

# The Kentucky Press

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

VOLUME FOURTEEN

January, 1943

NUMBER THREE

## 'War Clinic' At Louisville, January 28-29

### Seventy-fourth Annual Mid-Winter Meeting

### Kentucky Press Association

January 28-29, Brown Hotel, Louisville

THURSDAY, JANUARY 28

- 8:00 a. m. Registration, Brown Hotel, Mezzanine Floor. Registration fee \$1 per person.
- 9:00 a. m. Call to order by President Harry Lee Waterfield, South Room.  
Invocation, Rev. Dr. Joseph Rauch, Temple Adath Israel.  
Address of Welcome, Hon. Wilson W. Wyatt, Mayor of Louisville.  
Response, Virgil P. Sanders, publisher, Carrollton News-Democrat.  
President's Annual Address, Harry Lee Waterfield, publisher, Gazette, Clinton.  
Appointment of committees.  
"News Policy In The Navy Department," Capt. Leland P. Lovette, Chief, Public Relations Bureau, United States Navy.  
"The Newsprint Situation," Mark F. Ethridge, publisher, The Courier-Journal and Louisville Times.
- 12:30 p. m. Luncheon, Roof Garden, Kentucky Utilities Company, hosts.
- 2:00 p. m. Call to order, South Room.  
"Public Relations," Major Joe T. Lovett, Department of Public Relations, Fort Hays, Columbus, Ohio.  
"News Policy In The War Department," Col. R. Ernest Dupuy, Chief, News Division, United States Army.  
"The Military And Post-War Problems," Maj. Gen. Allen R. Gullion, Provost Marshal, United States Army.
- 7:00 p. m. Dinner, Floor Show, and Dance, Ball Room, given by the Louisville Board of Trade, the Brown Hotel, and The Courier-Journal and Louisville Times.

FRIDAY, JANUARY 29

- 9:00 a. m. Call to order, President Harry Lee Waterfield, South Room.  
"The 1943 Retail Sales Outlook," David R. Craig, President, American Retail Federation, Washington, D. C.  
"The Newspapers' Outlook For 1943 And Advertising Relationship," Paul L. Gorham, General Manager, Illinois Daily Newspaper Markets, Springfield, Illinois.  
Kentucky Press Association Round Table:  
Report of secretary-field manager  
Central Office Budget and Dues  
Financial Publications and legal matters  
Committee reports  
Election of officers.
- 12:30 p. m. Luncheon, Roof Garden, The Courier-Journal and The Louisville Times, hosts.  
Address, "Wartime Production Problems In The Newspaper Field," Donald J. Sterling, managing editor, Portland (Ore.) Journal, and newspaper consultant to Donald M. Nelson.  
Annual meeting of Associated Press Editors of Kentucky, Friday, January 29, following luncheon.

Realizing the importance of newspapers to the war effort, especially in their service to the home-front, newspaper associations have been encouraged to hold formal meetings. Following an affirmative vote among KPA members, plans are now completed for the 74th annual mid-winter meeting at the Brown Hotel, Louisville, on January 28-29.

This Kentucky Newspaper War Clinic, cut by necessity to two full days of concentrated activity, will carry the theme of the newspapers' important place in the war effort with every topic and every speaker giving attention to newspaper problems and efforts of today and tomorrow. This convention is to be a war-problem council; discussion will be based on that subject; speakers will talk on that subject. The aim is to enable Kentucky editors to learn the latest methods on meeting current problems, and to get the inside facts on various war projects.

With speakers coming from Oregon and Washington, D. C., highest authorities on their subjects, this convention promises to be the most important meeting of years. A glance at their names will convince every editor that he should make every effort to attend the sessions on both days. The program reveals such "headliner" names as Major General Gullion, Dr. David R. Craig, Donald J. Sterling, Captain Leland P. Lovette, Col. R. Ernest Dupuy, Paul L. Gorham, and our own Mark Ethridge



and Major Joe Lovett. Surely their messages will be of the highest importance.

Association problems will be thoroughly discussed on the Friday morning program. These are matters of extreme importance to every editor and publisher in the state. Several important amendments will be brought up for discussion and final vote. Important legal matters will be open for discussion. You should be there to help plan our Association affairs for 1943—a crucial year for our business.

