

The Kentucky Press

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

VOLUME FIFTEEN

March, 1944

NUMBER FIVE

New Contest Opened In 1944 Competition

Call is hereby issued for the 1944 prize contests of the Kentucky Press Association. Every editor of the State, whether a member of the K. P. A. or not, is eligible to enter the contest.

Prize Offered For Best Editorial On A Religious Subject

A new contest is added in 1944 for the best religious editorial, or the best editorial on a religious subject, with the prize being offered by The Salvation Army through the courtesy of Brigadier Vincent Cunningham, editor-in-chief of the War Cry, Atlanta. The first prize is a certificate and \$50 in cash. Second and third place winners receive certificates.

Brigadier Cunningham state, in making this award available to Kentucky newspapers, "Our purpose in offering the award is, first of all, to stimulate a revival of religious interest among the readers of the newspapers affected. This, as you may know, is the chief business of the Salvation Army, anyway. And, in case of the War Cry, I am simply carrying out the Salvation Army work in a little different manner, but as effectively."

He adds, "In the selection of the winner the War Cry takes no part whatsoever, that is placed in the hands of a committee selected by your association. Although there is no reason why the Salvation Army should not be mentioned in the winning editorial, we are careful to state that it shall not be necessary for the Salvation Army to be mentioned in order to win."

At his suggestion, the following rules

will prevail: Any editorial written on a religious subject, printed in any Kentucky newspaper between the dates of June 1, 1943, and May 1, 1944, is eligible for entry in this contest. The same rules as in the Best Editorial contest will also apply in this.

The War Cry also makes the same award in the annual Georgia Press Association contests. We hope that every Kentucky editor will consider entering this contest.

Please read the rules governing each contest and follow them to the letter. Any violation of the rules will result in the entries being discarded. Send in as many entries as you please, but observe the deadline. The rule that no newspaper is eligible to enter the All-around and Front Page contests if it has been a winner in the previous two years will be strictly enforced and your cooperation is requested when you send in your entries.

Attention is particularly called to the requirement that entries in the editorial, news, and advertising contests must each be pasted on separate slips of paper, or cardboard, otherwise the entries will not be considered. The exhibit this year promises to be one of the largest and best since the contest began.

Open to Every Newspaper

Each and every contest is open to every weekly or semi-weekly in the state. The news story contest is open to country dailies. Every editor is urged to send in his entries for each contest and every entry will be judged on its merits. Let

us make this 1944 contest the biggest contest of them all! No newspaper shall be eligible for more than one of the above first prizes.

Disinterested Judges to Act

Competent outside judges will study the entries in the contests. Because of the necessity of getting the contests in their hands at an early date, all entries must be in the University postoffice not later than May 10. Please follow all rules regarding preparation of the exhibits and the deadline. The job printing exhibit shall be brought to the Mid-summer meeting, all others must be forwarded immediately.

May 10, Deadline

All entries must be in the hands of Prof. Victor R. Portmann on or before May 10. Entries can be included in the same bundle, but each entry must be plainly marked as to the contest. The package must be marked "K. P. A. Newspaper contest," and addressed to Prof. Victor R. Portmann, University of Kentucky, Lexington. It is suggested that the editor write a note announcing that the package has been sent, to avoid delay and possible loss of entries.

Contest Selection Rules

Each contestant may select any issue of this paper, or may clip any specific entry, between the dates of July 1, 1943 and April 1, 1944. This change from requiring specific issues of newspapers was made at the request of many of our members. It has also been suggested that "election" or "special edition" is

sues should not be included in the All-Around Contest entries.

Beautiful Trophies Procured

Beautiful silver prizes will be offered in this year's contest. They are made possible through the courtesy of the Louisville Courier-Journal, Lexington Herald-Leader, The Kentucky Post, Covington, and President Joe Richardson.

All-Around Contest

For guidance of the competitors the following will constitute the percentages by which the newspapers will be scored: General appearance, 30 per cent; local news, 25 per cent; county correspondence, 5 per cent; personal items, 10 per cent; farm news or news pertaining to the chief industry of the section where the paper is published, 5 per cent; general news, 5 per cent; and editorial, 20 per cent. Factors to be considered in scoring of general appearance include make-up of front page and composition, headline schedule, literary excellence, community service, headlines' content, illustrations, typography and press work.

