

The
Kentucky Press



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Sesquicentennial Plans Outlined By Chairman Wilson

I am very happy to be on the program of the Kentucky Press Association at this mid-winter meeting; and I am glad of the opportunity to say a few words about the plans and prospects for the Sesquicentennial Celebration in 1942.

Before launching into the subject, however, I want to take a moment to remind you of the mid-winter meeting of the Press Association which was held in Lexington in 1937, in commemoration of the sesquicentennial anniversary of the introduction of the printing press in Kentucky, the founding of our first newspaper, the Kentucky Gazette, and in honor of John Bradford, Kentucky's first printer. The fine response then made by the Press Association to the inspiration of that anniversary occasion was keenly appreciated, not only by the citizens of Lexington, but all of the people of our State.

What the Kentucky Press Association did in 1937 was a fitting prelude to what it is going to do now and to what I doubt not it will continue to do throughout this year and next in celebration of the 150th anniversary of Kentucky's entrance upon independent statehood. There are special and decisive reasons why the Kentucky Press Association and its patriotic members should have a leading part in this celebration.

In discussing plans and prospects for the Kentucky Sesquicentennial Celebration to be held next year, I appear, as has been stated, as a member and chairman of the Commission appointed several months ago by Governor Johnson to look after this matter. The State Commission was provided for by a concurrent resolution of the General Assembly, approved March 10, 1938. By the terms of the resolution, the Commission is directed to "prepare a program for the celebration of the 150th anniversary of the admission of Kentucky into the Union" with a view to a "proper observance" of the event. More specifically, the resolution provides:

"The Commission shall consider every phase of the history of the Commonwealth and its varied resources, in the performance of their duties, and shall report their findings to the General Assembly. * * * The Commission shall invite the cooperation of the Kentucky State

Historical Society, the Filson Club, and other historical organizations existing in the Commonwealth in planning for said sesquicentennial celebration."

No appropriation whatever of public funds was made to finance the work of the Commission and the resolution expressly provides that the Commission, consisting of nine members, exclusive of the Governor, who is a member *ex officio*, shall serve without compensation.

Since its organization meeting in Lexington, on July 6, 1940, the Commission has held five or more meetings. Plans and programs have, of course, been freely discussed, but the chief topic at all of these meetings has been that of raising money for the indispensable needs of the Commission of devising ways and means wherewith to promote and accomplish the tasks assigned to it. Early in the action it was decided that a minimum of \$5,000 was requisite to enable the Commission to enter seriously upon its work. Without going into details about this, I am pleased to tell you that after six months of effort we have about reached our first goal of \$5,000, and on February 1st hope to start our activities in earnest.

The necessity of raising some money has, until now, occupied most of our attention and unavoidably delayed our progress. However, much thought and study have been devoted to the matters entrusted to us. As you can easily understand, the possibilities of such a celebration as is contemplated are practically limitless. The Commission, nevertheless, is, for the present, compelled to operate on somewhat a restricted scale. It must cut its garment according to its cloth and, in the absence of funds sufficient for the purpose, it is wholly unable to project or undertake a major central celebration by itself but must rely, for the most part, on free-will offerings and voluntary co-operation by the cities and communities throughout the Commonwealth that may feel the urge to have celebrations of their own.

With the funds we have raised by solicitation of voluntary contributions, an office will be opened, an executive secretary and stenographer will be employed, and correspondence in and out of the State will be conducted. As far as it can

be visualized at present, our principal function will be to stir up interest in the Sesquicentennial and the interesting series of events connected with it, and which preceded and immediately followed it. We shall seek to stimulate and correlate series of events connected with it, and which preceded and immediately followed it. We shall seek to stimulate and correlate and co-ordinate celebrations throughout the State. It will be our endeavor to serve in an advisory capacity; to disseminate such information as we possess or may gather; to offer, when requested, such suggestions as may be helpful; and to continue our efforts to raise more money for the manifest objects and needs of the Commission. Our duty will be not so much as to plan or prepare for one big state-wide celebration at Frankfort or Louisville, for our means will not admit of that, but rather to serve as a sort of exchange or clearing-house for sesquicentennial plans and programs, both of a local and a general nature, which may be originated or developed at suitable points over the Commonwealth. Every effort will be exerted to prevent conflict or unnecessary and unavoidable duplication or overlapping among the various celebrations that may be held.

