

The Kentucky Press

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

VOLUME FOURTEEN

February, 1943

NUMBER FOUR

Vance Armentrout Elected KPA President

By Lois Ann Markwardt

Pledging anew its cooperation and all-out effort toward the successful and final victory, the Kentucky Press Association, basing its program on war problems as a "War Clinic," and crowding the interesting and instructive program into two full days, concluded by electing Vance Armentrout, Associate Editor of the Louisville Courier-Journal, as President.

The highlight of this seventy-fourth annual mid-winter meeting of the association was the continuation of the Central Office-Field Manager plan and the raising of all classes of annual dues to meet a comprehensive budget for the Central Office and an aggressive legislative committee. This legislative committee will seek to amend, clarify, or revise many of the existing publication laws on the state statutes.

Joe Richardson, Editor of the Glasgow Times, was elected Vice-President; Prof. Victor R. Portmann, University of Kentucky, was retained as Secretary-Manager; and Tyler Munford, Co-Publisher with his father of the Union County Advocate, Morganfield, was named as Chairman of the Executive Committee; and Chauncey Forgey, Managing Editor of the Ashland Independent, was named Vice-Chairman. Chairman Munford is on active service with the Navy.

Session Opens Thursday Morning

At the opening session, Thursday morning, in which Rev. Dr. Joseph Rauch, Temple Adath Israel, gave the invocation, Mayor Wilson W. Wyatt welcomed the convention and granted

them the keys of the city. Virgil P. Sanders gave response for the association. Following the annual address by President Harry Lee Waterfield, Captain Leland P. Lovette, chief of the Navy Public Relations Bureau, Washington, recommended to the newspapermen that a general code of wartime news practices be used as "a power for good."

As set forth by Captain Lovette, the code has seven parts—a fearless portrayal of all facts; the avoidance of misleading headlines; the presentation of as much information as possible on how our armed forces live and fight; the constant presentation of things we fight for; maintenance of a resolute attitude toward news of local men who die in battle; scrupulous giving of full credit to our Allies, and the rendering of all aid in winning the peace after the war.

He urged that all people on the home front give utmost assistance to the men who actually are fighting, remarking that "we can never do too much for Americans who are dying and ready to die for our cause."

Mark F. Ethridge, publisher of The Courier-Journal and The Louisville Times, speaking on "The Newspaper Situation," predicted that newspaper publishers will be called upon in the near future to reduce use of newsprint further.

He said that a newspaper's contract with its readers is as important as with the advertiser, and that in spite of space

reduction The Courier-Journal and The Louisville Times are endeavoring to give readers maximum news reading commensurate with reduction requirements. *Afternoon Program*

Preceding General Gullion on the program was Maj. Joe T. Lovett, Department of Public Relations, Fort Hayes, Columbus, Ohio, formerly of Murray, Ky., and Col. R. Ernest Dupuy, chief of the Army News Division, Washington, who defined the news policy of the War Department as an "attempt to tell the truth and not hide the body."

Colonel Dupuy said that the United States Army belongs to the people and the only limitation on giving out Army news is military security.

Maj. Gen. Allen W. Gullion, provost marshal general of the United States Army and a native of Carrollton, told the members that this nation will be fully prepared to establish military governments in the territories invaded by our victorious armies. The general said personnel for military government is now being trained at the University of Virginia.

After defining "military government" as that form of government which a belligerent established and maintains by force of arms over occupied territory of the enemy and over all the inhabitants of that territory, General Gullion said that after a victory is won, it "necessarily follows that the government of an occupied area must be administered by the leader on the spot." That leader is aided in the discharge of his functions as military governor by the section of

his staff known as the "Civil Affairs Section," headed by an officer whose title is "Officer in Charge of Civil Affairs."

"The question is not merely one of military versus civil government," General Gullion said. "The job is a military one. The commanding general in any field of operations must be given as complete control as possible over all the elements that must enter into his calculations. The administration of civil affairs is a vital element. Civil disorder or disobedience, hunger riots, passive resistance, inter-racial strife among the civilian population, profiteering, sabotage or false rumors may at any moment disrupt military movements or disturb the military time-table . . . a well-trained civil affairs staff and trained occupational police relieve the combat staff and the combat troops from civil affairs duties and permit them to confine their attentions entirely to combat duties.