Front Page Contest

Factors to be judged include headline content, headline schedule, type balance, make-up, name plate and ears, press work and inking appearance and illustrations (if any), and contrast.

(Note.—Special emphasis will be placed on the make-up of the entries in the above two contests.)

Best Editorial Contest

In order to stimulate the editors in expressing individuality, initiative, and leadership in this department which is the editor's own, attractive prizes are offered in this contest. The factors which will be considered in the judging are: subject matter, thought sequence, community appeal, rhetoric (diction, unity, figure of speech, punctuation), and vocabulary. Each editorial should be pasted on a sheet of paper with the notation of name of newspaper, date of issue, and writer's name. No "canned" or clipped editorials will be considered in this contest.

Grehan Memorial Plaque

The winner for the best editorial will again have the name of his newspaper engraved on the beautiful Enoch Grehan Memorial Plaque which was established by Mrs. Enoch Grehan and the members of the Department of Journalism in memory of Mr. Grehan. The first name

to be engraved on the memorial was that of The Pineville Sun, Herndon J. Evans, editor. Second winner was The Shelby News, Wade McCoy, editor. Winner in 1940 was the Lyon County Herald, Gracean M. Pedley, editor. The name of the Cumberland Courier, Charles K. Steele, editor, was added in 1941. Gracean M. Pedley's Lyon County Herald repeated its triumph of 1940 in the 1942 contest, and Editor Pedley again triumphed in 1943 with an editorial printed in the Princeton Leader. Space is reserved on the plaque for subsequent winners and your paper's name will look proper thereon.

Best News Story Contest

At the request of a number of editors this contest is continued for competition this year on the best community news story. The factors to be considered are content, sentence and paragraph structure, thought, unity, coherence, vocabulary, the lead and community service value. Each story is to be pasted on a sheet of paper with the notation of the name of newspaper, date of issue, name of editor, and name of the writer of the story. Open to weekly, semi-weekly, and country dailies in the state. Only crime stories will be barred from this contest.

Best Editorial Page Contest

This contest, again sponsored by The Shelby News through the Ben Cozine Trophy is announced in another column.

Daily Contest Added

A new contest for the smaller papers was added three years ago. All dailies in the state with the exception of those published in Ashland, Owensboro, Paducah, Covington, Lexington, and Louisville are eligible to enter. The same rules, slightly modified, that govern the selection of the Best All-Around Weekly Newspaper will be applied in this Daily contest. The committee solicits entries from every small daily in the state.

Best Advertising Composition

Three prizes will be awarded to Kentucky editors in this contest: \$5 for best full-page advertisement; \$5 for best half-page advertisement; \$5 for best quarter-page, or less, advertisement. Factors to be judged include type content, type arrangement, value of illustrations, selection of border and decorative material, and fulfillment of three functions of advertising—attention, interest, and conviction. The entries are limited to advertisements set in the contestant's office either hand or machine composition.

Each contestant may select any ad-

vertisement that appeared during the year, June 1, 1943, and April 1, 1944, each entry to be mounted on a sheet of cardboard with the notation as to the name of the newspaper, date of issue, and name of contestant.

Trophy Offered For Job Printing Exhibit

Through the courtesy of Thomas F. Smith, president of the Louisville Paper Company, a special contest is again open for the editors of the state at the mid-summer meeting. Mr. Smith will present a handsome and valuable trophy for the best exhibit of job printing at the meeting. Every editor is urged to prepare an exhibit, preferably mounted on a large cardboard, for exhibition and judging during the meeting.

The following items are to be included. Exhibitors are urged to include every item, but, to aid that printer who might not have every item in his files, at least eight of the twelve listed must be included:

1. Letter head—one color.
2. Letter head—two or more colors.
3. Envelope—one color.
4. Envelope—two or more colors.
5. Program.
6. Booklet—four or more pages.
7. Business card.
8. Calling card.
9. Wedding invitation.
10. Statement of bill head.
11. Blotter.
12. What you consider your best job.