Invitations for co-operation will be extended to the historical and patriotic societies and educational and religious organizations; to civic and social clubs; students and alumni of the schools and colleges; with their faculties and boards of trustees; to all public officials; to Kentucky Cubs in all of the states, and to out-of-state Kentuckians in every land who long to come back home.

In addition to all this, it is within the scope of our proposals to seek the cooperation and support of Boards of Commerce or Trade in the various cities and towns which have them; of the Kentucky State Bar Association; of the Kentucky State Medical Society; of the Kentucky Educational Association; of the Pioneer Monument Association; of the Mammoth Cave National Park Association; and last, but not least, of the Kentucky Press Association.

We have already applied to the Commissioner of Transportation, Division of Motor Vehicles, to design a special automobile license plate for 1942 that will advertise and draw attention to the sesquicentennial year and its significance. A promise from the proper authorities has already been received that an appropriate commemorative postage stamp

will be issued by the Government in 1942.

The attempt will be made to combine features of the Sesquicentennial program with such fixed or customary annual events as Derby Day, Boone Day, the Battle of the Blue Licks celebration, the Burley Tobacco Carnival, and the State Fair.

In all this and, as an essential part of every phase of the general undertaking, there must be wide publicity, and for the most of this we shall have to look to and rely upon the Kentucky Press Association and its public-spirited members. We shall do this with all the more confidence because one of your number is now the distinguished Governor of the Commonwealth, and, at least, three of the nine members of our Commission are newspaper men. Furthermore, there are special and peculiarly potent reasons why this Association should be foremost in every movement and effort to bring about a suitable and worthy commemoration of the 150th birthday of Kentucky as a Commonwealth. This very day marks the anniversary of the birth of Benjamin Franklin, born in Boston, January 17, 1706; died in Philadelphia, April 17, 1790, two years before Kentucky became a state. Franklin is the patron saint of American printing, and this week his memory is honored wherever the graphic arts are taught and practiced. The theme for this Printing Education week is "Printing, Safeguard of Democracy." Truly free speech and a free press are the two main pillars of our Constitution and of the Republic of which it is the symbol. None know this better than the representatives of the Kentucky Press. It is a resolution of the First Kentucky Convention of December, 1784, that brought a printing-press and newspaper to Kentucky in August, 1787, and it was the capable and skilful work of John Bradford, our first printer and editor, in the columns of the *Kentucky Gazette* that prepared the way for statehood and for admission of Kentucky into the Federal Union. The Danville Convention of 1784 resolved:

"That the freedom of the Press is highly subservient to Civil Liberty and therefore such measures ought to be taken as may be most likely to encourage the introduction of a Printer into the District."

As the fruit of this germ, which was planted by the founding fathers eight years before the separation from Virginia, one need not be surprised to find in the 7th Section of the Bill of Rights

of the first Constitution of Kentucky this full and explicit declaration which is still preserved substantially unchanged in our present Constitution:

"That printing presses shall be free to every person who undertakes to examine the proceedings of the Legislature or any branch of Government; and no law shall ever be made to restrain the right thereof; the free communication of thoughts and opinions is one of the valuable rights of man, and every citizen may freely speak, write, and print on any subject, being responsible for the abuse of that liberty."

In conclusion, let me ask the members of the Kentucky Press Association to join with us in our aim and endeavor to have some kind of a noteworthy sesquicentennial celebration in every one of the 120 counties of the Commonwealth. And may I urge you, as a distinct service to the Commonwealth, of which we are all proud and which we all truly love, to try to set the ball rolling on Tuesday, the 4th day of February next, which is the 150th anniversary of the final passage and approval of the Act of Congress providing for the admission of Kentucky into the Union on June 1, 1792. In news item and in editorial, let a resounding chorus of cheers be sent up on that memorable day by every faithful member of this Association and be re-echoed by the whole citizenship of the Commonwealth.

President Dyche Announces Plans for Publicity Campaign

Certain goals for the Kentucky Press Association for 1941 have been set by its Executive Committee, and plans are already being worked out for their achievement. Publicity of one of these goals should appear during the next two or three weeks, and this goal is publicity.