"The exercise of military government is a command responsibility, and full legislative, executive and judicial authority is vested in the commanding general of the theatre of operations. . . . It is elementary that command and civil governmental powers be combined in one person—the commanding general of the theatre. Otherwise, instances may arise where military operations may be turned into disasters because of the division of authority in the battle zone between the military leader and the governor of civil affairs. Whatever may be the merits of cooperation in other fields, there is no place for cooperation in the theatre of active military operations. Those who help administer the government as well as the people governed must be quickly responsive to the will of the commanding general.

"There need be no fear lest the army interpret military necessity too widely or liberally, and thus oppose timely transition from military to civilian control of occupied areas. The danger, if any, lies in the opposite direction. . . . If our democratic army is not worthy of trust then democracy is a failure, for a democracy as well as an autocracy must depend on the army for protection in this world and recurring and bigger wars."

Friday Morning Program

Regarding the newspapers' advertising relationship for 1943, Paul L. Gordon, general manager of the Illinois Daily Newspaper Markets, Springfield, Ill., urged that something be done to help retail merchants with their war problems, else newspaper advertising would suffer a severe setback. His ad-

dress was published in the February 13 issue of the Publishers Auxiliary.

David R. Craig, president of the American Retail Federation, Washington, reporting on "The 1943 Retail Sales Outlook" said that "the real affiliation between the merchant and the publisher is facing a new test."

"The contrast between military and civilian groups has been drawn too sharply," Craig asserted. "In a total war you cannot disregard the needs of some of the groups which make up the total, even though there are some people who have no part in a people's war."

He expressed regret that, up to this time, the Office of Civilian Supply has not regarded itself as the defender of civilian supply, and pointed out that Donald M. Nelson remarked recently in a press conference that some of his associates believe the civilian needs already may have been cut too far.

"The balancing point," said Craig, "is the point at which any further subtraction from the civilian scale of living will do more harm to civilian morale than it will do good for the military requirements."

At the noon luncheon given by The Courier-Journal and Louisville Times, Donald J. Sterling, Portland, Ore., newspaper consultant to Donald M. Nelson, was scheduled to address the group, but could not appear because of a train wreck in West Virginia.

In the address Sterling had prepared for the association, he pointed out that the production of war goods alone in 1943 would approximate \$80,000,000,000, about double the output of 1942, which means that approximately two-thirds of the estimated national income for the forthcoming year will be expended in war.

"The major contribution of the United States to world affairs has been enterprise," his speech read, "and this enterprise in recent years has been directed toward creation of creature comforts," adding that "we have become a nation of 130,000,000 people possessed of and by things."

"The newspaper," he declared, "has never had a greater obligation to serve, and a larger opportunity for leadership than it has today, and it will not fail to meet this challenge."

Richardson Made Life Member

Col. W. Vernon Richardson, former publisher of the Danville Advocate and a member of the association for nearly fifty years, was made a life member of the association by acclamation of all

delegates. He served as Secretary during the years 1905-08, and has seldom missed a scheduled convention or a meeting of the Executive Committee of which he long was a member.

The Fulton Daily News, Hoyt Moore, Editor, the Middlesboro Daily News, C. H. Arundel, Editor, the Owen County Democrat, Owenton, John K. Ryans, Editor, and the Dawson Springs Progress, W. T. Davis, Editor, were admitted as new members.

The convention was guests of the Kentucky Utilities Company for its usual splendid luncheon on Thursday noon, the Louisville Board of Trade, the Brown Hotel, and The Courier-Journal and Times for the much-enjoyed dinner, floor show and dance on Thursday evening, and The Courier-Journal-Times luncheon Friday noon. The Louisville theatres were generous in distributing tickets for their shows.

