

The Kentucky Press

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

VOLUME THIRTEEN

September, 1942

NUMBER ELEVEN

National Newspaper Week, October 1 - 8



It Shall Not Happen Here!

Mr. Publisher ...



National Newspaper Week

Kentucky newspapers, joining with newspapers and publications over the entire nation, will celebrate National Newspaper Week with special editions, open houses, and special events that will demonstrate the important place that the newspaper holds in American life. They are joined by service clubs and other civic organizations in this nation-wide celebration.

What Other Merchants Are Doing

For the non-advertiser or luke-warm advertiser we suggest the following treatment: Watch your exchanges closely (you might even check your dailies) and clip all the ads that feature a particular line of business, or businesses. Mount these on stiff paper or cardboard. You need not use high-powered salesmanship, simply drop into the store and leave these clipped ads with the merchant, suggesting that he

might be interested in seeing what his competitors are advertising in the neighboring towns.

It has been found that the merchant IS interested in seeing what the other fellows are doing and will appreciate your interest. One picture show manager, who had a monopoly in his town, doubled his yearly contract after the ad man had used this system of approach, showing ONLY the LARGER and more attractive ads to be found in

the exchanges. It was not a case of overselling because the manager needed more space to feature his star attractions—the theater manager and the newspaper both profited.

If you wish to make this more business-like, print up a clip-sheet heading which can be attached to the exchange ads when you present them. It will show that you ARE interested in his business, and ARE working for his interests at all times.

Proclamation

To All To Whom These Presents Shall Come:

WHEREAS, the newspapers of the United States, of which Kentucky newspapers have been an active and integral part, have ably and continuously demonstrated their leadership in the maintenance of the democratic way of life, in the preservation of the Four Freedoms which are dear to the hearts of every free citizen of a free country, in the courageous leadership in the social and economic life of community, state, and nation since the founding of the first Colonial newspaper in 1704, and, more particularly, since the founding of American nationality in 1776, and

WHEREAS, this leadership has been most evident in the trying days of our war effort to combat the hosts of those who would destroy the nation and the people of the nation, and who would destroy our Freedoms of which not the least of these is the freedom of speech and of press, and

WHEREAS, our nation's newspapers have given unstintingly of their time and space and effort that will lead to the final, triumphant, and ultimate victory, and

WHEREAS, the nation's newspapers with Kentucky newspapers in the van, are sponsoring a nationwide scrap metal drive to start next month as a demonstration of their leadership in this war effort,

NOW, THEREFORE, I, as Governor of the Commonwealth of Kentucky, hereby proclaim October 1 to October 8 as

NATIONAL NEWSPAPER WEEK IN KENTUCKY

AND call upon every citizen in the state to join with the newspapers in celebration of this Week in a suitable manner, and to join with the newspapers in the scrap metal drive to its successful and complete end.

Done at Frankfort, Kentucky this twenty-fifth day of September, in the year of our Lord one thousand nine hundred and forty-two, and in the year of the Commonwealth the one hundred fifty-first.

Keen Johnson

Governor

Commonwealth of Kentucky

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Newspaper Scrap Campaign To Be Held October 12-31

Kentucky newspapers have accepted Donald Nelson's challenge and have inaugurated the Kentucky Newspapers Scrap Metal Drive which will get under way, October 12, for three weeks concentrated effort to bring in 284,562,700 pounds of the much-needed scrap metal.

At the organization meeting at Louisville, September 17, which was attended by newspaper men from all sections, plans were discussed and laid for the largest undertaking in which the state newspapers have participated. With the appointment of Henry M. McClaskey, advertising director of the Louisville Courier-Journal, as general director of the Drive, the campaign was formally presented and accepted by the editors.

Every agency in the state will participate in the Drive and are making extensive plans. Governor Johnson pledged the aid of the highway department in the gathering of the scrap. Army headquarters at Fort Knox are offering demolition squads to tear down steel structures as its contribution. Labor organizations have pledged complete cooperation with the Miners' Unions offering additional prizes for miner groups. The school children of the state will all join in their own drive which will open the week before the citizen's drive starts. These are just a few of the agencies that will cooperate with the newspapers.

The "Nebraska" plan, so successful in that state, will be used but with many augmented additions, according to Director McClaskey. While Nebraska offered \$2,000 in prizes to the various groups, Kentucky offers \$5,000 in cash prizes to stimulate citizen participation.

