

The Kentucky Press

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

VOLUME FIFTEEN

May, 1944

NUMBER SEVEN

Mammoth Cave Meeting Called June 9-11

Program

MID-SUMMER MEETING AND WAR CLINIC

Kentucky Press Association

Mammoth Cave

June 9, 10, and 11, 1944

Friday, June 9

Registration, Lobby of New Hotel

Saturday, June 10

- 9:30 a. m. Call to order by President Joe Richardson
Invocation
Address, "The Kentucky Press 75th Anniversary," Tom Wallace, editor, Louisville Times
Recollections: J. W. Willis, Irvington Herald
William L. Dawson, La Grange Oldham Era
Vernon Richardson, Life Member
D. M. Hutton, Harrodsburg Herald
Appointment of Committees
- 12:15 p. m. Adjournment for lunch
- 2:00 p. m. Call to order by President Richardson. War Clinic.
Address, "Kentucky Salvage Campaigns," J. J. Rice, executive secretary, Kentucky Salvage Committee
Address, "The OPA In Operation," George H. Goodman, District Director, Louisville
Address, "The Fifth Loan Drive," David F. Cocks, Vice Chairman, Kentucky War Finance Committee
Address, "The Newsprint And Paper Situation," Henry McClaskey, Assistant General Manager, Louisville Courier-Journal and Times
Round-table discussions
Awarding of 1944 Newspaper Contest Awards
- 6:30 p. m. Banquet, main dining hall.

Sunday, June 11

10:00 a. m. Union church services

Plans for the mid-summer meeting and war clinic of the Kentucky Press Association at Mammoth Cave, Friday through Sunday, June 9-11, have practically been completed although subject to last minute changes.

Registration will be held Friday afternoon and evening in the lobby of the hotel. Early comers will have the opportunity of meeting over bridge tables. The program will open Saturday morning with Chairman Forgey's committee in charge. As 1944 marks the 75th anniversary of the founding of the Association, the entire morning's program will be devoted to the history and incidents of KPA progress for three-quarters of a century. The principal address will be given by Tom Wallace, editor of the Louisville Times. Other speakers will tell some personal reminiscences.

Saturday afternoon will be devoted to the war clinic and business sessions with speaker-leaders from the State Salvage Commission, the OPA, 5th War Drive Headquarters, and the Courier-Journal, followed by round-table discussions on these vital subjects. Presentation of awards for the 1944 production contests will be made, followed by a brief business session. A banquet will close the day's festivities. Sunday morning a union church service will be held.

In answer to a request that this war clinic should be termed "essential," George H. Goodman, District OPA Director, stated, "certainly this year's mid-summer meeting is based on the most seriously interesting and important

questions, that have ever confronted our country. The meeting should have full attendance and result in much benefit to the newspaper life of the state, and through them to the people of Kentucky.

"I regret that this office has no authority to change regulations but it is my feeling that the permissions existing will permit all members of the Association, except those residing at extreme distances from Mammoth Cave, to use their cars in attending.

Another reply from Paul Dexheimer, District Mileage Rationing Executive, avers, "Mileage Ration Order 5C does not permit the issuance of special gasoline to an applicant to attend a convention, regardless of the nature of the convention. However, every automobile owner has a basic "A" ration which can be used in any manner desired, such as attending church, going to a ball game, going to a convention, or any other activity."

For the benefit of those editors who for various reasons will not drive cars to the Cave, access is made by railroad or bus from Cave City. Taxis are available there for the cave, and, we have been informed, for sufficient transportation for any number at a charge of \$1.00 per person.

As the Committee in charge deemed that the members and their families would prefer not to be bound by set hours and menus, no social programs or formal luncheons have been scheduled. However, a social banquet "on our own" will be held Saturday night with a nationally known speaker on the "bill of fare." Members will be requested to purchase banquet tickets at registration. This meeting is designed for rest and recreation with a wee bit of "food for knowledge" thrown in, and all Kentucky newspaper folk are invited to gather for three restful days. Make your reservations early. P. S. Bring along your swimming suit and a deck of bridge cards.