Entries Wanted For Cozine Trophy Cup For Meritorious Editorial Page

Kentucky Press Association newspapers will compete again this year for the Ben Cozine Memorial Cup, awarded in possession to that paper in the State adjudged as having the best editorial page. The Cozine Memorial Cup was offered for the first time in 1935 by Wade M. McCoy, then managing editor of Shelby News, Shelbyville. The winner in that year was Warren Fisher's Carlisle Mercury. Mr. Fisher won again in 1936. Gracean M. Pedley, Lyon County Herald, won the 1937 contest. The 1938 contest was won by Editor A. S. Wathen, Kentucky Standard, Bardstown. The Tri-City News, Cumberland, J. P. Freeman, editor, was the 1939 winner. Editor Harry Lee Waterfield, Hickman County Gazette, Clinton, won his "leg" on the cup in 1940. Gracean M. Pedley, now editor of the Princeton Leader, won another leg on the cup in 1942. LeMarr

Please Turn To Page Five

Making The Most Of Food Supplies During The Months Ahead



Official Agricultural reports point up the need for even greater effort, to combat food waste and to make every pound of food do its full war job of providing nourishment and strength to the homefront and the battlefronts. Food production has about reached the top limit while overseas demands are increasing.

The efficiency with which America's food is distributed will greatly determine how well American workers can eat in the months ahead.

Greater efficiency means less loss of perishables, and therefore a larger quantity of actual food available at the store. It means that foods reach consumers with a higher nutritional content. It means that prices are lower than would otherwise be possible. It means that essential transportation facilities and manpower are released for other vital war tasks.

In doing the nation's most efficient job of food distribution, the men and women of A&P are insuring that food is fighting — and will continue to fight — for freedom.



A & P FOOD STORES

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

Joe Richardson, President, *Times*, Glasgow

Chauncey Forgey, Vice-President, *Independent*, Ashland

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

Executive Committee, Districts

Fred B. Wachs, *Herald-Leader*, Lexington (Sixth), 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; Seventh, Walker W. Robinson, *Herald*, Paintsville; Eighth, J. W. Heddon, *Advocate*, Mt. Sterling; Ninth, Harold A. Browning, *Republican*, Williamsburg; Tyler Munford, *Advocate*, Morgantown, State-at-Large; Seymour B. Goodman, *Enterprise*, Elizabethtown, State-at-Large; Immediate Past President, Vance Armentrout, *Courier-Journal*, Louisville.

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*.

NATIONAL EDITORIAL ASSOCIATION
1944 Active Member

MEMBER
KENTUCKY PRESS ASSOCIATION
ORGANIZED JANUARY, 1889

Volume Fifteen, Number Five

1944 Newspaper Production Prize Contests Announced

In another column the rules for the 1944 prize contests are given. It is hoped that every Kentucky newspaper editor will take the time to select his best production efforts and send in entries to every contest.

Special attention is called to the new contest for the best religious editorial offered by the War Cry, official newspaper of the Salvation Army. The KPA Executive Committee, by resolution, expressed its thanks and appreciation to Brigadier Cunningham who made this splendid contest open to every Kentucky editor. The prize committee anticipates great interest and a large number of entries in this division.

Kentucky Newspapers Eligible For News Picture Contest

Twenty-eight prizes, \$3,650 in war bonds, are offered newspapers for the best pictures showing the salvaging or use of waste paper by the U. S. Victory Waste Paper Campaign. A grand national prize of \$500 is offered, and sectional prizes of \$200, \$100, and \$50 are offered for the prize-winning photos. Kentucky, with Tennessee, Alabama, and Mississippi, is in the East South Central section. The contest is open to all newspaper men and press photographers and entries must be sent in to the Campaign Committee, 370 Lexington avenue, New York City, before midnight, April 15.

National Editorial Association To Meet In Milwaukee In June

A three-day, streamlined program will be held by the National Editorial Association on June 22-24 at the Schroeder Hotel, Milwaukee, for the 59th annual convention, according to the preliminary announcement in the March issue of the National Publisher. A post-convention vacation boat trip, lasting until July 1, from Milwaukee to Buffalo, through the Great Lakes, and return is offered for the fortunate editors who can spare the time. Make your reservations early, even before April 1 to save augmented tax. The complete program will be announced later.