The state is divided into twenty districts with Jefferson as a special county district. Each district of six counties is under a newspaper chairman, who, with the cooperation of the newspapers in each county, will open the campaign with a gigantic meeting in each county set on September 24 or 25. Special speakers from the central bureau have volunteered their services to speak at these county meetings.

Newspaper chairmen, who are now organizing their districts with commendable enthusiasm, and the counties assigned are:

District 1—Harry L. Waterfield, the

Gazette, Clinton—Ballard, McCracken, Carlisle, Hickman, Fulton and Graves counties.

District 2 — G. M. Pedley, Leader, Princeton—Crittenden, Livingston, Calloway, Lyon, Marshall, Trigg.

District 3—J. L. Bradley, Enterprise, Providence—Henderson, Union, Webster, Hopkins, Caldwell, McLean.

District 4 — Percy Landrum, Ohio County News, Hartford—Davies, Hancock, Grayson, Ohio, Breckinridge, Meade.

District 5 — W. A. Wood, Kentucky New Era, Hopkinsville—Christian, Butler, Todd, Logan, Simpson, Muhlenberg.

District 6 — Joe Richardson, Times, Glasgow—Hart, Edmonton, Barren, Allen, Warren, Monroe.

District 7—A. S. Wathen, Kentucky Standard, Bardstown—Bullitt, Spencer, Nelson, Hardin, LaRue.

District 8—Egbert V. Taylor, Record Herald, Greensburg—Green, Adair, Russell, Metcalfe, Cumberland, Clinton.

District 9—Russell Dyche, Sentinel-Echo, London — Rockcastle, Pulaski, Laurel, Wayne, McCreary, Whitley.

District 10—Herndon J. Evans, Sun, Pineville — Clay, Knox, Bell, Harlan, Perry, Leslie.

District 11—H. L. Smith, Sun, Springfield — Washington, Marion, Taylor, Boyle, Lincoln Casey.

District 12—W. W. Robinson, Herald, Paintsville — Johnson, Martin, Letcher, Pike, Floyd, Knott.

District 13—Albert K. Moore, Independent, Salyersville — Breathitt, Lee, Owsley, Wolfe, Magoffin, Morgan.

District 14—John W. Hovermale, Estill Herald, Irvine — Madison, Estill, Lowell, Menifee, Jackson, Garrard.

District 15 — Dan Bowmar, Herald-Leader, Lexington—Franklin, Anderson, Mercer, Jessamine, Woodford, Fayette.

District 16—Chauncey Forgey, Independent, Ashland—Lewis, Greenup, Elliott, Carter, Boyd, Lawrence.

District 17 — William Caywood, Sun, Winchester — Bourbon, Clark, Montgomery, Bath, Fleming, Rowan.

District 18—J. T. Wilson, Log Cabin, Cynthia—Scott, Bracken, Mason, Harrison, Robertson, Nicholas.

District 19 — Pryor Tarvin, Times-

Star, Covington—Boone, Kenton, Grant, Gallatin, Pendleton, Campbell.

District 20 — Bennett Roach, News, Shelbyville—Carroll, Trimble, Oldham, Shelby, Owen, Henry.

Jefferson County — Mayor Wilson Wyatt and County Judge Mark Beauchamp head the special committee.

Mats and proof sheets of advertising for the campaign were mailed to each newspaper from the Central committee thru the Davis Advertising Agency. The committee is requesting that this material should be run, with as much space given as possible, in advance of the actual Collection Drive. The Press urges that every editor use as much space as possible as the success of the campaign is dependent on all the publicity as can be given.

The release dates for each week on these ads are: Sept. 21—Teasers ads Nos. 6, 14, 16, 19; Sept. 28—"Come On — County", 5 col. x 15 in.; Oct. 5—"Round Up—This Week", 5 col. x 15 in. We know that every editor will cooperate to the fullest extent.

The list of prizes is impressive and should stimulate every man, woman, and child to put forth supreme efforts to gather every pound of scrap in the state. These prizes are:

\$1,500—To the county with the highest per capita poundage.

\$750—To the county with the second highest per capita poundage.

\$500—To the county with the third highest per capita poundage.

\$250—To the Kentucky woman's organization with the highest poundage per capita of membership.

\$250—To the Kentucky school with the largest poundage per capita of enrollment.

\$250—To the Kentucky trade union local with the largest poundage per capita of membership.

\$250—To the Kentucky farm organization (men's or women's) with the largest poundage per capita of membership.

\$250—To the church (in town with less than 2,500 population) with largest poundage per capita of membership.