Two Model 14 Linotypes are available at Louisville, \$1,750 f.o.b. according to Charles Blanchard, 3619 Hycliffe Avenue. One with electric pot; one with gas. Contact Charles at the above address.

John Forsee is the new managing editor of the Owenton News-Herald, succeeding John Githens who left last week to his new post on the Journal, Pensacola, Florida.

John H. Perry Purchases Frankfort State Journal

Sale of the Frankfort State Journal to John H. Perry, owner of a string of Florida newspapers and radio stations, and interested in other lines of business, was announced May 30.

Stating that possession was given by the C. T. Dearing Company of Louisville, of which he is president, William G. Simpson added the company would retain its State printing contract in its Louisville plant and would have a business staff in Frankfort in space leased from the State Journal.

Simpson did not reveal the purchase price, but indicated it was in six figures.

Perry, a native of adjoining Owen County, owns the Owenton News-Herald. He maintains a house on his Owen County farm, as well as residences in Palm Beach, Fla., and at Irvington-On-the-Hudson, N. Y.

In buying the State Journal, Perry formed a new corporation with himself as president and Norvin S. Veal, a native of Madisonville, Ky., as vice president.

Mrs. L. W. Newman, who had operated the paper since the death of her husband, James Newman, about six years ago, recently sold her interest in it and in the Dearing Company.

"Country" Writers Ruled Employees

The Treasury Department has ruled that paid country correspondents must be, for the purpose of taxation, classed among the employees of a newspaper and cannot be termed as "independent contractors."

In a case involving the Sacramento (Calif.) Bee, the Treasury Department issued the following statement:

"It appears that your correspondents are divided into three groups, i. e., (1) suburban correspondents covering nearby districts, (2) string correspondents covering towns further removed from Sacramento, and (3) correspondents who are guaranteed a minimum salary. Correspondents in groups (1) and (2) operate under verbal agreements on a space rate basis but written contracts have been entered into with individuals in group (3). However, the terms of the verbal agreements are the same as the provisions of the written contracts and all correspondents operate under the same circumstances and conditions.

Installation Given

"It appears that some correspondents submit daily news letters while others submit news at less frequent intervals. You instruct the correspondents as to the type of news items desired and the style of writing to be followed. Correspondents are requested to cover specific assignments at your discretion and to prepare special articles on subjects selected by you.

"If a correspondent is tardy in completing an assignment, he is appropriately admonished and the refusal to accept an assignment would constitute grounds for termination of his services. Material submitted by the correspondents is subject to revision and rewriting by your staff employees. Ordinarily the correspondents are not given by-line credit for news furnished by them. The correspondents are expected to provide a substitute if, for any reason, they are unable to attend to their duties. Such action is reported to you and is subject to approval. The failure of a correspondent to nominate a substitute might be regarded as grounds for termination of the correspondent's services.

Tax Liability Incurred

"The information furnished indicates that you exercise, or have the right to exercise over the services of correspondents performed under the circumstances stated, such control as is necessary to establish the relationship of employer and employee for Federal employment tax purposes. Liability for such taxes is incurred with respect to such services."

Simplified Spelling

Much has been said and written about the urgent need of simplified spelling. The written English language is not phonetic like the Czech, or Spanish. The French is even worse than the English in this respect. To give those clamoring for this improvement in our spelling we offer this cue and starter:

"A henpekd husbnd (being askd to xplan th lump on his hed) blamd it all on his yf."

No doubt the purists will object to this what they may call an atrocity but imagine what a saving in time and paper material this would bring about. Not only that, but brought down to the least common denominator, might even rival short hand, or stenography.

Meet you at the Cave?

Helping Housewives

Feed America



To feed her family adequately in these war days, your wife and every other housewife must plan a 5-way budget. She must allocate her money, her ration points, her nutritional values, her time, and her energy.

The effectiveness with which millions of women do this vital job directly affects the daily progress of the war program on the home front.

To assist them in every way possible, the entire A&P organization—from the buyers out in the producing areas right through to the clerks in our stores—are making available today the lessons learned in 84 years of bringing good food, economically, to American families.