President Armentrout appointed the following members of the Executive Committee:

First district, Joe La Gore, Sun-Democrat, Paducah; Second district, John B. Gaines, Park City News, Bowling Green; Third district, John H. Hoagland, Courier-Journal, Louisville; Fourth district, James M. Willis, Messenger Brandenburg; Fifth district, Virgil P. Sanders, News-Democrat, Carrollton; Sixth district, Fred B. Wachs, Herald-Leader, Lexington; Seventh district, Walker W. Robinson, Herald, Paintsville; Eighth district, J. W. Heddon, Advocate, Mt. Sterling; Ninth district, Harold A. Browning, Republican, Williamsburg; and Immediate Past President, Harry L. Waterfield, Gazette, Clinton. Joe La Gore, managing editor of the Paducah Sun-Democrat, was re-elected chairman of the Kentucky members of the Associated Press, who met after the luncheon. Problems of local news coverage and wire stories during wartime were discussed.

The Association went on record "exploring the attitude of certain University of Kentucky professors who have stated they consider advertising at this time 'an economic waste.'" The resolution suggested that they (the professors) "make a careful study of their subject before indulging in wild economic speculation."

The resolution was adopted after members of the association brought to the meeting's attention a letter recently sent to Henry Morgantheau, Jr., secretary of the treasury; James M. Byrnes, director of economic stabilization; Don-

ald M. Nelson, Production Division, signed by six of Kentucky men and women and commercial advertising for the duration of advertising paid for direct offset the loss under such a that the price created.

Resolutions

The Kentucky Association of Newspaper Publishers is organizing its 74th annual convention at its clinic. The association at this meeting in which Kentucky newspapers operate in full aid the front. The association pledges its cooperation in the execution of the resolution.

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ald M. Nelson, chairman of the War Production Board, and Leon Henderson, former head of OPA. This letter, signed by six members of the University of Kentucky faculty and other college men and women, advocated that commercial advertising be drastically curtailed for the duration of the war and that any advertising promoting the war effort be paid for directly by the government. To offset the loss publications would suffer under such a plan, the letter suggested that the price charged the reader be increased.

Resolutions

The Kentucky Press Association, recognizing world conditions, has made its 74th annual mid-winter meeting a war clinic. The Association has endeavored at this meeting to find all possible ways in which Kentucky newspapers can cooperate in furthering the war effort and aiding the armed forces on the home front. The Kentucky Press Association pledges its unceasing efforts to the prosecution of the war to a victorious conclusion.

The Association expresses its appreciation to the Army and Navy for sending us such well-informed officers to discuss the question of public relations with the press. We feel that the Kentucky Press has gained a better knowledge of ways of aiding the war effort from the splendid addresses made by Major General Allen R. Gullion, Capt. Leland P. Lovette, Col. R. Ernest Dupuy, and Major Joe T. Lovett.

The Kentucky Press Association expresses its deepest appreciation to Dr. Joseph Rauch, Mayor Wilson Wyatt, Virgil P. Sanders, Mark F. Ethridge, Paul L. Gorham, Dr. Donald R. Craig, and Don Eck for their invaluable contribution to our war clinic.

The Kentucky Press Association wishes to thank the Kentucky Utilities Company for the delightful luncheon, The Louisville Board of Trade, the Brown Hotel, and the Louisville Courier-Journal and Times for the excellent dinner and splendid floor show and dance, and the Courier-Journal and Times for the luncheon at the closing session.

We wish to express our appreciation to our president, Harry Lee Waterfield, and his staff for their tireless efforts in promoting the work of the Association in its most trying year.

The Kentucky Press Association approves the efforts of the National Editorial Association, and our own Central

Office, to obtain national advertising for the weeklies and small dailies, and pledge our support to those efforts.

The Kentucky Press Association deplores the attitude of certain University of Kentucky professors who have stated that they consider advertising at this time an economic waste and suggest that they make a careful study of their subject before indulging in wild economic speculation.

We wish to express our appreciation to the Courier-Journal and Times for the useful "Price Quoter" which they distributed as souvenirs to each attending newspaper.

The Association notes with pride the number of members connected with the industry who have entered the service of our country, and wishes them God-speed and an early and victorious return to their homes.