\$250—To the church (in town with more than 2,500 population) with largest poundage per capita of membership.

\$200—To the Kentucky railroad section gang with largest poundage.

\$150—To penal, charitable or other public institution, state, county, or local, with largest poundage per capita.

Please Turn to Page Six

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

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Kentucky Press Association Officers

Harry Lee Waterfield ... Hickman Co. Gazette, Clinton
President
Vance Armentrout ... Courier-Journal, Louisville
Vice President
Victor R. Portmann ... U. of Ky., Lexington
Secretary-Treasurer

District Executive Committee

J. Curtis Alcock, Advocate-Messenger, Danville, (State-at-large), chairman; First, Joe LaGore, Sun-Democrat, Paducah; Second, Tyler Munford, Union Co. Advocate, Morganfield; Third, John H. Hoagland, Providence, Treasurer.
Courier-Journal, Louisville; Fourth, Joe Richardson, Times, Glasgow; Fifth, Frank C. Bell, Trimble Democrat, Bedford; Sixth, Fred B. Wachs, Herald-Leader, Lexington; Seventh, W. W. Robinson, Herald, Paintsville; Eighth, T. T. Wilson, Log Cabin, Cynthiana; Ninth, H. A. Browning, Whitley Republican, Williamsburg; State-at-large, Chauncey Forgey, Independent, Ashland.

Legislative Committee

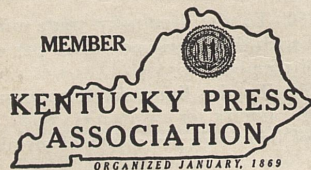
Tyler Munford, Union Co. Advocate, Morganfield, chairman; George A. Joplin, Commonwealth, Somerset; Egbert C. Taylor, Record Herald, Greensburg; Thomas E. Underwood, Herald, Lexington; H. A. Ward, Allen Co. News, Scottsville; Henry Ward, Sun-Democrat, Paducah; Cecil Williams, Journal, Somerset.

Newspaper Exhibit Committee

Mrs. Lee Spalding, Kentucky Standard, Bardstown, chairman; J. LaMarr Bradley, Enterprise, Providence; Mrs. John S. Lawrence, Record, Cadiz; Miss Lillian Richards, Russell Co. Banner, Russell Springs; Miss Jane Hutton, Herald, Harrodsburg.

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. B. Wallace, Advertiser, Walton, Recording Secretary; Miss Urith Lucas, Independent, Maysville, Corresponding Secretary; Mrs. J. L. Bradley, Enterprise,



Volume Thirteen, Number Eleven

Kentucky Newspapers Have Accepted The Challenge

Donald Nelson challenged the newspapers of America to accept responsibility for an all-out scrap metal drive in order to fill up scrap metal piles and to keep our mills working at full capacity in our war production. A national

newspaper committee was formed immediately and asked the cooperation of Kentucky newspapers by wire. KPA officials without hesitation wired back immediately, "Kentucky Press Association and newspapers will cooperate 100% in salvage campaign."

That this pledge will be kept was fully demonstrated September 17 at Louisville when Kentucky editors again pledged their support and cooperation in the Kentucky Newspapers Salvage Drive. Under the leadership of Henry M. McClaskey a three-weeks drive will be started October 12 with a goal of 284,562,700 pounds of scrap metal with every newspaper cooperating to the fullest extent.

Kentucky newspapers have accepted the challenge!

Employer's Okay Needed For Newsmen to Enlist

Washington, D. C., Sept. 15—Newspaper employes no longer will be accepted for enlistment or commissions in the armed services without written release from their employers, if they are key men, or from their local selective service boards if they are not key men.

Local draft boards have been instructed to weigh carefully for deferment the case of any newspaper employe who is being considered for induction.

"Communication services" has been cataloged as one of the war industries which must be protected against manpower losses, the new joint Army-Navy policy declares. In this category are telephone, telegraph, newspapers, radio broadcasting, and television services and the repair of facilities.

The rule declares that civilians occupying key positions in the listed occupations will not be eligible for enlistment or commission without written release from their employers, and key position is defined to mean: executives; heads of major divisions of departments and principal sub-divisions; and technical experts whose principal duties involve design, planning or research.

In the case of employes in the listed industries whose jobs are outside these executive and technical-expert categories, a release from the local selective service board will be required before acceptance for enlistment or commission, if the applicant is a selective service registrant.