As it is the editors' duty to help their retailers and businessmen in the problems that face them today and that will become more critical in the following months, every editor should be present for the Friday morning program. Dr. Donald Craig's address on these problems and possible solutions will be the highlight of the meeting.

Most important of all—make your hotel reservation early. The second page, coupon No. 4, in your gas-ration book will be official. Make arrangements now to share-a-ride with other newspapermen from your vicinity. Radio-minded, "You'll be sorry" if you miss this most important meeting. Study the program and come.

#### *Army Restricts Mailing Of Free Subscriptions Outside U. S. A.*

All postmasters have been directed to stop the mailing of individual copies of newspapers and magazines to members of the armed services at foreign posts after January 15, unless identified by a special postal permit. Single copies must be wrapped to expedite handling as unwrapped copies become mutilated in frequent re-handling and are undeliverable.

Item Three in the P.M. orders reads: "Individual copies of newspapers or magazines shall be accepted for dispatch to the A.P.O.'s outside the continental United States only where subscriptions are specifically requested in writing by the addressee or for which subscriptions are now in effect. Such copies to individuals shall be accepted only from publisher or the publication when the wrapper is not used, a certificate (which shall be regarded as sufficient to authorize their acceptance) reading as follows: Mailed in conformity with P.O.D. Order Number 19687."

NOTE: The effect of this order is to prohibit the free or complimentary distribution of local newspapers to men in the armed forces overseas. It will not

apply to delivery of hometown papers to army posts and naval shore establishments within the continental U. S. The order further reads: "Under the new regulations, magazines and newspapers may be mailed ONLY by the publisher and ONLY if the soldier is the subscriber. However, the soldier will be free to subscribe to any magazine or newspaper he wishes, and will not require special permission to do so."

Postal authorities stated that at first the new paper mailing plan will be considered a cooperative arrangement. If it is found that the pledges on the wrapper (regarding compliance with regulations) are violated, compulsory measures will be instituted.

Publishers may print the indicia on the wrapper, or on a label, or imprint on the wrapper with a hand stamp. Consult your local postmaster for complete instructions regarding these new regulations and the exact wording that shall go on the mailing wrapper.

Perhaps a news story concerning the whole new regulations should be published in your paper.

Announcing new Army postal regulations drastically restricting the shipment of packages to soldiers overseas, Secretary of War Stimson said January 7, "I seem to have been a better promoter than I expected when I urged people to write to the soldiers."

Because of the enormous amount of space used to transport packages, Stimson said the Army has ruled that beginning January 15, no package may be sent to a soldier overseas unless it contains an article which has been requested by the soldier, and the request has been approved by his commanding officer.

The postoffice, he said, will not accept a package unless the written request, bearing the commanding officer's approval, is presented. Even such packages will be limited to five pounds, and may not be more than 15 inches in length.

Letters from the soldiers' families and personal friends have been welcome, Stimson said, and "will continue to be welcomed by the Army."

#### *J. Sherman Porter, Life Member, Dies At LaGrange*

J. Sherman Porter, 70 years old, life member of the KPA and long in newspaper service in Kentucky, died at LaGrange, January 1, following a heart attack. Interment was made in Lexington cemetery. He had been seriously ill only four days.

He served as mail censor at the Kentucky State Prison Farm since 1937. In failing health for several years, "Pop," as he was affectionately known by his newspaper friends, always kept in touch with Association affairs and attended conventions whenever possible. He was made a life member several years ago.

Mr. Porter was born July 11, 1872, at Bladen, Ohio, a son of the late Daniel Thomas and Nancy Wilson Porter.

After completion of a public-school course, he engaged in the insurance business and was a teacher in Ohio until 1905, when he entered newspaper work as editor of the Gallopolis Journal. In this position, he became a personal friend of the late O. O. McIntyre, who gained national prominence in subsequent years as author of the New York Day by Day column.

Mr. Porter left Gallipolis in 1908 to become managing editor of The Lexington Herald, a position he held until 1916. While connected with The Herald, he was admitted to the Kentucky bar in 1911 and was licensed to practice law.

From 1916 to 1920, Mr. Porter served as probation officer in the Lexington public school system and, from November, 1920, to August, 1921, he was chief federal prohibition inspector for Kentucky.