Kentucky Newspapers Wanted In NEA '44 Newspaper Contests

The Press urges our state newspapers to enter the various contests in the NEA annual competition as officially announced in the March issue of the National Publisher. There are contests for both dailies and weeklies—our newspapers are both eligible and competent for all the classifications and have excellent chances to take the prizes. Study the rules and send in your entries at once.

Lew B. Brown, Life Member, Receives Signal Award

Lew B. Brown, former Kentucky publisher and president of KPA in 1907, now publisher of the Evening Independent, St. Petersburg, Florida, was presented with a testimonial scroll by the city council for bringing fame to that

city with his famous "sunshine" offer. The Independent, 33½ years old, established the custom of giving away free any daily issue of the paper on the days which the sun has not shown upon the city by press time, 3 p.m. Since the offer was established, 12,246 publications days, only 153 issues have been given away—the last time on March 11—an average of 4¾ free issues a year. Copies are given away free on the street and at the office to every one who asks for it. Subscribers get a week's credit after seven sunless days have passed.

Mr. Brown is a life member of KPA and says his spirit still rests in his home state, Kentucky.

Danville Advocate-Messenger Becomes Morning Newspaper

In an effort to give a more complete coverage of war news, and as a war-time move in view of meeting anticipated future war restrictions, the Danville Advocate-Messenger changed from an evening newspaper to a morning daily this week. An Associated Press news-telegraph with direct afternoon service was installed to give readers complete news coverage. Editor Simpson, by this change, will also be able to procure emergency services of student printers and operators from the School for the Deaf, Danville, who will be able to work in evening hours.

Frankfort State Journal Changes Ownership

Announcement was made that Fawcett Publications Company, New York, had purchased the controlling stock in the C. T. Dearing Printing Company and the Louisville Color Gravure Company, Louisville. The transaction carried with it the controlling interest in the State Journal, Frankfort, which was a subsidiary of the Dearing Company and edited by Mrs. Lillian W. Newman who handled the business as executrix of her late husband, James L. Newman. Her interest in the newspaper was terminated by the sale. No announcement of the personnel on the Journal has yet been made.

Some Kentucky newspapers have not sent in their NAS representations. National advertising contracts are coming in to NAS members. Is your newspaper represented?

Continued From Page Two

Bradley, Providence Enterprise, won his first leg on the cup in 1943. The contest is "wide open" this year. Come on in.

As the title implies, this handsome silver loving cup is dedicated to the memory of our beloved Ben Cozine, who made his editorial page an outstanding example of the best in journalism, and his editorials a far-felt force in his town and his state. To retain permanent possession of the cup, the newspaper must win it three times.

The following rules were made to govern the selection of the winner each year:

1. Page content: the page must contain articles of literary, feature, and editorial matter only.
2. No advertisement should appear on the page. However, this will not bar contestants using such advertisements, but said use will count against perfection.
3. Editorial matter: preference will be given to "home-written" editorials while "canned" editorials will be a detriment.
4. Clipped editorials of community nature will be acceptable.
5. Features and literary: features such as "Twenty Years Ago," syndicate materials such as written by Doctor Cope-land, Bob Burns, etc., essays, poems, etc., will be acceptable.
6. A column, whether serious, humorous, or a mixture, will be considered editorial page material.
7. Editorial cartoons will be acceptable.
8. Headlines, whether spot heads or standing department heads, will be judged for typographical balance.
9. Mast head: the typographical appearance, the content, and relation to the page as a whole will be considered.
10. Art work: if any, will be given full consideration.
11. Make-up and balance: the page make-up with emphasis on balance, symmetry, and contrast will be given close scrutiny. Extra width columns, in symmetry with the rest of the page, will be given special consideration.
12. Subject matter: as a community paper should emphasize community news and community interests, too much "outside" news will be marked down.
13. Special attention will be given to the rhetoric, punctuation, unity, coherence, expression, dignity, vocabulary, contents of this page.
14. Each contestant will submit three consecutive issues of his newspaper

Newspaperman For More Than 50 Years Dies At Murray

O. J. Jennings, 69, newspaper man and publisher for more than fifty years, died at his home March 6. He had been in ill health for fifteen years.