Informal discussion among your officers and with others at the recent Mid-Winter meeting, resulted in the formulation of a number of proposals; and action was quickly sought on two of these which were deemed subject of early consumation, at least in part. These were the publicity of Kentucky and Kentuckians through Kentucky newspapers under the auspices of the Kentucky Press Association; and an increase in the interest and membership in the Association, through personal contact—by members of the executive committee with publishers, and, where practical, holding district meetings. Among the subjects to be con-

sidered at these meetings is that of a more uniform advertising rate and practice, with a view of increasing State and National advertising in Kentucky papers. Other important topics are: Shall we have a full-time representative to look after our interests at the next session of the Legislature? Circulation and possible ABC affiliation. General business practices.

Publicizing Kentucky, and the K. P. A.

After securing the approval of the officers of these two propositions, Vance Armentrout, chairman of the Executive Committee, addressed a letter to all the members of that committee seeking their suggestions and approval, and the response was gratifying. There has been considerable correspondence, as might be expected, but as I was about to write this of Feb. 18, I have a letter from Mr. Armentrout stating that ten of the fourteen members had approved the publicity campaign and that several have suggested meetings for their districts, and one or more of the state officers of the Association will try to attend each of these district meetings. One member was non-committal on the publicity program, but none opposed it.

Many questions have been asked and suggestions made as to how this publicity campaign might be handled; but first it should be stated that the purpose of it is two fold: to give Kentucky papers good pictures with a degree of local color and subscriber appeal, and to encourage an advertising campaign that will bring to Kentucky the tourist trade and new citizens that its attraction and industry deserve.

In this series every section of Kentucky will be represented, for the subjects will be selected by the members of the Executive Committee, each from his own district. Each of the articles sponsored by the Kentucky Press Association, who in 1941 would tell Kentuckians of Kentucky, as Kentucky should tell the world in 1942—Sesquicentennial Year."

Each article should have a picture of a single or group of scenes, and the cut should not be less than 4 by 5 or 6 inches (double column) nor more than 6x7 inches (triple column) mat of which can easily be handled by any newspaper in the state and with available space of most of these papers. The text matter should not be more than 400 words. Much fewer than 400 words is preferred, the fewer the better if the story is told.

The more attractive the picture and
Please Turn To Page Five

The Kentucky Press

Official Publication of the Kentucky
Press Association

Victor R. Portmann, Editor-Publisher

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Russell Dyche, President, London Sentinel-Echo
Harry L. Waterfield, Vice-Pres., Clinton Gazette
J. Curtis Alcock, Secy.-Treas., Danville Messenger

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Lexington Herald-Leader; Seventh, W. W. Robin-
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ASSOCIATION
ORGANIZED JANUARY, 1869

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Avoid Accidents By Simple Rules

Twelve safety rules to prevent injuries in mechanical departments based on rules followed in a number of composing and press rooms are set forth by Ernest W. Fair, Oklahoma City free lance writer, in a recent issue of Editor and Publisher.

The rules follow:

1. Never make an adjustment to a machine or oil it while the machine is in motion.
2. Keep rings off your fingers. Sometimes no harm will come from wearing them but they serve no practical purpose and offer just one more chance for an accident to occur.
3. Use brushes to clean away metal

chips and cuttings from trimmers and saws.

4. Keep your fingers clear when handling metal. Exercise extreme caution when pushing material through doors or close clearance spaces.

5. Never use gloves when working around machinery unless absolutely necessary.

6. If you must carry a watch, carry it in your pocket; never on your wrist while on the job.

7. Watch your stroke with saws and files; always force away from your body.

8. Don't attempt to pick up broken glass or slugs or splinters, particularly from machine trimmings, with your bare hands.

9. Keep your sleeves cut short; have them well rolled up or tight about your wrist while working about machinery.

10. Don't check openings or clearances with your fingers; use the tools in the plant designed for that purpose.

11. Always finish the job and inspect the work to know that all danger points have been removed.

12. Keep the guards on the machinery; keep your fingers away from moving parts.

Cash Prize Drawings Are Ruled Lotteries By State Attorney

Drawings for cash prizes open to persons who make purchases were declared to be lotteries and therefore prohibited by the state constitution by Assistant Attorney Jesse K. Lewis, Frankfort, on February 28. Publication of announcements or results of such contests, therefore, are prohibited to newspapers and other publications and editors are warned not to run news articles or accept advertisements with such notations therein.