The listing also is to be used as a guide by the local draft boards in connection with the problems of occupa-

tional deferment, and by the U. S. Employment Service in determining which types of activities should be regarded as having prior claim to the workers available for referral to job openings.

National Newspaper Week

Faced with one of the most tremendous tasks in the history of man, and with a record of accomplishment in the war effort today, as in accomplishment in all the years passed since the first newspaper in America was established in 1704, the American press and our own state press will seek to stress its importance to every person who loves freedom and democracy during the week, October 1-8. Every Kentucky newspaper should and will join in this celebration through pride of accomplishment yesterday and today.

Some of the chief objectives for publishers during this week will be: 1. Calling the public's attention to the part that the newspapers are doing in the war effort; 2. Acquainting the readership more intimately with the manner in which news is gathered, printed, and disseminated; 3. Selling the public on the importance and value of newspaper advertising; and, 4. Explaining more thoroughly the part that a free press plays in the maintenance of a democracy.

The press of America has been a tremendous influence in the past war year in assisting, and in many cases, actively sponsoring various drives for the government, such as war bonds and stamps, enlistment programs, rationing, scrap collection, and maintenance of morale. It has been of such importance that the government has recognized newspapers as an essential industry to the war effort. Millions of dollars worth of space has been donated by the press to further all war efforts.

It is indeed fitting and proper that newspaper week will preclude the Kentucky Newspapers Scrap Drive, an undertaking that should demonstrate the leadership and influence of the newspapers in their communities. Every newspaper should stress its part in this drive as just another indication of its ever-prevailing and ever-willing cooperation in war effort that will lead to the final and complete Victory. Let's go, Kentucky!!

Get In The Scrap

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Senator Chandler Buys Midway Blue Grass Clipper

The Woodford Sun, Versailles, published by Senator A. B. Chandler, purchased the Blue Grass Clipper, weekly newspaper published at Midway, September 16, and the two papers will be consolidated according to Orval Baylor, editor of the Sun. The Clipper, which has been published weekly since 1875, thus goes out of existence.

J. L. Maddox, former publisher-editor, has left for Arkansas to become a printing instructor. The consolidation into one newspaper makes the only newspaper published in Woodford county.

The Clipper was established July 4, 1875, and preceded the foundation of the Sun by seven years. Mr. Maddox took possession of the Clipper in January, 1942, succeeding Lyman Barrett, who had purchased it in 1940. Previous to 1940, the Clipper had been published by Editor Reigner for 30 years. The subscription list was continued by the Sun.

A notice by Editor Baylor said, "The Sun assumes the added responsibility of serving the county as its sole newspaper with a resolve to succeed at the task if good intentions and continuous hard work will do the job. Shortly plans for giving to Midway and the surrounding community complete news coverage will be announced. A correspondent will probably be established at Midway and subscribers will be advised what phone number to call in reporting news. For the present, please call your news to the Sun office on either 35 or 42."

Mark Ethridge Named Publisher Of Courier-Journal and Times

Mark Ethridge, since 1936 vice-president and general manager of the Louisville Courier-Journal and Times, was named publisher of these progressive newspapers on September 4.

Lieutenant Barry Bingham, owner of the newspapers and former publisher, now becomes president of the publishing company. Lieutenant Bingham is now on active duty with the U. S. Navy in London. Mrs. Barry Bingham was named vice-president and director of the company.

Before coming to Kentucky, Mr. Ethridge, a native of Meridian, Miss., was publisher of the Richmond, Va., Times-Dispatch, and, since boyhood, has been active in newspaper work. Returning

from the First World War as a Navy ensign, he served three years as city editor of the Macon, Ga., Telegraph, a year in Washington as assistant news manager of Consolidated Press, and two years with New York Sun. Returning to Macon, he was managing and associate editor of the Telegraph until 1933.

He served for a time on the Washington staff of the Associated Press before becoming assistant general manager of the Washington Post, leaving that position for Richmond.

Moore Appointed Member of State Board of Education

Hoyt Moore, editor of the Fulton News, a daily published at Fulton, was appointed a member of the State Board of Education on September 17 to take the place of Chester Byrn, Mayfield, who requested that he should not be chosen again because he is a member of the Mayfield Board of Education. Mr. Moore's term of office will expire July 1, 1946.

Virgil P. Sanders Appointed To KPA Executive Committee

Virgil P. Sanders, editor-publisher of the News-Democrat, Carrollton, was appointed to represent the Fifth District in the Executive Committee of the Kentucky Press Association by President Harry Lee Waterfield, September 17. Mr. Sanders takes the place of Frank C. Bell, who resigned the editorship of the Trimble Democrat, Bedford, to enter the army.