Jennings was a native of Missouri, where he started in the newspaper business at the age of 12. He went to Murray forty-nine years ago and became publisher of the Murray Ledger, after being connected with the Western Kentuckian after the Ledger was sold in a merger.

Jennings also published a paper at Senatobia, Miss., from 1898 to 1900. He was one of the organizers of the Ewing Tobacco Association in the early turbulent days of tobacco co-operatives.

One of his sons, Kirby Jennings, is publisher of the Murray Democrat.

Wife Of Hopkinsville Publisher Dies At Home

Mrs. Rebecca Morgan Wood, 32, wife of Thomas F. Wood, copublisher of the Kentucky New Era, Hopkinsville, died March 21 at her home following a long illness.

She was a daughter of Mrs. Ethel Ross Morgan and the late C. L. Morgan. Her father, who died in 1934, was a prominent Hopkinsville businessman. Besides her husband and mother, Mrs. Wood is survived by a daughter, Rebecca Wood; a sister, Mrs. Frank Miller, Hopkinsville, and a brother, Pvt. Lynn Ross Morgan, stationed at Camp Kohler, Calif.

Congratulations

The Press extends congratulations to the Paris Daily Enterprise on its third birthday and on its anniversary edition issued in commemoration of that event.

Ballard Yeoman, Wickliffe, Sold

Information has reached the Press that the Ballard Yeoman, Wickliffe, has been sold by E. W. Ware to Clarence Pace who has been connected with the mechanical department of the Cairo, Ill., Citizen for many years. Possession will be given April 1. We welcome the new editor to fellowship in Kentucky Fourth Estate and the Kentucky Press Association.

from which the judges will select the best single issue for competition.

Survey Of Readers Will Produce Vauable Data

While the value of reader-interest surveys for newspapers has been proved and discussed time on end not many publishers have gone into this vital information-producing plan. Perhaps the term "reader-interst survey" sounds too technical, too academic, too impractical or too expensive. It might be better received if referred to as a poll to learn what people are reading most in the newspaper.

A reader-interest poll may be elaborate and expensive or it may be conducted in a simple manner through the columns of the newspaper itself at the small cost of the time involved in compiling the replies or vote. For instance, a survey of the latter type produced some amazing information for the publisher of a small newspaper. It showed that war news is leading all other news material in reader interest with 95% of the subscribers voting that in first place; local news was second wiht 94%; editorials and state news each drew 93% in reader interest, while the top feature only got 80% support of readers. While a similar poll by the same newspaper six years ago showed comics at the very top of the list in interest, the latest survey gave the top comic only 84% rating and the rest of the comics were under 50%. The top feature was supported by 80% of the readers, the society column rated only 61% and a serial fell to the low score of 23%, which is too low to warrant the space given to this offering.

The poll was of special interest because of the changes in reader interest it showed had taken place in only a year. For the past three years, the annual poll has shown that news and editorial matter have rapidly supplanted the lighter material and the policies of the newspaper have been changed accordingly. This indicates that reader-interest surveys should be conducted regularly and not in a hit-and-miss or "when we get around to it" manner.

Progressive publishers should want to know the reading habits of subscribers. Plans are afoot by which the Kentucky Press Association will endeavor to determine the buying habits of people in typical Kentucky counties for development of information that will be invaluable for newspaper advertising departments. The modern newspaper is more than just a publication for the dissemination of news and advertising.

Clay City Publisher Celebrates Golden Wedding

J. E. Burgher, 71, veteran Powell County publisher, farmer and civic leader, and Mrs. Burgher, 72, celebrated their golden wedding anniversary on January 24 at their home three miles from Clay City, near where they were married January 24, 1894.

Mr. and Mrs. Burgher, assisted only by a daughter, Mrs. Elsie Spaulding, have been publishing the Clay City Times with their own hands since all the help moved on to better-paying war jobs and replacements could not be hired.