Lewis wrote the opinion to Ross Malone in Franklin, regarding prizes given by merchants and added:

"There are three elements which go to make up a lottery: First, consideration; second, chance, and third, prize.

"It is true that no additional price is charged by the merchant for his goods, but there is consideration in the profit on the goods whenever a person is induced to participate in the lottery in order to get a chance for the prize.

"The courts have held that this constitutes sufficient consideration.

"Since the above constitutes a lottery, it follows that the operators of the scheme could be indicted by the grand

jury and punished according to law."

Previously in response to other queries, Lewis had declared that bingo games and cash prizes given by movie theaters constitute lotteries.

Interesting Feature

A service to editors of Kentucky weekly newspapers offered by the University of Kentucky worth noting here is the feature, WHAT'S HAPPENED IN EUROPE, a resume of the news reported from abroad. These articles have been prepared regularly each week since the beginning of the war in September, 1939, by Dr. Charles M. Knapp, professor of history at the university. They are brief, not over five hundred words, and are written specifically for the weekly press. They cover strictly the news and interpretations of the news, are unbiased and non-propagandist in character. This service may be obtained free of charge by requesting it from the Publicity Bureau, University of Kentucky.

Newspaper Ads Are Surprisingly Clean

Occasionally you hear someone say that advertising is very bad. Books have been written on the subject and many jokes are based upon this assumption.

But let's look at the facts and see whether such comments are justified.

According to a recent Federal Trade Commission report, of some 875,483 advertisements (newspaper, radio and direct mail) examined by the commission, 56,092 were set aside as worthy of further investigation. Of these cases, 723 deserved official inquiry, but only 236—or .003 of 1 per cent of original total—merited official formal action.

Editor and Publisher comments: "The press, as a whole, far from conspiring with advertising crooks to cheat the consumer, is working with the public and private regulatory agencies to keep the slate clean. The job will never be 100% done, for there is an endless line of people who like to beat the rules, but we'll take a rating of 99.997% as indicating progress."

The executive committee of the KPA will hold its spring business meeting at the Brown Hotel, Louisville, on Saturday, March 15.

Maybe you have noticed that three Kentucky editors were featured in the Publishers Auxiliary recently, Herndon Evans, Russell Dyche, and J. Curtis Alcock. Congratulations on their selection.

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the shorter and more interesting the text, the better the chance of its publication and reading.

Mats of pictures must be furnished, of course, and some may wish to include the heading and text matter on the mat.

As to financing. The part the newspapers play is to give the articles full publicity, and members of the executive committee (there are 14, one representing each congressional district, two from the states at large, and the three elected officers ex-officio.) to make the necessary arrangements and do the necessary correspondence. Expense of making the mats and mailing them out should be borne by other interested local persons, groups, or organizations. For instance the Laurel Festival Committee of Pineville surely will be glad to pay the expense for Pine Mountain State Park, the Festival, etc. The Williamsburg and Corbin service clubs are jointly going to finance mats of Cumberland Falls. I am sure a little effort will secure sponsors in each section who will pay the small cost of the mats for their making. Victor Portmann, editor of The Kentucky Press, has suggested he would mail out the mats and copy with his paper, with little or no extra cost.

Time. It is essential that the publication of these articles be spread out more or less evenly over the year to secure the greatest benefit. Because of this committee members should submit as soon as possible, not only the outline of the subject matter of their article; but also a preferred release date. It will be impossible, of course, to observe all these requested release dates; but they will be followed as nearly as possible. Most of these release dates have not been submitted. Fred Wachs suggests the Derby season, for he proposes "horses." Tyler Munford suggests the Spring

While the present campaign contemplates only the year 1941, its success might suggest its being continued through the years.

I earnestly urge each member of the Executive Committee to act at once and communicate immediately to Vance Armentrout, c-o The Courier-Journal, Louisville, Ky. We will attempt to get quotations on the mats but you should also communicate with your own usual mat maker. If publishers have suggestions, kindly send them to the member from your district or to one of the officers, without delay.

