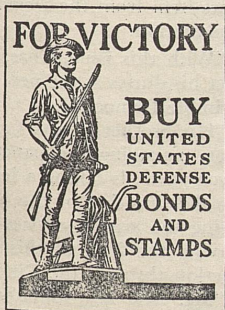


# The Kentucky Press

Published In the Interest of Community  
Journalism - - Of, by, and for  
Kentucky Newspapers



*July, 1942*

Volume Thirteen Number Nine



## Printers May Procure Permit To Print "V-Mail" Envelopes

Letters which have been photostated and reduced to postage-stamp size for across-the-seas passage and then "blown-up" to the original size upon arrival in this country are now being received in the United States. This service has been called V-Mail which was originated recently by the Post Office Department in conjunction with the Army and Navy Departments.

V-Mail Service has been established to reduce the weight and bulk of transoceanic mail in order to allow space for vital military supplies, and to provide the most expeditious dispatch and handling of mail to and from the armed forces.

Letters sent via V-mail must be written on a special V-letter sheet, a combination letter and envelope, and the message may be either typewritten or written with dark ink or pencil.

The correspondence side of the sheet is so arranged as to give the largest possible space for the message, for sender's name and address, the receiver's name and address and for the censor's clearance. There can be no enclosures in such letters.

Because of its distinctive identifications printed on the envelop and the uniformity in size, the mail will receive the most preferred and expeditious handling to its destination.

In conjunction with V-Mail Service is the "photographic microfilming facility." This is the postal term given to the sending of letters on 16 millimeter film across the seas and then reproducing them on sensitized V-stationery for forwarding to the receivers.

Designation of military postoffice units to have such facilities is left up to the Army and Navy. The Postoffice Department will co-operate by sending all such letters to military postoffice units having such V-Mail photographic stations.

Men in the armed forces are entitled to use the service free. Civilians will pay the customary three-cents for ordinary mail service and six-cents for air-mail.

V-Mail letter sheet envelopes for use in connection with this new service may be printed for sale or for free distribution by private firms or individuals under the following conditions

as outlined by Post Office Department Order No. 17790:

Firms or individuals desiring to print or reproduce the V-Mail letter sheets must make application for a permit by letter to the Third Assistant Postmaster General, Division of Classification. Upon approval of the application, a number will be assigned the applicant and will constitute a permit. All V-Mail letter sheets printed under this permit number must be identical in style, wording, weight, grade, and grain of paper with specimens furnished or approved by the Department. This is required in order that the letter sheets may be adapted to the process of photographing the messages thereon, etc. In addition each letter sheet must bear in small type on the back or in connection with the printed instructions on the address side the wording "Post Office Department Permit No. —." The same wording must also be printed on the lower right margin of the reverse or inner side of the letter sheet. Permits will be revoked if the letter sheets printed and distributed thereunder do not conform in size and style to the specifications of the Department, and such nonconforming letter sheets will not be accepted for handling in the mails.

The V-Mail letter sheets so printed must bear no advertising matter but may be enclosed in wrappers or cartons bearing the advertising matter of the firm or individual printing or distributing them. They may be offered for sale in the same manner at other stationery or distributed free to the public or armed forces, if so desired.

V-Mail letter sheets, V-Mail letter-sheet envelopes, and the V-Mail Service are postal facilities of the United States Government, and are matters exclusively within the jurisdiction of the United States. It is essential to the operations of the V-Mail Service that V-Mail letter-sheet envelopes conform exactly to the specifications of the Post Office Department so that postal patrons may be assured that V-Mail will receive the treatment extended by the Government under the V-Mail Service. If a postmaster has good reason to believe that any person or concern is violating or evading the regulations or instructions

heretofore or hereafter promulgated and issued, or that any person or concern is issuing V-Mail letter sheets or V-Mail letter-sheet envelopes which have not been printed or reproduced under a permit issued by the Third Assistant Postmaster General, Division of Classification, or is printing or reproducing documents represented as usable through the V-Mail Service, he should report the matter promptly to the Third Assistant Postmaster General, Division of Classification.

If any printer in Kentucky is interested in procuring a permit for the printing of the V-Mail letters, he should write to the Third Assistant Postmaster General as outlined above, or your General Office and Secretary can furnish the information on request.