J. W. WILLIS
W. L. SIMPSON
HERNDON J. EVANS
Committee

Auditing Committee's Report

We, the auditing committee of the Kentucky Press Association, make the following report:

We have examined the books and papers of the Secretary-Treasurer, Victor R. Portmann, and find them in excellent shape and correct, as reflected in a report submitted by him on January 20, 1943.

This report shows a balance in the treasury of \$79.93 as against \$566.95 at the beginning of the year, or disbursements of \$487.02 more than was received during the year. In addition, we find that the Association owes President Harry Lee Waterfield \$100.00 on expenses to the N. E. A. Convention, making expenditures \$587.02 more than receipts.

This is hardly a true picture of the operations of the year, however, because there remains in the hands of the secretary-treasurer equipment and material purchased during the year amounting in value to \$165.42. Also no 1943 dues are included in this report, whereas considerable 1942 dues were included in the 1941 report, and there remains \$142.50 in 1942 dues unpaid.

Your committee makes the following recommendations:

(1) That the calendar year be the fiscal year of the Association, beginning 1943, instead of Winter Meeting to Winter Meeting.

(2) That the Executive Committee, at the beginning of each year, create a

budget and that the budget be strictly followed.

(3) That a finance report be made at each Summer Meeting, in addition to the Winter Meeting as at present.

(4) That the Secretary-Treasurer's office remain combined as at present. At least until a larger Association program is decided upon.

(5) The Secretary-Treasurer tells us he is setting up a double entry booking system that gives a greater control of accounts. We approve this installation.

RUSSELL DYCHE, Chairman
J. RICHARDSON
G. M. PEDLEY

Amendments Adopted:

Following constitutional provisions, the membership voted on proposed amendments which had their first reading at the mid-summer meeting in Lexington. Two proposed amendments, concerning the addition of a separate treasurer to the official family, were discarded as it was deemed expedient to keep that office with the secretary-manager for the present.

Articles II, III, IV, and V. Whenever and wherever the words "Secretary Treasurer" appeared in these Articles, they were amended to read, "Secretary-Manager."

Article II, "Membership," was amended with the inclusion of Section 5 which created a new class of members:

Section 5.—Sustaining Memberships. There shall be eligible to sustaining membership in the Association individuals or business firms who are connected with the newspaper business or allied businesses who desire in this method to contribute to the welfare of the Association and to assist in the promotion of better newspaper practices and to the extension of such services that may be rendered through the office of the secretary-manager. They shall be elected to membership in the same manner as is provided above for newspaper members, and shall be entitled to all privileges of the Association, except the voting privilege. Dues shall be \$25.00 per annum.

Article V, "Duties," Section 3, was amended to read:

Section 3. The Secretary-Manager shall keep a record of the proceedings of the Association and collect all money due from members and other sources, recording payments as made. He shall

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The Kentucky Press

Official Publication of the Kentucky Press Association

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

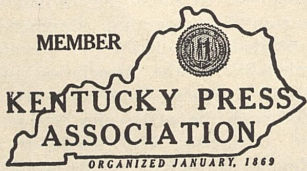
Victor R. Portmann.....U. of K., Lexington
 Secretary-Manager

District Executive Committee

Tyler Munford, Union County Advocate, Morganfield, (State-at-large), Chairman; Chauncey Forgey, Independent, Ashland, (State-at-large), Vice-Chairman; First, Joe LaGore, Sun-Democrat, Paducah; Second, John B. Gaines, Park City News, Bowling Green; Third, John H. Hoagland, Courier-Journal, Louisville; Fourth, James M. Willis, Messenger, Brandenburg; Fifth, Virgil P. Sanders, News-Democrat, Carrollton; Sixth, Fred B. Wachs, Herald-Leader, Lexington; Seventh, Walker W. Robinson, Herald, Paintsville; Eighth, J. W. Heddon, Advocate, Mt. Sterling; Ninth, Harold A. Browning, Republican, Williamsburg; Immediate Past President, Harry Lee Waterfield, Gazette, Clinton.