Finally I wish to take this opportunity afforded by Victor Portmann to thank each Kentucky publisher for the help and cooperation he has given or will be giving from within and from without, that I am greatly encouraged. Especially have the other officers been so very fine, Curtis Alcock, Vance Armentrout and Harry Lee Waterfield, and many of the executive committee members.

RUSSELL DYCHE.

London, Ky., Feb. 18, 1941.

Secretary Alcocks Interesting Report

Among the many interesting phases of Secretary Alcock's comprehensive report on the N. A. M. meeting at Chicago were included:

"The N. A. M. sponsored the National Newspaper Week, which attracted nation-wide attention and participated in by many newspapers all over the country. This was not done as a commercial stunt—to get more business during the week, but to give publicity to the value of newspapers. Agencies furnished free mats to many of the newspapers and the Meyer-Both Company and other ad mat service organizations furnished mats promoting newspapers. In some states the Governors issued proclamations of the week and civic clubs observed newspaper week by giving proclamations on the subject of newspapers. In this way newspapers were advertised all over the country. The association managers plan to sponsor Newspaper Week again this year.

"The association managers discussed at some length their plan to represent the small town newspapers in national advertising, the same as a special representative of big daily newspapers. In Missouri the state manager the past year handled much of the state and national advertising for the weekly newspapers on the plan of one order, one invoice and one check basis, without extra cost to the newspapers. However, this was found to be very expensive and in the future the usual 15% commission for the association manager will be charged.

Other state association managers reported they had been handling advertising for their newspapers, and it seemed to be the general opinion that the plan will be a good one and give representation to the newspapers now without any representation except the American Press Association, which, they said, is compelled to cover too much territory to do good work.

"Some of the advantages of having

representatives were the fact that uniform advertising rates could be set up and the circulation of newspapers, along with the advantages offered in the various communities, could be compiled and presented to prospective advertisers.

"One reason the weeklies and small daily newspapers are not getting more national advertising, it was brought out at the meeting, is because they have no representation and the agencies can not afford to be bothered with them. Securing rates, placing orders and checking on the advertising for small newspapers doesn't pay the agencies and, as a result, they place the advertising in large dailies, magazines, radios or bill boards.

"Weekly newspaper publishers are not taking advantage of the prestige they have, it was said at the meeting. A check-up would show that more people read the small newspapers than the magazines, daily newspapers or listen in on the radio. What is needed is a national representation, with state press associations cooperating, in going after national advertising and many of the association managers are working toward that end. So far, however, they have made little progress, but several of them will make the attempt this year.

"Here are some of the high spots discussed:

Laws pertaining to newspapers should be studied and published in index form so that publishers may be familiar with them.

"Few weekly publishers keep up with the postal rules and regulations as they apply to subscriptions in arrears, lotteries, etc. It was suggested that some one in Washington keep the publishers posted on changes in the postal laws and endeavor to comply with them.

National rate books are needed, but they will do little good unless there is some one to sell the advertising. Large newspapers and magazines have their own representatives, but no one is selling the small newspaper to the advertiser. Any agencies use the American Press rate book. If state associations could furnish advertising rate books, A.B.C. circulations, etc., to agencies it might result in more national advertising. It is difficult for agencies to get the rates.

"Reports of state association memberships are all about the same, it was announced, with 50 to 60 per cent of the weekly newspapers and 75 to 98 per cent of the daily newspapers being members. In Kentucky we have 60 per

cent of the weeklies as members of the association and all but one daily newspaper a member.

"The milline rate of the weekly newspaper, much higher than newspapers and magazines with small milline rates, prevents the small papers from getting very much national advertising. This question is being considered by the NEA and efforts will be made to show that the percentage of results from small newspapers are greater than from cations with large circulations and low milline rates.

"Here is a suggestion that I have for the KPA this year. We are supposed to have a member of the executive committee from each Congressional district. It is the duty of the committeemen to look after the interests of the KPA in their districts. I suggest that each member of the committee sometime during the year hold a luncheon meeting of publishers in his district. The dates should be set in advance, so that they would not conflict and the President and secretary of the association, or other officers, could meet with them and discuss newspaper problems. Certain objectives, such as audited circulations or not, the job printing department, and business methods, legislation, legal advertising, and other problems that effect newspapers could be discussed—and at the same time an effort made to have every newspaper in the state become a member of the state association. Publishers, meeting together in this way at some central town for one day, would find that it would not only be enjoyable, but would pay them in dollars and cents. I believe it would be such a fine thing that the editors in the various districts would want to hold many such meetings during the year. I recommend to the executive committee a consideration of this suggestion.