### *Danville Messenger-Advocate Takes Over Printing Company*

The Columbia Printing company of Danville, formerly publishers of the Kentucky Advocate, which has been owned through stock control by the Advocate-Messenger since February, 1941, has been dissolved as a corporation. All property has been transferred to the Advocate-Messenger company. Printing in the old Advocate building which is under lease by Mr. and Mrs. W. L. Simpson, will be continued under the firm name of Simpson Printing company.

### *Frank C. Bell, Trimble Democrat, Leaves For Training Camp*

Frank C. Bell, editor of the Trimble Democrat, Bedford, has left for army service and his brother, Charles W., becomes editor in his place. The following news item from the Democrat gives the explanation:

"With this issue, Chas. W. Bell takes over his duties as the new Editor of the Trimble Democrat.

"His brother, Frank C. Bell, who has been managing the paper for the past seven years, is taking a leave of absence for the duration of the war, and is entering the armed services of the nation, leaving the 29th of this month for induction through the Cincinnati station.

"Mr. Bell has volunteered for training, with the expectation of earning a commissioned officer's rating as Second Lieutenant in the Army."

We wish Frank the best of luck with a congratulatory pat on the back for this patriotic resolution.

Prize Winn

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*Prize Winners In 1942 Contests*

For the second time in three years the Providence Enterprise was adjudged the Best All-Around Community Newspaper in the annual contest which is a feature of the mid-summer meetings of the Kentucky Press Association. Editor J. LaMarr Bradley was presented with the Lexington Herald-Leader silver trophy.

Certificates of merit for second and third places, respectively, were the Princeton Leader, Gracean M. Pedley, editor, and the Carlisle Mercury, Gibson Prather, editor. Honorable mention was accorded the Lyon County Herald, Eddyville, Gracean M. Pedley, publisher, and the Union County Advocate, Morganfield, Roy and Tyler Munford, publishers.

Recipient of the Kentucky Post, Covington, silver trophy for the Best Front Page Makeup was the Union County Advocate. Second and third place winners of Merit Certificates were the Carlisle Mercury and the Princeton Leader. The Kentucky Standard, Bardstown, A. S. Wathen, publisher, and the Georgetown News, Flem Smith, editor, received honorable mention.

For the news story entitled, "County Pays and Pays for Policing Road", Bennett Roach, editor of the Shelby News, Shelbyville, was presented with the Louisville Courier-Journal and Times silver trophy. Second place was awarded the Princeton Leader for the news story, "Famous Harpending Mansion, Mystery Castle of Early Days, Is Being Razed" in this Best News Story contest. Third place was awarded the Pineville Sun, Herndon J. Evans, editor, for the news story on "New Council Raises Payroll More Than \$5,000 A Year". Honorable mention was also accorded the Princeton Leader for the news story entitled "Lieutenant Spickard Hero of Fight In Philippines" and to the Somerset Commonwealth, George A. Joplin, editor, for "War Department Orders Work To Start At Once On Construction Of \$50,000,000 Wolf Creek Dam".

Repeating his triumph of 1941, Editor Gracean M. Pedley, Princeton Leader, was again awarded first place for the Best Editorial Page in the Ben B. Cozine Memorial Cup contest. This victory gives the Leader two "legs" on the Cup which must be won three times for permanent possession. Certificates of merit for second and third places were accorded the Union County Advocate and the Providence Enterprise. The Bardstown Kentucky Standard

and the Somerset Commonwealth received honorable mention.

The Grehan Memorial Plaque was established by Mrs. Enoch Grehan and the faculty members of the Department of Journalism in 1939 to be suitably engraved with the name of the newspaper each year which was adjudged to contain the Best Editorial. The judges decreed that the name of the Lyon County Herald should be placed thereon this year. This is the second time that the Herald has won, placing first in the 194 contest. The editorial was written by Gracean M. Pedley and entitled "Community Suffers Irreparable Loss".