Burgher and his wife were born and reared near Spout Springs, an old-time thriving community in Estill County that long since has disappeared. She was the former Denannie McKinney, a daughter of J. F. McKinney.

Burgher is the fourth generation of his family to worship at the Salem Baptist Church, established near Clay City in 1790, and believed to be the second oldest Baptist church in Kentucky. His son, Edmon Burgher, and a granddaughter also belong, representing the fifth and sixth generations. His father, Elder B. S. Burgher, was ordained at Salem and spent many years as pastor there. He now is a deacon and superintendent of the Sunday school.

The veteran editor started in the newspaper business in 1896 when he established the Spout Springs Times, first printed as a six by nine-inch handbill. When fire burned him out in 1902, he moved to Clay City, went to work on the Times there and has been at it ever since.

Burgher was one of Powell County's pioneers in scientific farming. He shipped the first can of cream from his county. Has also been a good roads enthusiast for many years. He conducted the subscription campaign in his newspaper in 1904 to raise funds to build the first steel bridge in Powell County, a span over Red River west of Clay City.

WANTED—If you know of any printer or operator at "liberty" inform the Central Office at once.

National advertising contracts are reaching Kentucky newspapers through Newspaper Advertising Service and your Central Office. Is your newspaper represented by NAS? If not, the time is auspicious if you want to share in these contracts. Join NAS today.

Owenton Papers Consolidate

Announcement was made of the consolidation of the Owen County Democrat, J. T. Slocum, editor, with the News-Herald, John Perry, publisher, and John Githens, editor. The Owen county-seat newspaper, the only newspaper now in

that county, will continue as the News-Herald.

Have you changed your advertising rates on the lineage basis?

Send in your KPA 1944 contest entries before May 10.

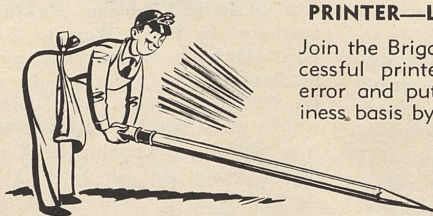
Linotype
PRODUCTION ENGINEERS

Everywhere, production problems—many of them of a confidential nature—are being discussed with our Linotype Production Engineers. Their broad experience, backed by the headquarters technical staff, helps to meet critical conditions of printers and publishers who consult them.



*No War Bond is an Expense
Every One is an Investment*

Linotype Cloister Bold Series



PRINTER—Lay that pencil down

Join the Brigade—the thousands of successful printers who save time, avoid error and put their business on a business basis by using the

**FRANKLIN
PRINTING
CATALOG**

Write today for the no-risk trial order plan.
PORTE PUBLISHING COMPANY - - SALT LAKE CITY 5, UTAH

Advertiser Make

That...
made still...
advertisi...
local de...
dealer's...
operatio...
Purina...
Mills, S...
tractive...
Page...
sonal ac...
service...
front w...
out of t...
... Sp...
back...
current...
his pro...
pays fo...
papers...
floor-co...
surance...
ads fea...
Front."

The...
who de...
cal" ma...
topic...
one un...
count p...
Banks...
commu...
for gift...
Unusua...
theme...
Food...
be ob...
Counci...
Washin...
may be...
ads am...
firms...
busines...
and rea...
ness ac...
commu...
ing pla...

Incre...
deplete...
for co...
which...
to help...
More...
for esse...
openin...
ities...
Deve...
midwes...
receiv...
farm c...
a third

Advertising Tips That Make Cash Register Ring

That Purina "Food for Victory" crusade still looks pretty good. It's a 50-50 advertising plan among the factory, the local dealer, and the newspapers in the dealer's territory. If you haven't it in operation, or haven't seen your nearest Purina Feed dealer, write to Purina Mills, St. Louis, for a complete and attractive folder on this plan.

Page or double-page spreads of seasonal ads, with unidentified pictures of service men and women, leaders in home front war effort, and so on, with prizes, out of the ad revenue, for identification. . . . Sponsored editorials are coming back. The advertiser has his say on current topics, follows with a plug for his products, signs the firm name, and pays for the whole space. . . . Eastern papers are getting added lineage from floor-covering people, drug stores, insurance companies, and so on, with page ads featuring "Safety On The Home Front."