"I also recommend that publishers do what I haven't been doing—that is, send news items to the Kentucky Press. Vic Portmann is doing a fine job in publishing the KPA's official organ, but the Kentucky Press can be made to be of more value to the state press if members will send them news of editors or items of interest to publishers.

"I have many inquiries from persons wanting to buy newspapers and printing material, or wanting a job of some kind on a newspaper, and seldom have the information to give them. If any member of the KPA would like for me to serve them relative to these matters I shall be pleased to do so."

Mat Reid, 35, commercial department foreman of the Henderson Gleanor-Journal, died of heart trouble on January 31.

Paul Harmon has become circulation manager of the Corbin Daily Tribune and Sunday Times, following the resignation of Robert E. Cummins.

James T. Norris, editor, Ashland Independent, and G. Lee McClain of Bardstown were recently appointed to Governor Johnson's state guard unit coordination staff. Both World War veterans, the men have been assigned to the inspector general's department for home defense duty.

The Paducah Sun-Democrat was given honorable mention among Class C papers in the Northwestern University contest for typographical excellence for members of the Inland Daily Press Association.

Uncle Tom Stephens of Brownsville celebrated his 91st birthday with the boast that he is the oldest newspaper "boy" in the state. He has carried a regular Sunday paper route in Brownsville for eleven years. Uncle Tom says that he won't apply for an old age pension until he gets old enough and unable to work.

Grimes Cawood, news editor of the Carlisle Mercury, was inducted into military service with the Headquarters Battery of the 103rd Coast Artillery Battalion of February 24. He will take his year's training at Fort Sheridan, Illi-

nois. "Scotty" Boyd, Lexington, U. of K. journalism graduate, is the new editor.

Here's a clever expiration notice sent out by Frank Bell of the Trimble Democrat. His letter is illustrated by the hand with a string tied on the index finger. The caption reads, "Your Finger—Our String. Let's Get Together." Enclosures are a subscription blank, a check, a small coin envelope and a "Postage will be paid by addressee" business reply envelope.

If Norman Allen receives full payment for the 55 political announcements that appeared in his Floyd County Times in February, he will have made a killing. Harry Lee Waterfield charges \$15 for county and \$5 for magisterial announcements in his Hickman County Gazette.

The Cynthiana Log Cabin, dealers for the Postindex Desk Book, has designed two different forms for use in it, one for perpetual inventory and the other for depreciation form. The forms worked so well that many REA offices in the United States have adopted them.

The Paintsville Herald has augmented its printing equipment by the addition of a Model 14 Linotype. Additional type faces, thus made available, included Excelsior body faces with bold in 5½, 8, and 12 point, and double mats in Memphis Medium and Memphis Bold Extra Condensed in 18 and 24 point. This will give the Herald a versatile selection for body type dress and for headlines and advertising.

DOWN-TIME in the composing room means expensive production. Kill two birds with one stone. Eliminate down-time and expensive production by replacing those worn or "just-as-good" parts with Genuine Linotype Replacement Parts. Your machine equipment properly maintained, will be less costly to run, will give you a sound profit with economic production. Check the list below against your machine equipment.