Second place was accorded Editor Bennett Roach, Shelby News, for his editorial entitled, "The Case Of The Editor And The Unfinished Drive". Third place was accorded J. Earle Bell, Union County Advocate, for his editorial, "All Persons Regret Giving Up Something Dear To Them, But The United States Is At War". Honorable mention was accorded Charles K. Steele for his editorial, "Selfishness", in the column "Just Ramblin' Around" in the Cumberland Courier, Pineville, and to Mrs. John S. Lawrence, Cadiz Record, for her editorial entitled, "Peace At Any Price—And Where It Got Us".

In the Advertising Production contests, the Bush-Krebs Company prizes were distributed to the Providence Enterprise for the best full-page advertisement, the Union County Advocate for the best half-page ad, and the Bardstown Kentucky Standard for the best quarter-page. Second and third places and honorable mention for the three contests were accorded respectively: full-page, the Union County Advocate, the Bardstown Kentucky Standard, the Cadiz Record, and the Georgetown News; half-page, the Princeton Leader, the Kentucky Standard, the Cadiz Record, and the Shelby News; and quarter-page, the Union County Advocate, the Providence Enterprise, the Cadiz Record, and the Lyon County Herald.

The Louisville Paper Company's trophy for the best display of job printing was awarded A. S. Wathen, Kentucky Standard, Bardstown, at the closing minutes of the convention.

*Policy Determined on Government Printing*

This office has received copy of a letter dispatched to all government executives by Senator Carl Hayden, chairman of the Joint Congressional Committee

on Printing, defining the policy with reference to the establishment of additional field printing plants and the expansion of existing plants. It also outlines the policy of the Joint Committee on Printing, the Public Printer, the War Production Board and the Armed Services with reference to the procurement of printed matter from commercial sources.

The WPB has agreed that no new printing plants be established; that there be no expansion of present government printing facilities; that necessary replacements of obsolete printing equipment in existing government plants be made by the purchase of used or reconditioned machinery; that all items not of a secret or confidential nature may be printed in commercial plants thus releasing the available facilities in the various government field plants for the printing and publishing of such confidential material as is needed by the armed forces; and that all requests for the purchase of printing equipment—whether or not it is new equipment previously authorized by the Joint Committee, or used or reconditioned equipment which can only be purchased under the authority of the Executive Order—be cleared through the War Production Board by the Printing and Publishing Branch, which will be responsible for ascertaining the location and availability of such equipment from the Industrial Machinery Branch and making the joint recommendations to the Director of Purchases.

This policy declaration followed order of Joint Committee on Printing calling a halt to the establishment of new plants or the expansion of any existing plant. This apparently ends long controversy about competition of government branch plants.

*Advised About Advertising During 1942*

"Merchants should increase advertising appropriations if they expect 1942 to be a good year," says Roger W. Babson. "Merchants in the defense areas should have a good year. I am not so hopeful for those outside defense areas. Certainly, the number of sales will be smaller although the total gross may hold up. Expanding the draft age may have a dampening effect on retail trade late in the year. The drafts may also cut the labor supply of many industries. Blackouts are another factor in retarding consumer buying. Hence, merchants should increase advertising appropriations if they expect a good year in 1942."



# 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*

### 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, 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, Painsville; 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 R. Underwood, Herald, Lexington; H. A. Ward, Allen Co. News, Scottsville; Henry Ward, Sun-Democrat, Paducah; Cecil Williams, Journal, Somerset.

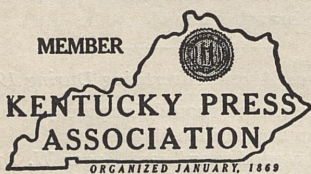
### Newspaper Exhibit Committee

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. R. Wallace, Advertiser, Walton, Recording Secretary; Miss Erith Lucas, Independent, Maysville, Corresponding Secretary; Mrs. J. L. Bradley, Enterprise, Providence, Treasurer.

NATIONAL EDITORIAL  
 1942 ASSOCIATION  
 Active Member



Volume Thirteen, Number Nine

## J. Curtis Alcock

In Memoriam

J. Curtis Alcock, publisher-editor of the Danville Advocate-Messenger, and long the mainstay and active participant in the Kentucky Press Association, died Sunday, July 5, at the age of 61 years.