Today, when efficiency counts more than ever before, the men and women of A&P are doing the most efficient job of food distribution in America. They are actively helping the homemakers of your community and thousands of other communities do an increasingly better job of feeding wartime America.



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, *Times, Glasgow* President
 Chauncey Forgey, *Independent, Ashland* Vice-President
 Victor R. Portmann, *U. of K., Lexington* Secretary-Manager

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Kentucky Press Women's Club

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



Volume Fifteen, Number Seven

At the request of many publishers, we herewith publish the new laws passed by the 1944 legislature. These four laws are the ones in which the Kentucky Fourth Estate were most interested:

AN ACT relating to publication of financial statements of governmental units, amending Section 61.290, repealing Sections 93.390, 68.070, 87.220 and 84.120 and repealing Sub-sections (1) and (3) of Section 89.270 of the Kentucky Revised Statutes.

Section 1. Section 61.290 of the Kentucky Revised Statutes is amended to read as follows:

(1) Except in counties containing a city of the first class and cities required by law to publish an annual audit of their financial affairs, of the kind and character contemplated by this section, every public officer of any county, graded school district, city, or subdivision or district less than a county, whose duty it is to collect, receive, have the custody, control or

disbursement of public funds, shall at the expiration of each fiscal year prepare an itemized, sworn statement of the funds, collected, received, held or disbursed by him during the fiscal year just closed. The statement shall show the amount of public funds collected and received, from what sources received, the amount disbursed, the date of each disbursement, for what purpose expended, and to whom paid; provided, however, that only the total of the amounts paid as salary during the fiscal year to each official or employee of the governmental unit shall be shown in the statement. The officer shall procure and include in or attach to the report as a part thereof a certificate from the cashier or other proper officer of the banks in which the funds are or have been deposited during the past year, showing the balance, if any, of public funds to the credit of the officer making the statement. The officer shall, within sixty days after the close of the fiscal year, cause the statement or the complete audit report, which shall include all the information required for the statement herein provided for, to be published in full in the newspaper published in the county that has the largest bona fide circulation in the governmental unit or district for which the statement is published, and shall file a written or printed copy of the statement or audit report and a copy of the published statement or audit report subscribed and sworn to, in the office of the county clerk of the county in which the officer holds office.

The fiscal court of each county not containing a city of the first class shall cause to be published annually in the newspaper published in the county that has the largest bona fide circulation therein a statement showing the names of all persons returned by the sheriff on his return of tax warrants, and the amount due from each for the preceding year, with such other information as the fiscal court deems proper to be published, within 30 days after the return has been filed.

(2) All newspaper publications or advertisements required by this section and all newspaper publications or advertisements required by other laws shall be published in the newspaper published in the county which has the largest bona fide circulation in the governmental unit or district for which the publication or advertisement is required. The publications or advertisements shall be made in the size of type provided by law and at the rate provided by law, and paid for out of the funds in the hands of the officer making the publication or advertisement. If no newspaper is published in the county, the officer charged with having the publication or advertisement made shall determine how same shall be made.

(3) Any public officer who fails, refuses or neglects to comply with the provisions of this section shall be fined not less than fifty nor more than five hundred dollars. The fine shall be paid into the treasury of the county, city or other governmental unit in which the convicted officer holds office.

Section 2. Sections 92.390, 68.070, 87.220 and 84.120 of the Kentucky Revised Statutes are hereby repealed, and Sub-sections (1) and (3) of Section 89.270 of the Kentucky Revised Statutes are repealed.

AN ACT for the protection of persons under eighteen years of age selling newspapers at retail, defining the proof of certain offenses and prescribing penalties.

§ 1. Any person who obtains newspapers from a person under eighteen years of age en-

gaged in selling newspapers at retail, without paying therefor, with intent to defraud such person selling newspapers, shall be fined not more than twenty-five dollars or imprisoned not more than thirty days, or both.

§ 2. Proof that any person refused or neglected to pay for such newspapers upon demand shall be prima facie evidence of the fraudulent intent contemplated by this Act.