The Red Cross Roll Call is on. Many who deem general advertising "unethical" may underwrite ads on this worthy topic. . . . A fine Christmas gift for anyone up to college age, is a Savings Account pointed toward education funds. Banks should go for this. . . . Scour your community for unusual items suitable for gifts, and run a co-operative ad with Unusual Gift Items as the general theme.

Food Fights For Freedom mats may be obtained from War Advertising Council, Office of War Information, in Washington. . . . Larger communities may be able to work multiple-signature ads among community or neighborhood firms, either by locality or by type of business. . . . Large property owners and real estate operators thrive on business activity and should be in an every community and co-operative advertising plan.

Increasing numbers of livestock and depleted feed supplies open a market for concentrates and prepared feeds, which should be generously advertised to help meet the food situation. . . . More lumber will be made available for essential farm building and repairs, opening up new advertising opportunities.

Develop your farm markets: Eight midwest states (one-sixth of the Union) received 36.1 per cent of this year's farm cash income to date (more than a third). . . . In response to several re-

quests for the address, we again mention with considerable appreciation of an outstanding advertising service, the Publishers Idea Exchange, produced by Charles H. Wiseman, at 603 Third st., Des Moines, Iowa.

Could you get a local Fuel Dealer or Lumber Yard to sponsor a brief "long distance" weather forecast in the left "ear" of your front page each week? It ought to be worth at least double ordinary space rates, if not more. . . . Red Cross workers will help you get sponsored ads for their current membership drive.

Safe deposit boxes in banks and other agencies, are needed as never before for bonds, insurance, and other increasing valuables. See that they are advertised. . . . Winter fronts help cars warm up more rapidly under slow driving conditions. . . . It's the pop corn season—poppers, corn, syrup, and so on can be profitably advertised. . . . Poultry production is essential. Feeds, nests, fumigants, heaters, and lots of other accessories are timely. . . . More maintenance and repair work will soon be permitted, and there is a steady increase in production of consumer goods for civilian use. Work with your advertisers in making this good news known.

Your banker will be interested in a message from an economist of the Federal Reserve Bank to farmers in particular and business in general: Clean up current indebtedness, purchase war bonds to cover equipment depreciation and provide reserves, reduce mortgage debt, hold farms to size adapted to efficient operation. . . . How much could you actually help the sale of Series E War Bonds by inducing every classified customer to add a few War Bond words to each ad? . . . This is the season of suppers, socials, and so on, and a good time to remember firmly that "They won't pay for space if you give it away." . . . Increasing numbers of livestock and depleted feed supplies open a market for concentrates and prepared feeds, which should be generously advertised to help meet the food situation.

There is a terrific demand for insecticides, fungicides, disinfectants. . . . Hog cholera serum and other preventives and remedies, are in great demand and should be advertised as a patriotic necessity. . . . Knit mattress protectors are selling well because of increasing scarcity of mattresses. . . . It is authoritatively announced that there will be an increase in the 1944 production of farm and garden tools. . . . Two recent

developments that will sell, and therefore should be advertised by local dealers, are an Airways Globe, and a Biographical Dictionary by the publishers of Webster's.

There are glass and crockery substitutes for nearly everything and nearly everybody is carrying them. Are you getting lineage out of it? . . . There is a new DuPont "toner" on the market for anti-freeze solutions. It should be advertised, as should also all available solutions. . . . Your department, paint, and variety stores probably will have the new four-pronged Venetian blind cleaner for sale. It should be advertised to help meet a growing household problem. . . . All-wood folding chairs are on the market. And the indoor game season is upon us.

Ads, as well as personals make good material for your 40-years-ago column or other file features. Tell who advertised, what products, and what the prices were. Concerns still in business will glow under such treatment, and the public will eat up price comparisons.