For over half of his life, Curtis was a hard and efficient worker in the Association, serving the last thirty years, until his retirement in January, as its secretary-treasurer. At his death he was chairman of the executive committee, in line for the presidency in 1945. His fellow editors mourn his death, and, in that passing, the loss of a faithful friend and a congenial companion. His advice and counsels will be sadly missed in the conduct of Association affairs. While he had been in failing health the past several months, his death came as a distinct shock to his newspaper colleagues.

Born in Glasgow, January 21, 1881, he started his newspaper career in that city at the age of 17. After two years with the Taylorsville Courier he went to Bardstown as superintendent of the printing department, later acquiring half interest in the Kentucky Standard there. Selling his interest in the Bardstown paper, he accepted a position in the job printing department of the Louisville Courier-Journal.

In 1907 he went to Jeffersonton, and established the Jeffersonian. Eleven years later he went to Danville and purchased the Messenger, a semi-weekly. After a year he converted the paper to a daily. In February, 1940, he purchased half-interest in the Kentucky Advocate and, with the late John S. Van Winkle, merged both newspapers under the name of the Advocate-Messenger.

Editor Alcock had always taken an active interest in the life of Danville and Boyle county. In 1920, through his untiring leadership, the Danville Chamber of Commerce was organized and he was named secretary. Every worthy cause in the community and county received his personal interest and he wrote many columns of editorials to bring about civic co-operation throughout the county. A year ago he was president of the organization and his program for the business group was a busy one. He was one of the charter members of the Danville Rotary club, being recently named president.

Mr. Alcock was long interested in Scout work. In 1934, he was awarded the Silver Beaver award of the Boy Scouts of America "for distinguished service to boyhood." He was a loyal member of the Boy Scout district committee and a past chairman of the group. He served as secretary-treasurer of the Kentucky Press Association for 30 years, retiring last January. At the time of his retirement, the KPA presented him with a gold watch in recognition of his long service to Kentucky publishers. He was

also a member of the National Editorial Association, and it was mainly through his efforts that the KPA entered into the national body in a block.

One of his most important contributions to Danville's civic life was the Boyle County Historical society which was organized largely through his efforts. Interested in developing Danville's historic shrines, he took a leading part in the restoration of the John G. Weisiger memorial park and the Ephraim McDowell shrine both later being made state parks.

In 1928, he was elected member of the lower house of the general assembly of Kentucky. While a member of the assembly he sponsored numerous bills, chief among them being an appropriation for improvement of the Perryville battlefield. The famous field was one of his hobbies and he never ceased giving the historic landmark his personal attention. He was a member of the Kentucky sesquicentennial commission, having been appointed by Gov. Keen Johnson.

He was a staunch member of the Masonic order, having been past worshipful master, and was also a Knights Templar. He was a devoted member of the Danville Methodist church and took a leading part in all of the church's activities. He is survived by his widow; a son, Lieut. Chauncey Alcock; a daughter, Mrs. Robert Campbell; a step-daughter, Mrs. Jack Baker, Louisville; two sisters, Mrs. J. B. Harlan, Louisville, and Mrs. Stella Barrick, Glasgow, Ky.; a brother, Senator Clarence Alcock, editor of the Forest Hill (N. C.) Daily News; four grandchildren and two great-grandchildren.

### Report Of The Necrology Committee

Death lifted the veil for an unusual number called from the ranks of the Kentucky Press Association during the first six months of 1942.

The Grim Reaper to those bereaved may not appear in that guise to the departed, surely not to one who had enjoyed the compensations of active journalism to the full. If he is "called to his reward", it must be new and interesting aspects of a life and chance to participate in it; maybe a realization of the ideals his stubborn optimism refused to relinquish.

As we scan the mere factual data concerning these eight, what can be said of one or all that does not sound trite? They were interested and active in every social and civic enterprise in the

community had to be not sporadic if they had have quite for something.

This was of as wide and tastes equal number in whatever, or this, too,

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Although large busin Winkle, 72 March 4, o tact with t reporter in ness manag when other him away. Danville M time of his

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community and state. Of course, they had to be, of such was their real life, not sporadically, but continually. And, if they had lost interest, they would have quit the newspaper voluntarily for something more congenial.

This was the common denominator of as wide diversity of types and talents and tastes as could be found among an equal number. Each was a personality in whatever sphere circumstances, aptitude, or preference ordained. Yet all this, too, could be taken for granted.