AN ACT relating to escheated, abandoned, and unclaimed property.

§ 1. Subsection (1) of section 393.110 of the Kentucky Revised Statutes is amended to read as follows:

(1) It shall be the duty of all state and National banks, trust companies, or other persons, and courts of this Commonwealth or the agents thereof, whether holding estates or property as bailee, depository, debtor, trustee, executor, liquidator, administrator, distributor, receiver or in any other capacity coming within the purview of KRS 393.060 to 393.100, to report, annually to the department as of July 1, all property held by them declared by this chapter to be presumed abandoned. The report shall be led in the office of the department on or before September 1 of each year for the preceding July 1, and shall give the name of the owner, his last known address, the amount and kind of property, and such other information as the department may require for the administration of this chapter. The report shall be made in duplicate: the original shall be retained by the department, and the copy shall be mailed to the sheriff of the county where the property is located or held. It shall be the duty of the sheriff to post said copy on the courthouse door or the court house bulletin board, and also to publish said copy in at least two issues of a newspaper published in the county seat or, if no newspaper is published in the county seat, then in a newspaper of general circulation in the county. The list shall be published within thirty days of its receipt by the sheriff. The cost of the publication shall be paid by the state. The sheriff shall immediately certify in writing to the department the dates when the list was posted and published. The list shall be posted and published as required on or before October 1 of the year when it is made, and such posting and publishing shall be constructive notice to all interested parties and shall be in addition to any other notice provided by statute or existing as a matter of law.

§ 2. Section 287.410 of the Kentucky Revised Statutes is repealed.

AN ACT relating to drainage districts.

§ 1. In counties containing not more than one drainage district established under Chapter 268 of the Kentucky Revised Statutes, or under the Act of 1918 from which it came, twenty-five percent of the landowners, or the owners of twenty-five percent of the land, may, at any time petition the County Court for a discontinuance of the improvement. The petition shall give the names of all persons interested in the maintenance of the improvement and owning land in the district. The court shall place the petition upon the docket of the court that convenes not less than fifteen days after its filing, and shall issue notices and cause them to be served upon all parties interested, notifying them that the court will consider them at the next term. If no valid reason is shown against the discontinuance of the improvement, the court shall enter an order discontinuing it.

after which it shall cease to be a public improvement. An appeal may be had from the order to the circuit court, as provided in the establishment of improvements.

§ 2, Subsection (2) of section 268.160 of the Kentucky Revised Statutes is amended to read as follows:

(2) The secretary shall give twenty days' notice in a newspaper published in each county where any part of the drainage district lies and by posting three notices in each precinct of the district, informing the owners of the district that they may vote for a drainage commissioner for each precinct and a secretary for the board and the district, within a stated time. The vote shall be taken by the owners filing a written designation of choice, together with the number of acres the voter owns in the district, or if benefits have been confirmed the amount of benefits assessed against the owner's land, with the county judge. Each acre owned and assessed in the district shall count one vote, or if benefits have been confirmed each one hundred dollars or fraction thereof in benefits assessed against the voters' land shall count one vote for secretary and drainage commissioner. The votes of the owners, when cast and filed with the county judge, shall be recorded by the secretary of the board in the drainage record immediately after the expiration of the time for casting the vote. Votes shall be filed with the county judge by the first Monday in April for drainage commissioner and for secretary, for a term of one year beginning on the first Monday of May following. If there is a tie vote in any contest the judge of the county where the district has been established shall cast the deciding vote.

New Book Discusses Correspondent Problems

Average pay for the country correspondent's material published in a weekly newspaper is 4.2 cents an inch, according to figures in a new book entitled, "Management of Newspaper Correspondents," by C. R. F. Smith and Athryn M. Rheuark. This information was the result of a survey among 513 publishers, which revealed that payment varies from 1 cent an inch to 25 cents an inch.

Chief of the Rural Press Section of the Office of War Information, Mr. Smith was formerly editor of "Folks," a magazine for correspondents. Miss Rheuark was formerly secretary to the manager of the Louisiana Press Association.