Mr. Porter became editor of the Burley Tobacco Grower magazine in 1921 and served both in this capacity and as publicity director for the Burley Tobacco Growers Co-operative Association until 1927.

Later he became executive secretary of the Blue Grass Automobile Club, a position he held for a number of years.

Mr. Porter, a Democrat, was a member of the Methodist church. He was a past grand chancellor and past supreme representative of the Kentucky Knights of Pythias, a member of the Junior Order, United American Mechanics, Daughters of America and Pythian Sisters.

Survivors include his widow, a son, J. Sherman Porter, Jr., editor of the Gallipolis, Ohio, Times, and a daughter, Miss Mary Porter of Point Pleasant, W. Va.

The Central Office holds a number of Kentucky Rate Books for distribution to agencies, etc., at the request of KPA members. We will send them where ordered. To non-members, a number of copies are available at \$1.00 per copy. The Office also is taking orders for the National Rate Book at \$1.00 per copy.



*Press Urged To  
"Champion" Small Retailer*

"Newspapers must champion the harassed retailers if they are both to survive," declared Joseph Meek, manager of the Illinois Federation of Retail Associations, in a speech before the Newspaper Association Managers.

Mr. Meek drew a stark picture of the problems confronting the small retailers and told how the press could help them:

1. They can't stay in business without goods to sell. Hence the hope that every ounce of civilian goods that can be produced will be produced soon.

2. They can't sell the merchandise without someone to sell it. The quicker the U. S. Employment Service can handle "non-essential" placements, the better.

3. They can't comply with regulations they cannot understand—which explains why the battle against inflation will be lost unless simplicity comes soon.

4. They can't hold prices down without holding wages and commodity prices down.

5. They can't pay taxes—be the goose that lays the golden eggs—unless they make enough money to pay taxes.

6. They can't cram intricate regulations down the throats of store owners who have no adequate help and who employ one to three people at most.

7. They can't retail morale in this country if 130,000,000 people are forced to try a new system of buying goods—which will happen unless the serious and very useful functions of distribution are soon recognized.

"Retailers need a champion. Unless they get an equal break with farm and labor in the cost-plus system there will be many black markets and the jails full of retailers. The publishers must back the retailers in their fight for existence," said Mr. Meek.

Mr. Meek predicted a general decline in net profits of merchants starting in 1943 and going down to depression levels by the end of the year. He also predicted that after the elections Washington bureaus will advocate the reduction of advertising.

*Press Included  
In Telephone Priority*

The Board of War Communications has issued an order placing long distance and toll telephone calls on priority. Three classifications are set up as follows: (1) Calls which require im-

mediate completion for war purposes or to safeguard life or property caused by disaster and affecting public security; (2) Calls for the national defense and security, the successful conduct of the war, or to safeguard life or property other than as specified in Priority 1; (3) Calls for national defense and security, successful conduct of the war, involving such matters as governmental functions, materials for war plants, production of essential supplies, maintenance of public service, food supply and public health and safety.

Press associations and newspapers are listed among the preferred callers entitled to use telephone call priorities for the purposes mentioned above.

*Troop Unit Identification  
Should Not Be Made Public*

The Office of Censorship has issued another request to newspapers, both daily and weekly, that military and naval units of the United States armed forces not be identified in print if they are serving outside the country. Attention is drawn to the fact that many such identifications still appear in print because of the lack of public understanding of the need to keep troop and ship movements from enemy eyes. Editors are asked to explain this matter fully to their readers so that requests will not be made of newspapers by these readers to publish addresses of men serving outside the country. The following was released by the Office of Censorship:

On battle fronts every day men risk their lives to discover the location and strength of the military units of the enemy. Yet at home, too many of us are presenting the enemy with information of the same military value, the Office of Censorship says in a statement.

This is the information which newspapers and individuals are asked not to tell the enemy:

DO NOT TELL the names of ships upon which sailors serve.

DO NOT TELL the troop units in which soldiers serve overseas.

There is no objection to revealing that Pvt. John Jones is in Australia or that Seaman Tom Brown saw action in the Atlantic, but there is military information which endangers the lives of American fighting men in stating that Pvt. John Jones, "Company C, 600th Infantry," is in Australia, or Seaman Tom Brown, "Aboard the U. S. S. Wisconsin," is in the Atlantic.