First to answer the summons was Joe E. Robinson, 68, since 1909 publisher of the Lancaster Central Record, one of the best known men in the state, both by reason of his vigorous pen and as vigorous public career. A native of Lincoln county, Mr. Robinson began the practice of law at Lancaster and served both as county and city attorney before abandoning that profession for journalism, but not politics. His convictions were as strong as his energy and enthusiasm seemed inexhaustible. Mr. Robinson distinguished himself both as National Democratic Committeeman and Majority Leader in the House at Frankfort.

The veteran editor of the Mt. Sterling Advocate, J. W. Heddon, passed away at the age of 93 on January 18, a few days after Mr. Robinson. For half a century Mr. Heddon guided the policies and managed the affairs of the Advocate, the last 11 years in total blindness. Where he could no longer go the telephone could and his indomitable spirit mocked the years by joining in the organization of the Octogenarian Club in 1935.

Except for one term as Public Printer under the Beckham administration, Mr. Heddon's most intense efforts were devoted to the local scene, champion of all he found good for Montgomery county, and a faithful church worker. Mr. Heddon was a native of Shelby county.

Although most widely known by his large business interests, John S. Van Winkle, 72, who died at Danville, March 4, only briefly lost personal contact with the press. He started as a reporter in Somerset and became business manager of the Knoxville Journal when other fields of investment weaned him away. He was part owner of the Danville Messenger-Advocate at the time of his death.

The late Dan M. Bowmar, 72, closed a career in journalism that was uniquely typical on March 8. Born in Chicago

and brought to Versailles as an infant by his father, for whom he was named, Mr. Bowmar literally grew up with the Woodford Sun. No newspaper ever bore the impress of a personality more indelibly than the Woodford Sun. The local field fascinated Mr. Bowmar, the most inveterate traveler of the Kentucky newspaper fraternity. His talent was distinctly literary and he brought to journalism a style of condensation that packed his columns with pithy items, models of news value and composition. When he expressed an opinion, and he always had one, he wasted no space on over-elaboration.

Of the newspaper genre unadulterated was James M. "Jim" Pendleton, who died March 10, after almost forty years on the Owensboro Messenger and Messenger-Enquirer. From cub to managing editor, Jim Pendleton's concern was exclusively his work. His share in promoting a community's progress was the utterly selfless kind, occasionally recognized but understood only by the craft.

Also on March 25 there passed away at Nicholasville another figure associated with the press for many years, Mrs. Alleen McCarthy. When her husband, the late Hary M. McCarthy, died, Mrs. McCarthy took over the publication of the Jessamine Journal. She was a woman of capacities that matched a variety of interests. She had charge of the Women's Department of the State

Fair, served on the Nicholasville Board of Education, was president of the Kentucky U. D. C., and had time left to teach an adult Sunday School class. Mrs. McCarthy was the daughter of Leving Young of Fayette county.

The late L. C. Littrell, founder and publisher of the Owen County Democrat, Owenton, who died April 11, was a man of many activities, banker, farmer, and merchant as well. He served two terms in each house of the Legislature besides. Truly, a busy life that touched community affairs at every vital point and reached beyond.

On May 23 came the not unexpected, but never the less distressing, news of Shelton Marshall Saufley's death at the age of 60 years. To the Association, Mr. Saufley's loss will be felt recurrently, and he will be missed by the members personally for, up to the moment of his last illness, Shelton was a resourceful, helpful counselor in the business of the Association and a faithful attendant at its conventions. His host of devoted friends, consequently, included his colleagues in this body. Those qualities which endeared him to each of us and earned our esteem, are cherished individually. It is for the organization to record the fact.

The same practical ability he demonstrated as a publisher and in the service of the Kentucky Press Association, serving as secretary in 1910 and as president in 1924, Mr. Saufley gave to the

**MAC says:**

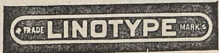


**"KEEP OIL  
IN ITS PLACE!**

*"By all means keep your Linotype well lubricated. But don't squirt oil around like you were oiling up the*

*2:34 for Marble City. Too much oil and grease can be just as harmful as not enough. Oil and hot lead wreck matrices. Just remember that when oil gets on matrices, it works against you.*

*"Be careful. Lubricate properly. Use your Linotype lubrication guide—it's part of the Linotype Life Extension Series of maintenance booklets. Send for them—they're free!"*



LINOTYPE · BROOKLYN, N. Y.  
*Linotype Spartan Family*



office of State Insurance Commissioner and Manager of the Louisville Bureau of Foreign and Domestic Commerce under the Secretary of Commerce. Mr. Saufley, descendant of Kentucky pioneers, was born in Oakland, California. His mother returned with her family to Stanford after his father's death.