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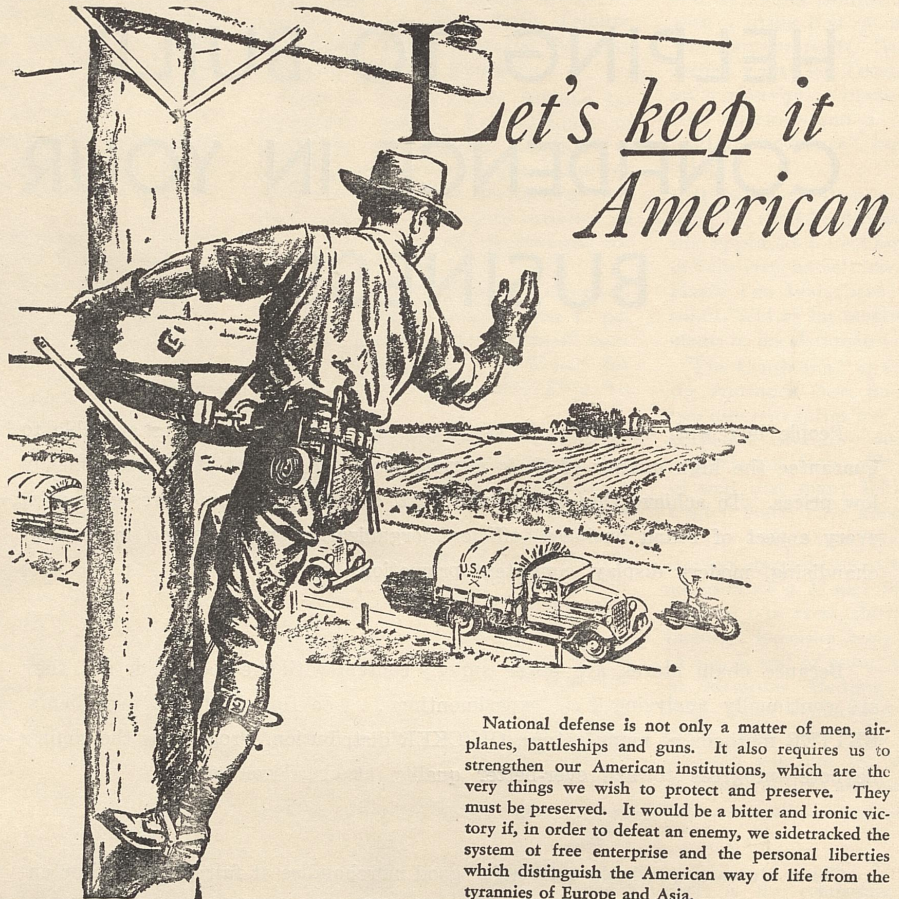
HELPING TO BUILD CONFIDENCE IN YOUR BUSINESS

People buy with confidence in chain stores because chain stores are able to **guarantee** the high quality of their merchandise, and to sell it at economically low prices. To achieve this quality-and-thrift combination chain stores emphasize every aspect of sound business—efficient organization, waste-saving mass merchandising, modern display, consistent promotion.

Because chain stores are never smugly content with the goods they sell, they are continually analyzing . . . experimenting . . . to find **BETTER** ingredients, **BETTER** methods of manufacture, **QUICKER** distribution. Progress is the chain's keynote—progress toward ever-better quality at ever-lower prices.

Chain stores are reliable outlets for good merchandise at fair prices. They enable people to buy more for their money, raising the community's standard of living. And they set a high standard which inspires customer-confidence in all business—and which stimulates all stores to more progressive merchandising, newspaper advertising, and sales promotion.

**THE GREAT ATLANTIC & PACIFIC
TEA COMPANY**



THE European war has re-awakened Americans to the truth of the saying, "Eternal vigilance is the price of liberty."

Our liberty is not immediately threatened. But it may be if we do not prepare to defend it from any possible attack. Such preparation is an effort in which everyone can share.

We favor adequate preparedness for national defense. This country's natural position gives us a great measure of security against threats from abroad. With careful preparation we can strengthen that position until no nation would dare attack us.

National defense is not only a matter of men, airplanes, battleships and guns. It also requires us to strengthen our American institutions, which are the very things we wish to protect and preserve. They must be preserved. It would be a bitter and ironic victory if, in order to defeat an enemy, we sidetracked the system of free enterprise and the personal liberties which distinguish the American way of life from the tyrannies of Europe and Asia.

Let's *keep* this country American. Government experts and civilian authorities are studying how to provide for our actual defense and each citizen's part in it. Meanwhile, the rest of us can help by doing our work, whatever it is, as well as we can.

That is what all the people of this company intend to do. Together with other electric companies, we have built a system capable of supplying the nation with electric service in any emergency. This system will be maintained and strengthened and we will continue our day-to-day effort to provide the dependable electric service that makes the United States a better place to live.

KENTUCKY UTILITIES COMPANY

INCORPORATED