The Office of Censorship says: "We ask editors not to publish these troop

identifications, and we ask parents and relatives not to reveal them. Don't give the enemy anything that may lengthen the war!"

This is not a "blackout" on the news about our soldiers. Considerable latitude in reporting personal experiences gives the enemy little military information, if the troop units, the ship names are kept secret. But in articles about soldiers and sailors and in the addresses for them, don't give away their fighting units.

*Publishing Casualty Lists*

The War and Navy Departments have relaxed their rules covering publication of military casualties, and advised editors that national roundups will be permitted henceforth, according to dispatches from Washington. Previously newspapers have been asked to confine their published lists to casualties whose legal addresses are within the circulation zones of the newspapers. Local, state and national listings are permitted under the Army and Navy relaxation of their previous rules.

*Newspaper Crisis  
Jeopardizes All*

An urgent note to local business men to help out their home town newspapers in time of crisis has been voiced by George V. Sheridan of the Ohio Council of Retail Merchants. In a special bulletin to members of the Ohio business organization, Mr. Sheridan declared that many newspapers were in serious danger because of curtailed business—and this, he said, is not alone the concern of publishers but of all businessmen.

"A city or town which has lost its newspaper by the end of this war," he declares, "will be in a very bad position to recapture and hold its pre-war trading territory in the years which are to follow."

"Many media contribute to the development of a retail trading area but unquestionably the principal one, through its regularity of contacts, is the newspaper."

The bulletin goes on to point out that support of the local publication which is suffering from booming prices and dropping revenues is vital to the retailers themselves, because the problem "may easily have a disastrous long-term effect upon the stores in your retail community."

KPA War Clinic, January 28-29.



# 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

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

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### Kentucky Press Women's Club

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NATIONAL EDITORIAL ASSOCIATION  
 1942 Active Member

MEMBER  
 KENTUCKY PRESS ASSOCIATION  
 ORGANIZED JANUARY, 1869

Volume Fourteen, Number Three

## NEA President Abel Urges Newsprint Restrictions For All

Although the community press and small city dailies were not directly affected by the 10 per cent newsprint reduction orders, NEA President Edwin F. Abels has sent out a letter to all publishers asking that they make every effort to conserve newsprint because of the

present newsprint production situation.

Mr. Abel said, "The order is only for three months. No doubt it will be more drastic after that time. As the situation becomes more acute, the smaller papers will come under this order. . . . I am depending on you to help strengthen the finest cooperation between large and small newspapers and the government by cutting the use of print paper 10 per cent voluntarily."

Five possible methods of curtailing newsprint use were outlined. Mr. Abels pointed out, "I am appealing to you as patriotic and loyal American citizens to comply with the regulations issued by WPB just as carefully and conscientiously as though you were included in the order. Cut the use of print paper 10 per cent in your plant by: (1) trim your list of exchanges; (2) cut off the dead ones on your list; (3) if the subscriber does not pay up, cut him off; (4) eliminate the use of print paper for handbills and job work; (5) eliminate every possible bit of waste. Complying with this request of the government will clean up the subscription list."

## Information On Printing Machinery

Effective January 30, graphic arts (printing) machinery may be produced only for the armed forces outside of the continental limits of the United States or on shipboard, the Director General for Operations ruled through the issuance of Limitation Order L-226.

The order establishes far more drastic control over the production and distribution of printing machinery, operating supplies, and replacement parts than did Order L-83, which it replaces. Primary purpose of L-226 is to save steel, copper, and aluminum.

Aside from the general limitation, other important provisions of L-226 are:

- (1) Delivery of graphic arts machinery less than five years old is limited to orders approved by the Printing and Publishing Division of WPB.
- (2) The manufacture of operating supplies and replacement parts takes precedence over all other orders. This means that a manufacturer may treat orders for replacement parts as if all of such orders were rates AA-1. This protects the AAA rating, but at the same time permits the orderly scheduling of the production of the manufacturer's quota of replacement parts.
- (3) The manufacture of replacement parts is limited to 120 per cent of the dollar value produced in 1941, provided the manufacturer does not have more

than four months' inventory of such parts. If his inventory exceeds four months, production of replacement parts is limited to 72 per cent of the base period.