The book, which discusses all phases concerned with the management of correspondents, was written largely from data collected by Mr. Smith in publisher surveys. Cash for contributions was paid by 385, or 75 per cent, of the 513 newspapers studied, with 213 paying for material by the inch at an average price of 5 cents per inch.

Correspondents paid on a regular monthly or weekly basis, the second most

common form of compensation, receive an average respectively of \$3.56 a month and 93 cents a week, with the most common payment being \$1.00 monthly and 50 cents weekly. They survey revealed that four publishers paid by the year, with payments ranging from \$3 to \$50, with the average being \$18.60, and the most common being \$10.

Less than 10 per cent of the publishers pay correspondents by the column, the average amount being 88 cents per column, the most common payments, \$1.00, and the range varying from 25 cents to \$3.50. Paying from 1 cent to 10 cents per item, three papers who use this form of compensation, make an average payment of 6 cents per item.

Beyond cash payments and replacing cash payments in a few cases, 94.1 per cent of the 513 publishers reporting, furnish stationery and postage to correspondents, 88.1 per cent give them a subscription to the newspaper, 35.9 per cent give Christmas presents to correspondents, 8 per cent give annual banquets, 3.7 per cent offer movie tickets and 3.5 per cent have picnics. A few of the publishers stated they paid nothing to correspondents, but the majority believed the paid correspondent is a better worker, writes better items, and gives more attention to getting new subscribers.

According to the book, 67, per cent of the weeklies paid an average of 35.2 per cent commission to their correspondents for subscriptions they obtained. However, the authors related that a prize contest brought better subscription results than the commission basis.

The book deals with all aspects of managing correspondents, including methods of instruction, departmentalizing and editing their material, selecting correspondents, employing them as solicitors for subscriptions, and other managerial problems.

Not Professionals?

The decision of the appeals court in the Jackson (Tenn.) Sun case can be characterized as having several weak spots, but none could match the feeble attempt of the court to explain why reporters and editors of newspapers are not professional workers. It was the opinion of the court, in agreeing with the Administrator of the Wage and Hour law, that few newspaper employees are graduates of specialized schools of journalism, therefore they are not professional workers. But, even if they were, it would make no differ-

ence because the court declared that "newspaper reporters have not generally been recognized as members of the learned professions; we know of no state that requires of them an examination for competency, or license to practice." The court then agrees with a statement that the only practical school of journalism is the newspaper office. It is rather difficult to understand whether the court would consider reporters and editors as professionals if all were graduates of specialized schools of journalism and were given an examination for competency and a license to practice. Apparently not, for the court believes the only practical school of journalism is the newspaper office, which is also not sufficient to produce the status of a professional, even though there is the proper academic background. The medical student, the dental student, the teacher trainee, the law student become professionals after receiving certificates with gold seals, passing examinations that are largely theoretical and receiving a license to practice what the books specify. If the only practical school for a journalist is the newspaper office then it would seem that the same rule would apply to any profession inasmuch as experience in application of academic training is the chief factor to be considered. To differentiate between a medical diagnosis or a surgical case performed by virtue of study or experience and the efforts of reporters and editors which influence the thinking of thousands of readers by saying one is professional while the other is not, appears to be delving in the realm of fantasy. The opinion was unfortunate in its reflection on the importance of schools of journalism as well as in its minimizing of newspaper workers who are barred from recognition as members of the learned professions.

Newsprint Appeals

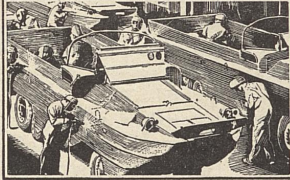
Tightening up on its requirements for appeals, the Printing and Publishing Division has outlined the conditions which will be considered and set out in revised supplements covering future appeals for additional paper and include the following: Newspapers: (L-240) Extraordinary growth of population in newspaper trading areas since January 1, 1943, requiring additional paper to maintain adequate service in communities, or other unforeseen circumstances which may be considered as undue hardships.