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 Four

Advertising "Experts" Under Fire

The KPA, by resolution, went on record in deploring the attitude of certain U. of K. professors who stated that they consider advertising "an economic waste." This action was taken after it was learned that they, with some two hundred other economists, political scientists, and educators had addressed a public letter to four high Washington officials recently asking their attention to "the overwhelming waste involved in the continuation of the full peacetime volume of advertising when the scarcity of raw materials, power, transportation, and skilled labor should dictate drastic

curtailment in this field." The writing of this letter was headed by Prof. Colston E. Warne, Amherst College, who is also president of Consumers Union of the United States.

In this action, the writers condemned themselves and their economic teachings. This is evident in the far-fetched statement that the loss of advertising revenue could and should be met by the reading public who would accept a tremendous rise in subscription price which would have to be, at least, over 300% of today's rates. Other statements, equally fantastic, seek to undermine the entire economic status of the newspaper field which would mark the destruction of hundreds of newspapers—the exact number we refuse to contemplate. This is not the first of many wild-eyed schemes that they have proposed to cure the nation's economic ills which we do not believe lie so heavily in the advertising dollar.

The mistaken and fallacious "economic cure-all" of these economic (sic.) authorities is ably refuted and condemned by a writer for the American Newspaper Publishers Association who states:

"These educators while professing to recognize the value of peace-time advertising, state that since advertising accelerates buying, it is running in direct opposition to the effort of the government to check inflation. Advertising of companies engaged in war work and pointing to the public their success in that field in order to maintain good will is harmful, according to these educators; so also is advertising paid for by private companies conveying messages of the government to the public. The government should pay for these messages, say these men "rather than (have them) associated with the private trade names of commercial companies." They fail conspicuously to advance any arguments for their position, but conclude their letter with the statement that "the freedom of the press may well be enhanced if newspapers are less dependent upon advertising and more dependent upon collecting the true cost of publication directly from the readers."

"The innumerable contributions that have been made by both advertisers and newspapers to the war effort are ignored or overlooked; the fact that much of the advertising today is not an urge to the public to buy but rather an explanation to the public of why they cannot buy is also ignored. The fact that when peace comes these companies expect to return

to their peace-time activities of making goods for public consumption and that they must keep their names before the public in order to sell their peace-time goods is a thought which is not discussed by the writers of this letter.

"Elmer Davis, Director of OWI, when asked about any plan to restrict advertising by the government replied that to his knowledge no such plan is being considered anywhere in the government. He also expressed emphatic opposition to any government subsidy of press and radio as a substitute for advertising stating that such a plan would seem 'very unsatisfactory.' 'The whole idea of the press in this country is that it operates free from government subsidy. That is its strength. That is what gives it its freedom,' said Mr. Davis."

Red Cross Advertising

Red Cross proof book of 12 ads with a detailed recommendation for the locally sponsored publication of the complete series in every daily and weekly newspaper within the boundaries of the chapter have been distributed. Local chapters were advised to obtain sponsors. Supplementary publicity material accompanies advertising booklet. Editors are advised to get in touch with their local chairmen.

Suggestions Offered To Meet Help Problem

"The dwindling of advertising revenues, machinery repair parts and metal ration are problems to weekly publishers these days, but the shortage of manpower is most acute and there is no indication of any improvement," says the *Wisconsin Press*.

"Time was when each mail would bring in applications from prospective employees, all seeking jobs as printers, operators, compositors, or front office jobs. Nowadays each mail brings in a dramatic plea for back shop help. While the association office is most anxious to help, there is little that can be done. The office has not had a single bid for a job in many weeks."

Besides those lost to Selective Service, it points out, the weekly newspaper is the natural training ground for shops in larger cities which offer higher pay. Ordnance plants and various government jobs, it adds, offer opportunities which the average weekly newspaper shop cannot equal. The problem is fairly common to the entire country.

The few applicants who leave their names as printers or operators ask wages

way beyond can afford. smaller new a week, look to \$75 week. Thus the o the only fa lem for them made. As a pos tions, mad Northweste 1. Start o in apprenti 2. Get so ganization. 3. Train your busine several kind porter to se 4. Buy so ings, operati novices to s 5. Simpli that women avoid the by using tr 6. Invest in printing and trade s you can se these schoo 7. Survey competent 8. If yo his machin Organize publishers vices. Let three wee Ask the he tion in set Charles M KPA, Dies Charles at the time ist for the was the ol Kentucky, in Hopkin of the KP Association century, se Mr. Me bar, but t and publi tuckian fr the New writer in 1 Tabs" co brought o

way beyond what a weekly newspaper can afford. The average wage of the smaller newspaper shops, \$18 to \$35 a week, looks small compared to the \$40 to \$75 weekly offerings of wartime jobs. Thus the drafting of employes is not the only factor in the manpower problem for there are others, all of them war-made.