Shelton was graduated from the University of Kentucky and learned both the news and mechanical branches of journalism before he embarked on his career as publisher. He worked in Lexington and Frankfort until 1910 when he acquired the Stanford Interior-Journal. During this Stanford period, he represented his district in the Legislature.

In 1917 he purchased and consolidated the Daily Register and weekly Climax at Richmond, continuing as publisher of the Register until his death, the last seventeen years as copublisher with Gov. Keen Johnson.

The foregoing is but a brief syllabus for biographies, each of which is an integral part of a community's and the state's history. Truly it can be said that

what they have wrought lives on. Their monuments are to be discovered in the civic progress they promoted. Their combined lives and works cover the last third of Kentucky's century and a half of statehood which we are now celebrating.

With this in our mind, the Kentucky Press Association affectionately and proudly enters upon this record to be preserved in the archives of the Association, the acknowledgment of their public services. These dead of ours did worthily exemplify the best traditions of a free press to the lasting honor of Kentucky and American Journalism.

Vance Armentrout  
Lawrence W. Hager  
John L. Crawford  
Necrology Committee

*Rationing Tire Eligibility List  
Does Not Affect Newspapers*

Reduction of trucks eligible for re-capped or new tires did not affect present status of those in newspaper bus-

ness on earlier lists. Drastic revision effective July 28 hit so-called luxury goods transported in privately operated trucks. Amendment 22, Part 1313, OPA regulations states, "Certificates may be issued under this sub-paragraph for tires or tubes to equip a truck used to deliver newspapers, periodicals and books, at wholesale only." After the change in the regulations becomes effective, trucks, transporting raw materials, semi-manufactures or finished goods, including farm products and foods, will be recognized as eligible for tires only if the services they perform are essential to the war effort or public health and safety. Heretofore, trucks transporting commodities of that kind could be denied tires only if the applications before a board were in excess of its quota.

The legal department of the Tire Rationing Division of OPA holds that it is not the intent of the new amendment to in any way prohibit the delivery of newspapers to individual subscribers located on wholesale delivery routes permitted under the provisions of Paragraph (f) (5) (ii).

**If you're Vacationing  
this Year... come to**

**LA PROVINCE DE  
Québec  
CANADA**



In common with all of Canada's provinces, and the United States, La Province de Québec is now engaged in a mighty war effort. But our work in the cause of Freedom has not changed the warmth of our welcome nor the facilities for pleasant vacationing extended to our American friends.

**T**ODAY, our great industries and friendly people work night and day for Victory—yet everywhere, the quaint charm and rustic beauty of La Province de Québec remain unspoiled. Welcome to your French Canadian Vacation!

Choose the vacation you prefer! Just north of the border lie the smiling Eastern Townships, lakeland of vacation charm. Visit Montréal, the metropolis of Canada, and the City of Québec, storied rock of history. North of Montréal are the Laurentians and the Gatineau, mountain vacationlands. There's Les Trois-Rivières to explore and the forested Saint-Maurice Valley . . . the hinterland gems of La Vallée de la Chaudière, Les Bois Francs and La Beauce. Then on to Québec City, to Charlevoix-Saguenay, to Lac Saint-Jean and Laurentides Park. Even to Gaspé itself, North-American wonder-tour!

NO PASSPORTS REQUIRED BY U.S. CITIZENS  
NO TOLLS ON PROVINCIAL BRIDGES  
NO INDIVIDUAL LIQUOR PERMITS REQUIRED  
HERE, VACATION DOLLARS GO FARTHER DUE TO THE RATE OF EXCHANGE.

For maps and descriptive literature, apply to your home travel agency, automobile club, Chamber of Commerce, railway, steamship or bus office, La Province de Québec Tourist Bureau, 48 Rockefeller Plaza, New York, or direct to Department No. NEA 1.