A meeting of the Executive Committee called for Tuesday, October 20, in Barry Bingham's office, Courier-Journal building, immediately following the Navy luncheon. Every member of the committee is urged to be present.

W. H. Nunn, New Era, Albany, Dies July 20

William H. Nunn, editor of the Albany New Era, Clinton county, since 1908, died July 20 at a local hospital from cerebral hemorrhage at the age of 56 years. He had been at the helm of the New Era for thirty-four years and was active in all matters that were uplifting and progressive for town and community. He went to Albany from Glasgow where he began his career as a printer a few years before.

His widow, Mrs. Ella Nunn, continues as publisher of the New Era with A. B. Gibson as editor. Mr. Gibson, who is 24 years old, states that he started in the New Era shop as a "printers devil" in 1935 and has been Mr. Nunn's assistant during that period. He adds, "I have never known a finer man than Mr. Nunn and I know that I can never fill his vacancy."

The Fourth Estate in Kentucky regrets the passing of Mr. Nunn who has long been a member of the Press Association, and extends its sympathy to the surviving family. It also extends its best wishes to Mr. Gibson.

Wage-Hour Survey Report Received On Small Newspapers

This office has just received a 92-page mimeographed report of a very limited number of copies of a three-year study made by the Economic Branch of the Wage and Hour Division on "Small Daily Newspapers Under the Fair Labor Standards Act." The first 26 pages are devoted to an economic analysis of small dailies and some weeklies, the competitive situation, plant and equipment, entrance capital requirements, operating costs, sources of income, difference between small papers in rural and industrial communities, etc.

The balance of the report is slanted on the operations of small dailies under the Wage-Hour Act. This official aspect of compliance is described in the following excerpts:

"The report contains results of a survey made by the Division's Economics Branch in connection with proposed exemptions for small dailies now covered by the Act. While the survey covered the industry as a whole, chief reliance was placed upon information from field surveys of small papers in Kansas, Oklahoma and Pennsylvania.

"Most small papers in the country have met the Act's minimum wage requirements of 30 cents an hour," the report states. "Wage standards prevailing for years on the smallest newspapers have been substantially above the minimum but wage adjustments had to be made by some publishers whose employees worked unusually long hours, sometimes as many as 50 or 60 a week.

"Many publishers were concerned about the overtime provision of the law, even though they could easily meet the minimum wage provisions. While the law has caused a general reduction in hours of work, a substantial propor-

tion of the small papers surveyed had not adjusted their working schedules to the 40-hour week.

"The chief methods used by publishers in adjusting to the law were the elimination of unremunerative work, the advancing of press time, the hiring of additional personnel, and the elimination of one issue a week. Many publishers adjusted to the law by paying overtime rates for overtime hours.

"The report analyzed the suspension of issues in some detail, and found that suspensions were usually the result of economic difficulties, rather than of the Wage-Hour law.

"Small-town papers which did not adjust to the 40-hour week generally found it difficult to employ part-time help for work usually done on overtime. Many of the papers were in poor financial condition and their publishers maintained that they could not afford the addition of new staff even though their present staffs were overworked.

"While some difficulties of adjustment involved operating problems, others centered about the reactions of publishers to the law. Some were opposed to the law as an economic measure and found it difficult to separate their political views from their own operating situations. Thus a number of publishers who had been able to adjust their own operations to a 40-hour workweek were the most vigorous in their exposition of the laws practical difficulties. In general, those with small papers resenting being covered under the law in the face of exemption for all other types of small-town enterprise.

"Publishers generally were not concerned about the application of the minimum wage provision, although some favored exemption from the minimum wage on general principles. With respect to the overtime provision, opinion was divided. Some publishers favored a proposal which would allow the averaging of working hours over a period longer than a week; some favored exemptions as the only method of permitting the flexibility required for newspaper work, and others believed that by the application of energy and study publishers would be able to work out their own overtime problems."

Harry Weiss, Acting Director, Economics Branch, states: "The report is entirely factual, and does not draw any conclusions regarding the desirability or undesirability of further exemptions from the Fair Labor Standards Act. The report has been transmitted to the Ad-

ministrator of the Wage and Hour Division, and I am sure he will appreciate any comments or suggestions regarding the report and the questions to which it is directed."

Continued from Page Three

\$100—To the Kentucky coal miner with largest poundage.