(4) Production of operating supplies is limited to 72 per cent of the dollar value produced in 1941 provided the manufacturer's inventory does not exceed four months. If it does he is limited to 24 per cent of the base period.

(5) A worn replacement part or operating supply must be returned to the manufacturer or sold to a scrap dealer before a new part can be ordered. This guards against the possibility that a consumer will hoard replacement parts. It also will serve to force into scrap channels a substantial quantity of critical metals.

KPA War Clinic, January 28-29.

## Everybody Is Unusually Busy But None Too Busy to Give Aid

There is an ever-increasing responsibility being loaded on newspaper publishers and commercial printers these days, with the demand for informing the public on the latest news from the front and of their local boys in the service.

Added to an already full day, these extra responsibilities, together with the decline of advertising linage; shortage of labor; increasing costs, and doubling up of time necessary in connection with the multitude of participation in numerous war activities, have robbed the publisher-printer of time to give much consideration to the careful and further promotion of business affairs.

The average user of paper has never given sufficient thought to the proper application of the various types of paper for the various kinds of printed matter; and now that these users are pressed for time and energy, they have less inclination to do any great amount of study on paper problems.

Paper dealers, too, are devoting a large share of their time to the varied assortments of work connected with the war; for they have assignments along with other business interests; but they are not unmindful of the importance of assistance to their trade. They know paper; it still remains a part of their function to impart this knowledge to those who do not have that intimate information yet have need for it—consult your paper dealer; advise with the paper dealers' representative when he calls.



Bardst... Alfred S...  
 H...  
 James D...  
 Jewell C...  
 Edison H...  
 Shel...  
 Wade W...  
 Mount T...  
 James S...  
 Arthur J...  
 John T...  
 Bea...  
 J. D. Emb...  
 Miles Jone...  
 James D...  
 Delmar Co...  
 Pad...  
 W. L. Mar...  
 Joseph G...  
 William P...  
 Ralph Sch...  
 Burgess Sc...  
 Fayne Mar...  
 Eugene Di...  
 C. Burton...  
 John W. W...  
 Louis Mitc...  
 James E. I...  
 Lester Wat...  
 Steve Mah...  
 Ed Clark P...  
 Leonard P...  
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# ROLL OF HONOR



LIEUT. FRED B. HILL, U. S. ARMY  
Lexington Herald-Leader  
*Killed In Action, Africa, November 8*

LIEUT. GEORGE S. LAWRENCE, ARMORED FORCES  
Cadiz Record  
*Killed In Action, Africa, November 8*

LOWELL HUMFLEET, U. S. MARINES  
Corbin Tribune-Times  
*Killed In Action, South Pacific Islands*

ALBERT W. MOFFETT, U. S. MARINES  
Lexington Herald-Leader  
*Missing In Action, South Pacific Islands*

Bardstown, Kentucky Standard  
Alfred S. Wathen, Navy  
Hardinsburg, Banner  
James D. Embry, Navy  
Jewell C. Embry, Navy  
Cadiz, Record  
Edison H. Thomas, Navy  
Shelbyville, Shelby News  
Wade W. McCoy, Army  
Mount Tingle, Signal Corps  
Winchester, Sun  
James S. Tatum, Army  
Arthur J. Reeves, Army  
John T. Evans, Army  
Beaver Dam, Messenger  
J. D. Embry, Navy  
Miles Jones, Air Corps  
James D. Taylor, Army  
Delmar Cook, Navy  
Paducah, Sun-Democrat  
W. L. Manning, Air Corps  
Joseph G. Mitchell, Army  
William P. Mitchell, Air Corps  
Ralph Schwering, Air Corps  
Burgess Scott, Army  
Fayne Marshall, Army  
Eugene Dickey, Army  
C. Burton Taylor, Army  
John W. Whaley, Navy  
Louis Mitchell, Army  
James E. Page, Marines  
Lester Watson, Army  
Steve Mahoney, Navy  
Ed Clark Ford, Signal Corps  
Leonard Patillo, Air Corps  
Cletus D. Ethridge, Army  
A. Y. Martin, Jr., Army  
Sam Livingston, Navy  
Prestonburg, Times  
Earl Martin, Army  
Savage Allen, Army