As a possible solution, these suggestions, made by Charles L. Allen, of Northwestern University, are offered:

1. Start one or more grade-school boys in apprentice training in your shop.
2. Get some teen-age girls in your organization. They can learn any part of your business, mechanical included.
3. Train your present employes to several kinds of tasks; i. e., send the reporter to service an advertising account.
4. Buy some practical books on printing, operating, press work, and set your novices to studying them.
5. Simplify your shop practices so that women can do all operations; i. e., avoid the heavy lifting of page forms by using truck forms.
6. Investigate the vocational training in printing that is offered by grade, high and trade schools in your area. Perhaps you can send a boy or girl to one of these schools for a short term.
7. Survey your area for men who are competent linotype and press machinists. Keep their names and phone numbers on file continually.
8. If you have a machinist, get him to teach every operator how to care for his machine.

Organize among your neighboring publishers a short-term school for novices. Let the school run one, two or three weeks, as circumstances permit. Ask the help of your state press association in setting it up.

Charles M. Meacham, Life Member, KPA, Dies At Hopkinsville

Charles Mayfield Meacham, 84, who at the time of his retirement as columnist for the Kentucky New Era last fall was the oldest active newspaperman in Kentucky, died February 1 at his home in Hopkinsville. He was a life member of the KPA, having been active in the Association in the last decade of the last century, serving as its president in 1892.

Mr. Meacham was admitted to the bar, but turned to journalism in 1879 and published the Hopkinsville Kentuckian from 1879 to 1920. He came to the New Era as editorial and tabloid writer in 1925 and continued his "Daily Tabs" column until failing health brought on his retirement last fall.

He was elected Hopkinsville Mayor in 1906 and 1910. He was the author of "A History of Christian County."

He served as Democratic national committeeman to the convention that nominated Grover Cleveland for President. He served for decades as a member of the Bethel College board of trustees and aided in educational advances in a private school for girls here.

He is survived by his wife, a son, Charles M. Meacham, Jr., Morganfield; a sister, Mrs. Thomas Bayham, Clarks-ville, Tenn., and a brother, Lander Meacham, Hopkinsville.

Stanford Succeeds Kilgore As Farm Bureau Secretary

James Edwin Stanford of Nashville, Tenn., has been appointed executive secretary of the Kentucky Farm Bureau Federation, succeeding Ben Kilgore, directors of the federation announced February 15.

Stanford, editor of the Southern Agriculturist at Nashville for 10 years, is expected to take over his new duties within 30 days.

Kilgore resigned effective March 1 and at a recent federation dinner he intimated he might enter politics.

Stanford is a native of East Texas where he served as county agent for eight years, as district agent for the Texas Extension service for seven years and was connected with other agricultural activities for a number of years. As secretary of the Kentucky federation, Stanford will direct activities of 20,000 members in 82 counties.

Job Plants Should Watch Paper Use

The weekly paper is not affected by the newsprint rationing order, since a weekly would hardly use the 25 tons-a-quarter permitted before a reduction in supply.

BUT the weekly with a job printing shop is covered by the paper conservation order, and care should be taken to avoid violation of the order.

During the calendar quarter of 1943 a printer may put paper into production only according to one of the following schedules:—

1. Not in excess of 22½ percent of the gross weight of paper used by him during the base period, 1941 in any calendar quarter.
2. Not in excess of 90 per cent of the paper used by him during the corresponding calendar quarter of the base period (1941).

In neither case is a printer permitted to use paper during the year 1943 in excess of 90 per cent of the entire base period.

Small papers have been urged to save as much newsprint as possible on a voluntary basis.