A REPORT TO THE NATION

on General Motors 1943 War Activities

- ★ Physical volume of war materials produced was more than double that of 1942.
- ★ Total value of 1943 war production more than 3 billion, 500 million dollars.
- ★ Average total employment 448,848, an all-time high.
- ★ Total payrolls more than 1 billion, 300 million dollars—up 54%.
- ★ Net income after taxes from manufacturing operations— $3\frac{3}{10}$ cents per dollar of sales.
- ★ Materials and services purchased from others approximately 1 billion, 900 million dollars—up 88%.

PRODUCTION



GENERAL MOTORS 1943 deliveries of war material rose to a total value of more than $3\frac{1}{2}$ billion dollars, or about 87% more than in 1942. The increase in physical volume was even greater, since unit prices were reduced during the year. Deliveries of service parts and other authorized civilian material amounted to \$250,000,000, a decrease of about 30% from 1942.

At the time of Pearl Harbor, G.M. deliveries of war products were at a rate of two million dollars' worth a day. By the end of 1943 the daily rate was above twelve million dollars. The 2,300 separate items placed in production ranged from small and delicate parts to airplane engines, complete airplanes, tanks, and powerful Diesel engines for submarines and landing craft.

EMPLOYMENT



AVERAGE EMPLOYMENT in General Motors in 1943 was 448,848, an all-time high. The figure stood at 503,749 in December. In 1942, the yearly average was 314,144, and the December figure was 391,975. Thus the increase in yearly average was 43%. All the same time, payrolls rose 54%, and reached a total of about $1\frac{1}{4}$ billion dollars.

More than 200,000 new G.M. employees were trained for war work in 1943. Enrollment in courses for supervisors and executives totaled 21,500.

The percentage of working time lost because of accidents was less in 1943 than ever before.

PRICES AND PROFITS



TOTAL NET INCOME after taxes in 1943 from war output and other sources was \$149,780,088, compared to \$163,651,588 in 1942 and \$201,652,508 in 1941. Net income after taxes from manufacturing in 1943 was only $3\frac{3}{10}$ cents per dollar of total net sales.

93% of all war material delivered to the end of 1943 was manufactured under fixed-price contracts. General Motors early adopted the policy of reducing prices to the government as lower costs were achieved through greater experience. The government benefited many millions of dollars by these reductions in 1943. Taxes in 1943 totaled \$308,068,000, of which federal taxes were \$254,783,000; social security and unemployment insurance taxes, \$39,263,000, and state and local taxes, \$14,022,000. Common stock dividends were \$2 per share in 1943. They were also \$2 in 1942, \$3.75 in 1941 and 1940, \$3.50 in 1939.

The year 1943 was one of great effort and sound achievement in General Motors. The job is not yet done. All are determined to contribute to the utmost toward final

victory. When this is accomplished, there will be the task of preparing for the requirements of peace. But until that time "Victory is Our Business!"

LET'S ALL BACK THE ATTACK — BUY MORE WAR BONDS

GENERAL MOTORS

General Motors units engaged in the war effort:

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • FISHER BODY • FRIGIDAIRE • GMC TRUCK & COACH
AC Spark Plug • Aeroproducts • Allison • Cleveland Diesel • Delco Appliances • Delco Products • Delco-Remy • Detroit Diesel
Eastern Aircraft • Electro-Motive • Guide Lamp • Hyatt • New Departure • Brown-Lipe-Chapin • Delco Radio • Detroit Trans-
mission • Diesel Equipment • Harrison Radiator • Inland • Moraine Products • Packard Electric • Proving Ground • Research
Laboratories • Rochester Products • Saginaw Malleable Iron • Saginaw Steering Gear • Ternstedt • United Motors Service
G.M. Overseas Operations • General Motors Parts • General Motors Institute • General Motors of Canada, Ltd. • McKinnon
Industries, Ltd.

"Victory is Our Business!"

Sworn Statements Proposed For Weeklies

Would it be advantageous or otherwise if every bona fide weekly newspaper were required to give a sworn statement of paid circulation to the government at the time the annual statement of ownership is filed?