Marion, Crittenden Press  
Clifford D. Smith, Marines  
Madisonville, Messenger  
Elmer Kelley, Jr.  
Hiram Bassett  
Charles Smith  
Johnnie Berry  
Archie Niesz  
Howard Arnold  
Marvin Beeny  
Jimmie Howard  
Fred Reuter  
Charles Lander  
Olive Hill, Herald  
John H. Nowell, Army  
Charles H. Nowell, Army  
Waldo Fultz, Jr., Navy  
Cynthiana, Log Cabin  
John B. Fitzwater, Army  
Dawson Springs, Progress  
Leslie T. Baxter, Marines  
Springfield, Sun  
Charles Hagan Conway, Army  
Barbourville, Advocate  
Wm. T. Chandler, Army  
John E. Disney, Air Corps  
Martin Miller, Army  
Shepherdsville, News  
Allen R. Hawkins, Army  
Bobbie Lee, Army

Carlisle, Mercury  
G. G. Caywood, Army  
Mt. Sterling, Advocate  
Howard W. Greene, Army  
Ed Jones, Air Corps  
Brooksville, News  
James Poage Davis, Air Corps  
Danville, Messenger-Advocate  
Chauncey Alcock, Army  
Haskel Short, Army  
William G. Caldwell, Signal Corps  
Glasgow, Daily News  
Capt. E. M. Strode, Army  
Thomas Howard Jenkins, Navy  
Stanley Dearing, Army  
L. C. Copeland, Air Corps  
Albert Kushner, Army  
Carrollton, News-Democrat  
Wilbur Ryan Delap, Navy  
Kentucky Farm Bureau News  
Carl Camenisch, Army  
Corbin, Tribune  
Rufus G. Disney, Navy  
Walton, Advertiser  
Malcolm F. Simpson, Navy  
Lexington, Herald-Leader  
Martin Bowman, Air Corps  
Robert Howard, Air Corps  
Austin D. Todd, Army  
Erbert Eades, Army  
Robert R. Hall, Army  
Edward S. Moores, Navy  
H. M. Foster, Air Corps  
Roy B. Gaines, Army  
McClelland J. Heath, Air Corps  
T. W. Spears, Army  
Bert Branham, Air Corps  
Joseph Kennedy, Army  
Jesse Thornton, Air Corps  
Charles Sither, Air Corps  
James Schreck, Air Corps  
Kenneth Cassidy, Army  
Lawrence Barnes, Jr., Marines  
Charles C. Gullett, Army  
Gene Thomas Riddell, Army  
William F. Case, Army  
John P. O'Neill, Army  
Woodford Portwood, Army  
Bernard M. Franklin, Army  
Louis T. Iglehart, Army  
William McD. Stucky, Navy  
J. Frank Adams, Army  
J. W. Spencer, Navy  
William H. Moore, Air Corps  
Andrew C. Eckdahl, Navy  
Ian Campbell, Army  
Ed G. Ashford, Army  
Cecil Sanders, Navy  
J. R. Kimbrough, Army  
Howard K. Ammetman, Army  
L. K. Shropshire, Army  
Joe S. Jordan, Navy  
Vincent Crowder, Army  
Robert L. Scott, Navy  
Roy N. Hall, Army  
Robert C. Finnell, Jr., Air Corps  
Leonard Chambliss, Navy  
Gerald G. Coovert, Army  
William T. Cobb, Army  
William L. Sturdevant, Army

## Your Country Correspondence . . .

A good way to arouse interest in and to make the neighbors aware of their country correspondent is to run a short biographical sketch of him or her. It's a bit of recognition that will please the correspondent, too. Might include personal appearance, biographical facts, hobbies, ambitions, etc. This can be run only once, of course—at the head of the column, or perhaps a separate box devoted to a different correspondent each time could be run in each issue.