Continued From Page Three

keep an account with each member of the Association showing at all times said member's standing with the Association. The Secretary-Manager shall have authority to contract for and make expenditures in performing the duties of his office and in conducting the business of the Association, being at all times governed by the annual budget which shall be set at the beginning of each business year by the Executive Committee, the business year running from January 1 to January 1 of the succeeding year. He shall submit to the Executive Committee for approval any item involving expenditure in excess of \$100. Whenever expenditures shall be authorized by the budget, or on special approval of the Executive Committee, the Secretary-Manager shall authorize them, and, upon execution of the work or services, shall pay for them out of Association funds upon presentation of itemized vouchers which shall be receipted and filed with the records. He shall establish and conduct a double-entry book-keeping system for the Association. He shall make a report of his acts, showing the amount of money and from whom received and the amount and to whom disbursed, with vouchers therefor attached, at the annual meeting of the Association succeeding his election and thereafter, which report shall be in writing and presented at the annual meeting of the Association and published in the report of the annual proceedings. He shall also make a supplemental financial report at each mid-summer meeting. The salary of the Secretary-Manager shall be fixed in each annual budget by the Executive Committee.

Section 3, By-laws, which formerly set the membership fee at \$7.50 and included an initiation fee of \$5.00 for new members, was amended to read:

"The Executive committee shall have power to set and establish the membership fees and the annual dues. Said action to be presented to the membership at any regular meeting and shall be concurred in by a vote of three-fourths of the voting members present".

Davis To Broadcast Weekly

Elmer Davis will be back on the air soon. A weekly radio round-up of war information by Davis, director of OWI, will be broadcast on Friday evenings at 10:45 EWT over the NBC, CBS, and Blue networks. The 15-minute program will be rebroadcast by the Mutual System on Sundays at 3 p. m. for the benefit of those who cannot listen in during the evening hours.

Convention Addresses To Be Published Later

The annual address of retiring President Harry Lee Waterfield, and other addresses at the mid-winter program at Louisville, have been crowded out in this February issue and will appear in March.

Disposing of Used Advertising Plates Under WPB Order M-99

The necessity of compliance with General Conservation Order M-99, governing the disposition of obsolete plates raises a number of problems for newspapers, advertisers, and advertising agencies. As a method of assuring automatic compliance with the order on the part of newspapers and advertisers, ANPA recommends the procedure set forth below. Observance of this procedure will relieve advertisers and agencies of the necessity of requiring and receiving from newspapers quarterly detailed lists of obsolete plates and will automatically enable them to make the necessary certification when ordering plates from their own suppliers. The procedure is:

1. Each newspaper will establish a time period during which it agrees to hold plates for advertisers. In many cases this period is already fixed, either by specific contractual provision or by custom, at 30 days from the date of insertion. Unless instructions are received to the contrary, plates will be disposed of by the newspaper at the expiration of this time period.
2. Plates having an assured future use will be held, as at present, when instructions to this effect are received by the newspaper.
3. When plates are ordered returned they will be forwarded to the agency or client, charges collect.
4. The present custom of collecting plates in bulk by representatives, including scrap dealers, designated by advertising agencies is expected to be continued.

The order provides that receipts for all plates sold must be kept on file two years.

The procedure outlined above meets with the approval of a number of advertising agencies with whom the problem

Weeklies Need 1,500 Men To Fill Staff Shortages

More than half of the 11,925 weekly papers covered in a recent survey report staff shortages and need a total of 1,500 men, according to the National Journalism Council, which met last month in Chicago to discuss manpower needs.

Among the daily newspapers in 45 states surveyed by the Council, there are 2,187 vacancies to be filled immediately, and 4,169 additional vacancies are anticipated in the next six months due to calls to military service. Of the 2,187 replacements immediately needed, 867 are for the editorial department, 604 for mechanical departments, 355 for circulation, 241 for advertising, and 120 for business administrative departments.

In the daily field, papers under 5,000 circulation have been the hardest hit, and in this group greatest need is in the mechanical department, the Council said. Small papers are under a three-way attack, the Council points out. Not only have there been losses through draft and enlistment, but staffs have been raided by larger papers and war industries able to pay higher salaries.