This question has been uppermost since the requirement was advocated by a group of eastern weekly newspaper publishers in a resolution requesting amendment of the postal laws to place weeklies on a par with dailies in giving sworn circulation figures.

The argument for the requirement is that it will give weekly newspapers a better standing in their campaign for consideration as an established advertising media. Proponents of the move point to the aloofness of national advertisers to weekly newspapers because there is no certainty that the circulation claimed is actual paid circulation. Several Indiana weekly newspapers have sensed this and have affiliated with ABC to their advantage. The recent fat salvage campaign has been mentioned as an example of the position in which weekly newspapers are placed when not a cent of paid advertising found its way into newspapers in 28 counties of Indiana because the campaign was restricted to daily newspapers only.

Small weekly newspapers will likely be skeptical about the requirement to make a sworn statement of circulation. They will argue that their chances of obtaining national advertising would be slim regardless of whether their statement of circulation is sworn to or not. They can point to the fact that chain stores have frequently refrained from advertising in the local weekly newspaper even though no daily paper served the local field.

There are two outstanding arguments in favor of the amendment. If it is right that daily newspapers filed a sworn statement of paid circulation it should be fair that the same rule extend to the weekly newspapers. And if the public will think better of newspapers through knowledge that the circulation stated is true and not speculative the effect will be advantageous even to the smallest weekly.

War Time Advertising Necessary

"Don't take 'nothing to advertise' as final from your merchants," says Jim Seymour, manager Georgia Press Association. Continuing, he added: "Go

over his stock with him carefully and find the things he can still buy. It doesn't matter if there has been little demand for these commodities; people have money and with advertising promotion you can sell almost anything today! Keep your chin and confidence

up! It will take some fighting, but things which have to be fought for are always best!"

Tin can industry plans advertising again the time when again you won't have to make a deposit on your penny ante lunch.

When Your Linotype Production Engineer Calls

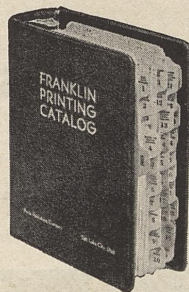
He brings with him a wealth of information on composing-room techniques. His whole day is spent in, around and for composing-rooms. His mission is to assist you with your production problems.

That's why we say—Consult
YOUR Linotype Production
Engineer on your problems.



WAR BONDS ARE INVESTMENTS
IN YOUR POST WAR PLANNING

Linotype Cloister and Cloister Bold Italic

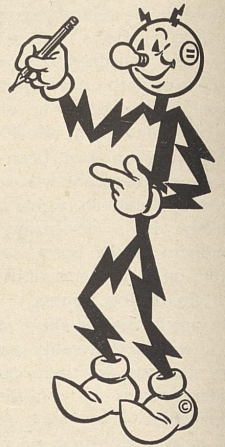


If You Value Your Time

—Value your printing the fast sure way. Man power shortage makes time a "critical material." Every hour is precious—every day must count. THE FRANKLIN PRINTING CATALOG will speed production and lighten your labor.

FRANKLIN PRINTING CATALOG
Porte Publishing Co., Salt Lake City 5, Utah

WHAT WOULD YOU DO?



If the government went into competition with you as a publisher, you would have competition that —

1. Is not required to pay federal taxes.
2. Obtains all the money needed from the U. S. Treasury at little or no interest.
3. Makes up its losses out of taxpayers' money — part of the taxes you, as a competitor, pay to help offset these losses.
4. Purchases all material at government discounts.

5. Obtains transportation at a greatly reduced price.
6. Has free mail privileges.
7. Is not regulated by the state or local government. (The government as owner is also the regulator.)

Would you consider this fair competition? Would you object to it?

That's the kind of competition the 6,000 Kentucky stockholders and 1,100 employees of Kentucky Utilities Company have with TVA.

It may be our problem today, but if this socialistic (government in business) trend continues, it will be your problem tomorrow.

KENTUCKY UTILITIES COMPANY

Incorporated

A tax-paying, self-supporting power system, built up under the free enterprise system.



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