Business—a cross-section of our State's major activities.

Our Executive Committees' Members at Large include Victor Portmann, Secretary-Manager of the Kentucky Press Association. He will help us get the details of our work to the people of Kentucky through the medium of the Kentucky Press.

The plan of operation is as follows: As

All You Do Is LOOK

... in the **FRANKLIN PRINTING CATALOG** AND THERE IS THE VALUE YOU SEEK



Yes, it's that fast and easy! Instead of going through the usual routine of assembling and figuring costs, you turn to the right page in the CATALOG and put your finger on a figure that represents the total valuation. The CATALOG pages are completely indexed so there is no fumbling or loss of time.

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SALT LAKE CITY 5, UTAH

soon as an expert is selected, he meets with the executive committee for a thorough discussion of the objectives of the study. An agreement is reached on its general approach. After the study is completed, the expert again meets with the executive committee for a complete and thorough discussion of the report. This, in its final form, must represent a meeting of the minds of the officers, the members at large, and the nine other experts. Since each of the problems under study will, in some measure, overlap some of the other problems, it is particularly important and helpful that the other experts have a say in what form the final report of each study shall be.

When the report has thus been approved by the executive committee, it is ready to be presented to a full meeting of all the member organizations of the "Committee for Kentucky." From present indications, the study on agriculture by Dean Cooper, will be the first study to be so presented. A full meeting of the "Committee for Kentucky" has been called for Wednesday evening, February 14, 1945 at 8:00 p.m. at the Kentucky Hotel in Louisville. It is hoped that not only all the members of the "Committee" will attend, but that the public will interest itself in being present.

If the "Committee for Kentucky" will have the statewide support that we feel it merits; if the citizens of Kentucky will interest themselves in the reports as they are developed; if we all face frankly and honestly the unpleasant facts, as well as the pleasant ones, developed by these studies, then we feel confident that a "moral climate" will be created that will ultimately bring about the necessary solutions.

It is a long range project indeed, and a far-seeing one. The results, at present, are incalculable. They well may have a tremendous influence on the future of Kentucky.

The "Committee for Kentucky" should give further impetus to making democracy a forceful, vital and living reality. It is indeed a people's movement. Only the peo-

ple can ultimately work out for themselves a better and a fuller life.

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A LETTER

To The Editor . . .

Most letters like this are intended for publication in the columns of a newspaper. Put I am addressing you direct in your capacity as a leader of community thought and action. My subject is post-war industry.

Perhaps you have a question to ask me:

"How do we go about getting a factory?"

Well, in the first place, your community must decide what kind of an industry it wants, what kind it can attract on the basis of its location, labor supply, transportation facilities and nearness to raw materials. You must consider, not only how many workers are available in the community, but living conditions for others who will move there.

When you start planning, I know you will want the advice and help of the local Kentucky Utilities staff. We have more than that to offer, however. Backing up the K. U. manager in your community is a large organization, with industrial contacts throughout the nation and a backlog of sound experience in helping locate new plants in the communities we serve.

Where do power rates fit into the picture? Here is a typical experience which we have encountered in our contacts with industrialists we have interested in locating in Kentucky. Five key officials of a large, substantial manufacturing concern were present at the conference. They had talked about every other phase of the proposed new plant except the price of electricity. I brought the subject up. Here is what their spokesman said:

"We are not interested in discussing rates with you because we know that, as a substantial power company, your rates are approved by the Public Service Commission and therefore must be reasonable and fair. That's all we want. After all, the cost of electricity is a very small item in our cost of doing business. We are mainly concerned with the KIND AND QUALITY of service and the advisory help you people can give us."

That about tells the story. Let us know how we can assist your community in its postwar plans.

WASHINGTON REED,

Vice-President

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