Political Advertising

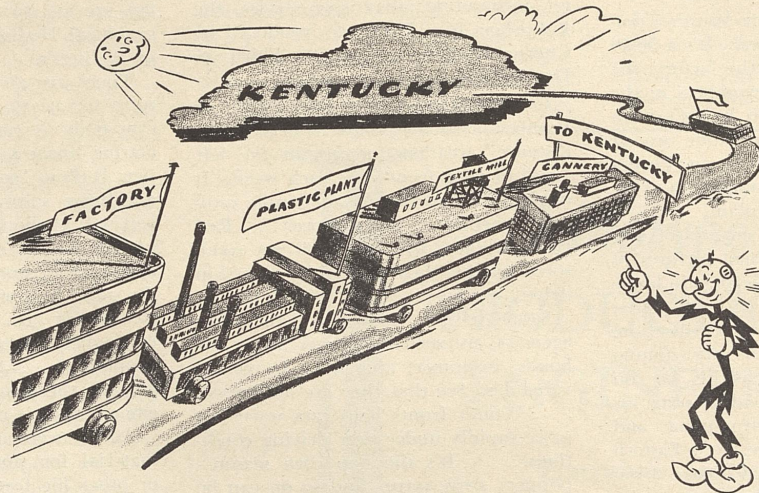
H. R. 2973 introduced by Representative Powers of New Jersey, has been referred to House Committee on the Judiciary. It provides that no person shall publish or distribute any political statement relating to a candidate for election to any Federal office which does not contain name of the person responsible for its publication or distribution. Prohibitions would apply not only to newspaper advertising but to handbills and other pamphlets.

The harvest season, fall festivals, school, and lots of seasonal activities, offer lineage opportunities to the resourceful. Fall housecleaning; readying premises, cars, and persons, for winter; winter bedding and clothing; football in all its glory. The seasonal return to dark shoes and felt hats. Fuel.

There's not much use viciously fighting radio, but neither is there any use strewing its path with flowers. Blurbs on radio stars, and space for schedules, are tantamount to commercial advertising, and should be paid for. Exchanges of space for time may be all right if the deal isn't lopsided.

WANTED—Three hundred entries in the KPA newspaper productions contests.

Your newspaper is eligible and should win a prize in the 1944 KPA contests.



HOW YOU, MR. EDITOR, CAN HELP GET MORE INDUSTRY FOR KENTUCKY

YOU ARE a newspaper editor. You love Kentucky. You wish it had better schools, roads and hospitals . . . greater wealth and prosperity . . . better opportunities for the young folks at home.

You know more industries would help Kentucky, for industries create work, payrolls and taxes . . . better living for everyone. You wonder what can be done to bring more industries. You are told that a large quantity of cheap electricity from the government-owned TVA, made available in Kentucky, would do the job.

But that is not true. Low-cost power for industry is already available in almost unlimited volume here. The business managed electric companies already serve most of the biggest industries, including about 200 coal mines. In the last 31 years no factory has stayed out of Kentucky for lack of cheap power.

The truth is that electricity is about the cheapest item used by industry. The U. S. Census Bureau reports that only 82 cents worth of electric power is required in the manufacture of the average product worth \$100. That is less than one per cent. So if electricity were free, it would make little difference in the average manufacturing cost.

Favorable tax laws and a friendly, sound, thrifty state government attract industry. Industry likes an atmosphere that makes it feel at home. It likes to feel safe from unfair attacks . . . safe from destructive agitation against tax-paying business.

All that any legitimate business asks is fair treatment. But no business can successfully meet unfair competition from government subsidized, tax-free enterprises—whether it be manufacturing, or banking, or publishing a newspaper, or farming, or supplying electricity . . . or selling groceries, clothing and hardware.

"What can I do about it?" you may ask. Well, you are an editor with a newspaper. This probably gives you more influence than anyone else in town. You can tell your readers what is necessary to get more industry. The state already has raw materials, labor, transportation, climate, fair living conditions, water, cheap power. If enough of you editors and your readers speak up, your representatives in Legislature are going to provide satisfactory laws and create an atmosphere that will attract industry.

REDDY KILOWATT
your electrical servant

KENTUCKY UTILITIES COMPANY

INCORPORATED

A WILLING TAXPAYER — UNDER STATE REGULATION