\$100—To Kentucky girls' organization turning in largest poundage.

\$100—To Kentucky boys' organization turning in largest poundage.

\$100—To Kentucky individual turning in largest poundage.

In addition to the above, Sam Caddy, president of District 30, United Mine Workers of America, announced that his organization had posted a prize of \$250 to match the newspaper prize, providing a mine union local produces the largest amount of scrap in the drive.

Kentucky newspapers have accepted the challenge, Mr. Nelson, as the results on October 31 will prove!

Asks Press to Republish Rationing Board Lists

Price Administrator Leon Henderson last week asked newspapers throughout the country to republish complete lists and addresses of local war price and rationing boards in the cities or areas which they serve.

Mr. Henderson said he believed this would be of particular benefit to persons who want to make applications for sugar purchase certificates for home canning or obtain their war rationing books if they did not get them at the time of registration for sugar rationing.

Publication of lists of local boards by newspapers will help clear up any existing misunderstanding and facilitate the work of local boards in issuing ration books, he said.

Some newspapers are publishing a standing list of vital local wartime boards and committees. This is commended for your approval and cooperation.

Ask For Readers' Cooperation

To increase the number of personal items and to show your subscribers that you are interested in their visits and visitors, a box with the following information should stimulate the reporting of summer events:

The nicest courtesy you can show your guests from out of town is to have their visits mentioned on this local page. The nicest courtesy you show your friends is to let them learn of your visit through this page whenever you go away. The (name of paper) will consider it a courtesy whenever you will give us an item of any kind. Just phone—or drop us a postal card.

MAC says:



"BELIEVE ME,

**I WATCH
MY MOLDS!**

"The heart of your Linotype is in its molds and liners. Care for them properly, and they'll last you a lifetime. Be careless with them, nick them up, scratch them, keep them dirty, and they'll pay you back with bad slugs, hard ejection and hundreds of other headaches.

"Why not invest in a penny post card and send for the Linotype Life Extension Series of maintenance booklets? (Unless you already have them.) All five are free—and countless shops have found them especially helpful."



LINO TYPE • BROOKLYN, N. Y.
Linotype Spartan Family

Feeding America Better

IN past years, tomatoes grown in a southern county were trucked a hundred miles to wholesale markets—then hauled back again and sold to consumers living almost in sight of the vines on which these tomatoes grew! Two-way transportation, various handling costs and profits often boosted prices to consumers sky-high, although the growers themselves got next to nothing.

At any time, such wasteful methods mean that families get less food for their money, and growers realize less cash income for their produce.

But in wartime it also means that sorely needed trucks, tires, gasoline, oil, and manpower are needlessly used up!

Bluntly it means that the nation cannot get the full benefit of the tremendous production job the farmers are doing.

The way this problem has been solved illustrates how effectively A&P and other efficient distributors are contributing to America's growing war strength.

A&P offered to market a substantial volume of tomatoes if growers would set up a marketing cooperative to guarantee quality and quantity. This was done, with the active backing of state and federal agricultural experts. As a result, members received better returns for their tomatoes, consumers received better values for their money, and transportation facilities were released for carrying other war essentials.

By streamlining distribution in thousands of similar instances, A&P has been able to cut out more and more of the expensive in-between steps in getting foods from farm to dinner table—to the point where now 30 per cent of all food distributed by A&P is delivered directly to our stores from packing or processing plants, or rail unloading points . . . by passing even our own warehouses.


Efficient distribution of this kind permits millions of Americans to enjoy more of the nutritious foods they must have to keep the output of war production continually rising.

A & P FOOD STORES



To make a Better World
for YOUR CHILDREN

★
**INVEST IN AMERICA!
BUY WAR BONDS
AND STAMPS!**



WHAT are we fighting for? Abraham Lincoln told us many years ago . . . *Government of the people, by the people, for the people.* We are fighting to preserve the American Way of Life, so that our sons and daughters may worship as they please, work where they will, choose their own vocations. *We are fighting to protect a land where free enterprise has made us the greatest nation on earth, with undreamed-of opportunities for the masses.*

Ours is supplying electricity to light and operate America's war production plants, and to make your homes more convenient and pleasant. We shall not fail to give our best.

Your obligation is serving and saving, so as to preserve the democratic way of life. It is to fight those both within and without our nation who foster socialism and dictatorship, so that your sons and daughters can have a United States with the same freedoms, privileges, rights and living standards you have enjoyed.

In this war we all have obligations.

KENTUCKY UTILITIES COMPANY

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