Ideas that have proved successful in stimulating correspondents to do better work: An annual or semi-annual banquet or picnic get-together of all correspondents as guests of the publisher. This gives the publisher a chance to talk directly to his correspondents, tell them what he wants . . . Small cash or merchandise prizes for the best correspondence over a certain period of time . . . Brief notes of praise or encour-

agement from the publisher for good work . . . A supply of the paper's stationery with the correspondent's name imprinted on it costs little and is flattering. Perhaps even more appreciated would be calling cards similarly imprinted, however little real use for them the correspondent may have . . . Particularly good stories by correspondents might well be taken from the column and be featured on the front page under a by-line.

Many papers furnish their correspondents with style sheets and brief instructions for gathering and writing news—an excellent idea. An extension of this which pays dividends in better correspondence is to save the type on especially good treatments of conventional stories — weddings, trips, new buildings, etc. When you have a batch of these things on a variety of subjects, assemble them and print them or merely pull proofs on them, and send them to

your correspondents as models.

A number of papers run their correspondence haphazardly throughout the paper, sometimes with little more than an eight or ten point bold face label head. This results in a gray, uninviting appearance. A more attractive makeup can be achieved with little trouble by keeping on hand both a one column and a two column box head for each district. By taking a little pains the one and two column standing heads can be used to vary and brighten the makeup, especially if the correspondence is, so far as possible, grouped rather than scattered helter-skelter. Setting an occasional important item in bold face will also help to relieve the monotony of a mass of gray type. One paper runs a small thumb-nail portrait of each correspondent in the standing head — Arkansas Publisher.

KPA War Clinic, January 28-29.



*Advertising As An Educator*

Sure as the three R's are sound educational principles so is Who, Where, What, to advertising an education to the consuming public.

Who in advertising is simple enough, provided the Who does not let the public forget and another keep hammering until the impression is firm.

Where is equally simple and is not so important as the public generally know Where if Who has been implanted;

What may not be so simple and in too many cases is not.

Advertising copy still contains the essential What, but much is lost to jamming too much What in too small a space.

Too many advertisers consider white space lost space; but a close study reveals a greater number of thinking advertisers going to judicial white space with few articles telling all about the article.

White space has attention value and will stand out against tight space every time—after all, advertising is not worth its ink unless it is read, so keep What clear and understandable and readable.

*Publisher Asks Press Agents To Take Name Off Their Mailing Lists*

The following is a letter which a publisher is sending to those who continue sending him publicity:

"We attach hereto label of mail coming into our office. We are requesting that you remove this stencil from your mailing list inasmuch as we are receiving, at the present time, so much publicity matter in our mail that it is necessary that we throw it into the waste basket.

"In the present difficulty of obtaining help and newsprint and with the difficulties the Government is having in handling the mails, we believe it is advisable and a patriotic duty to comply with this request."

*Leaf Lettuce May Grow On This Idea*

Two or more, depending upon the size of the town, restaurant or tavern proprietors or other employers with a sense of humor, will pay a buck or more for a neat card with this timely message:

"Be Nice to Our Help — They're Harder to Get Than Customers."

*Ethridge Announces Changes In Courier-Journal Personnel*

Mark F. Ethridge, publisher of the Courier-Journal and Times, has announced important changes on the staffs: Lisle Baker, Jr., treasurer, with the papers since 1936, has been given, in addition, the post of vice-president; and Henry M. McClaskey, advertising director, has been promoted to assistant general manager.

J. Garret Noonan, display advertising manager, has been advanced to the post of advertising director, and Arther E. Eyl, sales staff, fills Noonan's former position. McClaskey has been with the papers since 1919, Noonan since 1923, and Eyl since 1921.

*Cynthiana Log Cabin Selected For U. S. Analytical Survey*

The Cynthiana Log Cabin, J. T. and J. G. Wilson editors, was among the 23 country community newspapers selected by the U. S. Department of Agriculture for a survey on the impact of war upon rural culture and other topics. Each newspaper was asked to provide back copies running to December, 1941, when the U. S. entered the war. Subscriptions are being placed for future editions, running until the end of the war.

The department's bureau of economics believes that changes in the social pattern of a community can be traced through the columns of the press serv-

ing that community. Country papers were selected because the prime interest in the department is in the non-urban locality.