**LA PROVINCE DE  
Québec  
TOURIST BUREAU  
QUÉBEC CANADA**



## *What Better Service of Supply Means to the Home Front*

**T**HIS is a war of movement—and one thing that will speed Victory is the swiftness and directness with which all essentials are kept flowing, not only to the soldiers at the battlefield, but to the production workers on the homefront.

By shortening the route and expediting the movement of food, A&P is making a substantial contribution to more effective prosecution of the war. 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.*

Such improvements in food handling mean savings in time, money and transportation facilities—savings that offer tangible benefits to farmers, employes, consumers, and to the nation as a whole.

*To farmers* these efficiencies bring a greater share of the consumer dollar—a share that last year was 2.06 per cent greater than in 1940, and 16.7 per cent greater than was possible in 1937, for example, for growers and shippers of fresh fruits and vegetables distributed through A&P.

*To employes* these efficiencies bring better hours and working conditions, making it possible for A&P to extend to all its employes the first 5-day week in the history of the grocery business, and to provide wage increases and added compensation during 1941 totaling \$10,600,000 annually.

*To consumers* these efficiencies mean more food for each dollar spent—as shown by the fact that many A&P foods sell for as much as 25 per cent less than comparable foods elsewhere.

*To all America* these continuing advances in the science of distribution mean that vitally needed trucks and trains are made available for carrying essentials of war other than food.

Your local A&P store is a symbol of the nationwide A&P organization that is playing an important part in this war of movement—providing better nutrition for millions on the homefront, giving them greater strength and vigor to turn out the growing volume of war weapons to smash the Axis.

# A & P FOOD STORES

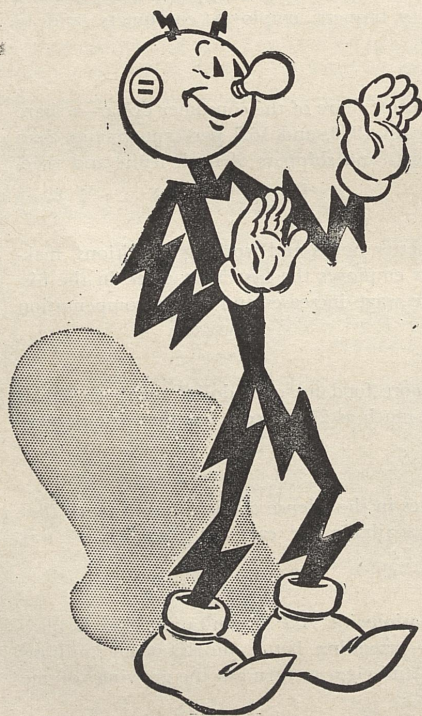


**REDDY KILOWATT** says . . .

**Now You Get As Much As—**

**137% MORE**

**Electric Service for Your Money!**



★ Let's look at the figures: A five-dollar bill bought 52 kilowatt hours (KWH) of electricity in 1930. Today it buys 123 KWH. That is 137% more for the same money. Three dollars bought 31 KWH in 1930. Today it buys 57 KWH. That is 84% more for the same money. One dollar bought 10 KWH in 1930. Today it buys as much as 14 KWH. That is 40% more for the same money.

Let's look further: The cost of 15 KWH in 1930 was \$1.43. Today it is \$1.05. The cost of 25 KWH in 1930 was \$2.38. Today it is \$1.55. The cost of 50 KWH in 1930 was \$4.75. Today it is \$2.80. Recently we gave all residential and rural customers one month's free electric service.

Did you ever get a month's free rent, or groceries, or fuel, or gasoline, or other necessities?

While we have been steadily cutting electrical rates by careful business management the general cost of living has gone as steadily upward. And the cost of government (even before Pearl Harbor) has sky-rocketed!

Where the politicians put the Government in the electric power business they can offer lower rates because government property doesn't pay taxes. But it means a heavier tax load for the individual citizen. Government in business destroys private enterprise and fosters socialism that is un-American.

*Do You Want the Government To Take Over Your Business?*

**BUY WAR SAVING BONDS AND STAMPS NOW**

**KENTUCKY UTILITIES COMPANY**

**INCORPORATED**