"Newspapers are so important to the war effort that the time may be at hand when the press must call to the attention of the Manpower Commission the urgent needs of the newspaper industry, if the press is to continue its vital services," said Dean Kenneth E. Olson, Medill School of Journalism, Northwestern University, in presenting the report to the Council.

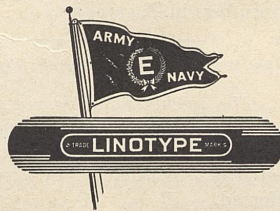
Former Kentucky Editors Win Virginia Prizes

Two former state newspapermen received honors in major awards at the mid-winter session of the Virginia Press Association, Roanoke, on February 20. They were August "Gus" Robbins, Jr., editor, Hopewell News, and Lyman G. Barrett, editor of the Suffolk News-Herald.

Robbins, who has the unique experience of serving as president of both the Kentucky and Virginia Associations, won one of the prizes for outstanding editorial leadership for weeklies during 1942. Barrett won similar honor for outstanding editorial leadership for daily newspapers.

While members of KPA, both men won frequent honors in news and editorial contests. Congratulations to both.

Watch out for the Dooz-ar-doo bird which is out and may be found in some Kentucky newspaper plants. Send him home with a check, please!



Linotype Honors

When the Government gave Linotype's men and women the Army-Navy "E" Award for war production, the entire printing and publishing business received recognition.

The precisions required in the manufacture of Linotype machines and matrices are so fine that they have indeed been the training for our Government assignments. Thus, the exacting needs of the publishing and printing industries have played an important part in Linotype's war effort.

Linotype Granjon Bold and Garamond Bold No. 3 Italic



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GEARED TO VICTORY

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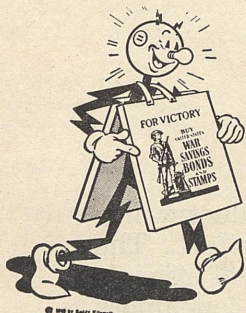
By this time every essential American industry has found its place in the nation's all-out war effort. The food retailers' wartime job, as high government officials have emphasized, is to move "supplies for consumers smoothly, economically and efficiently to market."

The more smoothly—the more economically—the more efficiently this job is done, the more effective is the food retailers' contribution to our nation's war effort.

That is why the men and women of A&P find such great satisfaction in doing their daily jobs as well as they possibly can — because they know that theirs is the smoothest-functioning, most economical, and most efficient food retailing organization in America.

A & P FOOD STORES

YOU NEWSPAPERMEN HAVE AN OBLIGATION



LET'S consider the case of August Schmidt, of Germany. He's a plain man, pretty much like the Gus Smiths in America. August Schmidt is terrified, just as millions of his brothers and sisters are terrified. They are suffering the shock of having the truth burst before their eyes and about their ears after not seeing or hearing it for a long, long time.

A little more than a year ago, the German newspapers were beating their breasts with boasts that the Russian Army was "annihilated," that America was a soft and decadent nation incapable of waging modern warfare.

Now Hitler's dreams are crashing back to earth—earth stained by the blood of more than 3,000,000 German soldiers and shadowed by inevitable defeat and disgrace. So Hitler has pulled the strings once more, and the German press has become brutally pessimistic in an effort to frighten the weakened, discouraged German people into greater efforts—efforts Hitler faintly hopes will enable him to turn the war into a stalemate

and give him the opportunity to skulk through a dishonorable peace until he can lie and beat and steal his way back to supreme power and kill millions more of the best of Germany's young men in a second mad campaign to enslave the world.

In the United States, the truth has guided us in our war effort, for most of the newspapers of America have been, and still are, telling the truth to the full extent of their ability to learn it. The disaster at Pearl Harbor was not covered up. The fall of Bataan and Corregidor was not made the subject of bombastic lies. The newspapers faced the facts, and so did the public. As a result, America is united as never before, and dedicated solidly to the cause of freedom.

Our unfettered newspapers are the products of the system which has made America strong—the system of free enterprise. They protect our rights and stand guard over our democracy. Under any other system they would be tools of the political interests, and incapable of keeping the shield of truth untarnished.

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