*Editor Enters Armed Services*

Allen R. Hawkins, Jr., 34, of The Pioneer-News, Shepherdsville, entered the armed services in December. Mr. Hawkins, who has been with this firm for about eight years, served with his wife as editor and manager since the death of the late J. W. Barrall, former owner. Mr. Hawkins has been chairman of the Shepherdsville Board of Trustees for a number of years and has acted as publicity manager for many public drives. He is the second person of this firm to enter the armed services. Bobbie Lee, sports writer, entered the army last spring.

Send in the names of Kentucky newspapermen in service for inclusion on our Honor Roll.

With the edition of December 10, the Sandy Valley Enquirer, William R. Bagby, editor, issued a 34-page, four section, Historical edition that is a credit to the editor and his staff. Brim full of historical sketches of Carter county, with plenty of advertising, it has resulted in many compliments for its enterprise. 5,000 copies were distributed in Carter county.

**MAC says:**



**"BABY 'EM,  
BOYS!**

**"Give your Linotypes the care they deserve during these times when industry's keynote is plant protection. Check up on them regularly—don't**

**let things slide! . . . Linotype Service Engineers know full well that most of the causes of mechanical breakdowns could have been averted if proper care had been taken during every-day use. . . . Maintenance responsibility ignored may take costly toll. If you have type-setting problems, talk with your Linotype Production Engineer."**



**LINTYPE • BROOKLYN, N. Y.**  
Linotype Spartan Family



# Ridding America of a Deadly Saboteur

**W**ASTE in any phase of the war effort is a deadly saboteur in our midst.

But waste of food is particularly dangerous because adequate nourishment of the civilian workers in your community, and in every other community, is so vital to the war effort. When we cut waste in food distribution we hasten our progress toward the day of victory.

Where is this waste?

It is in the food that is damaged by too frequent handling, and in the food that is spoiled because it is not delivered to consumers fast enough. It is in the freight cars, locomotives and trucks that are forced to go miles out of the most direct route to market because of inadequate planning. It is in the manpower, transportation facilities, gasoline, oil, rubber, that are used up needlessly because of inefficient distribution.

Can such waste be eliminated?

The experience of efficient food distributors, chain and independent alike, proves conclusively that it can. For instance—to cite just one fact—30 per cent of the food handled by A & P is now delivered directly to A & P stores from packing or processing plants or rail unload points; it does not even have to go through our own warehouses. Through such streamlined distribution, A & P is able to eliminate waste of food, transporta-

tion facilities, time, effort and money.

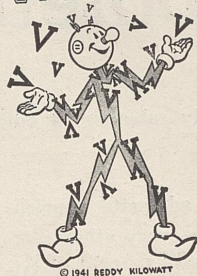
At a time when America cannot afford waste in any form, the men and women of A & P are doing the nation's least wasteful and most efficient job of food distribution.

## A & P FOOD STORES



# YOU WOULDN'T LIKE THIS!

## VICTORY



LET'S just suppose you live in Munich, Germany, and have sent two sons into Hitler's German Army. Every few nights you hear stronger and stronger forces of British bombers roaring overhead. Your home already had been blown to bits and you are living on the brink of starvation.

You have received curt messages that your younger son has been killed in action in Russia and the older one wounded seriously in Africa. You have been threatened, on pain of death, not to display grief. And every day the newspapers and radio blare at you with "news" of "great victories" and the imminent defeat of the Allies.

You have average intelligence, so you know these claims can not be true. But you have no way of learning the real truth, simply because Hitler and Goebbels have made a mockery of freedom of the press and freedom of speech—the mockery which always goes with government control of the lives of the people.

Here in the United States, the American principles of freedom, including that vital backbone of American life, free enterprise, still are in effect. The newspapers give us the truth at they see it. Our children have not been shorn of the opportunity to better themselves in their chosen work.

But there are those in America who are fighting to abolish America's traditional freedoms. They are seeking to turn all human activities over to the government. If they succeed, it can mean only that Americans will be forced to stumble through life, just as the Germans are kept in darkness by Hitler. These internal enemies must be crushed just as surely as we shall crush our enemies abroad.

REDDY KILOWATT, your electrical servant

**KENTUCKY UTILITIES COMPANY**

INCORPORATED

A Regulated Public Utility Under Business Management

VOLUME

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Pledging all-out effort for final victory, the association, based on problems arising from the program into the election of Va. Editor of the as President

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