

The Kentucky Press



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Journalism - - Of, by, and for
Kentucky Newspapers

Convention Number

May, 1942

Volume Thirteen Number Seven

Interesting Program Prepared For 73rd Mid-summer Meeting

Keeping in mind the slogan for the seventy-third annual mid-summer meeting, "The KPA's Place In Wartime Effort," the committee has planned full and interesting sessions for the two-day convention at the Lafayette hotel, Lexington, June 12-13. The morning sessions, followed by the entertainment of the afternoon and evening, will keep the delegates busy at what promises to be the best convention of recent years.

Outstanding speakers have been procured, men who are authorities in their special branches, who will stress the place of the newspaper in wartime effort, and make many suggestions that should prove valuable and timely.

NAM President To Speak

Gene Alleman, president of the National Managers Association and efficient field manager for the Michigan Press Association, will be the first speaker on Friday's program. Gene, after serving as NAM secretary, was advanced to the presidency last October and has always taken active leadership in the relationship between the national governmental agencies and the newspapers of the nation, serving well on the national coordinating committee.



GENE ALLEMAN

He was formerly editor of The National Publisher and NEA Service Editor and has served as Michigan's field manager for the past five years. As secretary, he has handled over \$100,000 advertising for the Michigan papers, writes a news letter and bulletin each week in his service to 47 dailies and 297 weeklies. He directs four meetings each year as well as many smaller group meetings. He is chairman of the State Information Committee for the Michigan Council of Defense. In his off hours he also teaches journalism.

Radiocaster "Bill" Slater Off The Air

If you have not met Major William Slater personally, you have no doubt heard his voice over the radio. Known there as Bill Slater, he has been active in radio broadcasting since 1930. During this period he has broadcast major

football games for NBC and CBS, and broadcast the Olympic games from Berlin for NBS in 1936. He was "Uncle Jim" of Uncle Jim's Question Bee for four years and, from 1936 until he went into active service, was sports voice for Paramount News.

Major Slater is a native of Parkersburg, West Virginia. He was graduated from West Point in 1924, attended University of Minnesota and Columbia University, and holds the B. S. and M. A. degrees. He was head of the Mathematics Department at Blake School, Minneapolis, for five years, and from 1933 to March, 1942, was headmaster of Adelphi Academy, Brooklyn. During this period he also served as trustee of the Long Island College of Medicine, member of the Radio committee of the American Historical Association, director of Brooklyn and Queens YMCA, and executive committee member of Brooklyn Red Cross. He is also a trustee of the Association of graduates of the United States Military Academy. He is an able and gifted speaker and has an important message for Kentucky editors.

FBI and the Newspapers

Speaking on the FBI in wartime and its relationship with the newspapers, H. K. Moss, special agent in charge of the Federal Bureau of Investigation, Louisville, will have an extremely interesting message for his listeners. He was graduated from Washington University, St. Louis, with the A. B. and LL. B. degrees. He joined the FBI on May 29, 1934, and has been on active duty ever since. He has been attached to the Field Divisions at Washington, Buffalo, Philadelphia, St. Louis, Oklahoma City, Seattle, and Los Angeles, and has been at his present post in Louisville since August, 1940. He is an able and affluant speaker and we anticipate, with interest, his discussion of the branch of federal service that has the most glorious interest and an enviable record of action and efficiency.

Censorship Regulations On Review

Our own ubiquitous fellow editor and former KPA President, Thomas R. Underwood, versatile editor of the Lexington Herald, needs no introduction. Tom was Kentucky's representative, at his own expense, to the National Council

on Censorship, and will give us advice and constructive information for the conduct of newspapers under wartime voluntary censorship. His should be an inspiring address.

Mrs. Lee Spalding, Kentucky Standard, Bardstown, chairman of the annual prize contest committee, will present the handsome silver trophies and certificates to the deserving winners. Alvis Temple, Park City Daily News, Bowling Green, will give an account of the sale of defense stamps by Kentucky newspaper carriers that gained national recognition during the last few months. He was chairman of the state newspaper committee that put this splendid patriotic plan into successful operation. He presented this Kentucky plan at the Central States Convention, Chicago, in March, and the plan has now been adopted throughout the nation.

Entertainment For All

The committee has planned an enjoyable program of entertainment for all. The Friday luncheon, as guests of the University of Kentucky, with the new president, Herman Lee Donovan speaking, should be a highlight of the meeting. The luncheon will be followed by a tour of the campus in which the University's contribution to the war program will be shown. A tour of the Bluegrass stock farms is also provided for those who have not seen the beauty of the Bluegrass. For the golf enthusiasts, a handicap tournament will be played on the Ashland course. Jewell Mann, office manager of the Herald-Leader, will be in charge of the tournament which will crown the KPA champion for 1942. Bring your clubs along.

The dinner-dance and entertainment at the Ashland Clubhouse as guests of the Lexington Herald-Leader, will suitably close the day's activities. The principal after-dinner speaker will be Bishop H. P. Almon Abbott, a gifted and inspiring orator of note.

The convention will be brought to close with the Saturday noon luncheon as guests of the Kentucky Utility Company, an event that has become an institution at the conventions and one which all look forward.

Hotel Accommodations

Ample hotel accommodations are available for the convention. However, reservations should be made at once so that delegates will be assured of the choice of location and rooms. Rates are reasonable. Our convention hotel, the

8:00 a. m.

10:00 a. m.

10:30 a. m.

11:20 a. m.

12:10 p. m.

1:15 p. m.

7:00 p. m.

10:00 a. m.

10:10 a. m.

10:40 a. m.

11:10 a. m.

11:40 a. m.

12:45 p. m.

Lafayette, at \$2.75, double room per night, keep previous rates are up; single up; double up; and double up. The are also commodat

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PROGRAM

Seventy-third Annual Mid-summer Meeting

KENTUCKY PRESS ASSOCIATION

"K. P. A.'s Place In Wartime Effort"

Gold Room, Lafayette Hotel, Lexington

Friday-Saturday, June 12-13, 1942

Friday, June 12

- 8:00 a. m. Registration, Lafayette Hotel, Main floor alcove.
- 10:00 a. m. Call to order by President Harry Lee Waterfield.
Invocation, Dr. Jesse Herrman, Pastor, Second Presbyterian Church, Lexington.
Address of welcome, Mayor T. Ward Havely, Lexington.
Response, Vance Armentrout, Vice-president KPA.
- 10:30 a. m. "The Wage and Hour Law and National Legislation", Gene Alleman, President, Newspaper Managers Association, East Lansing, Michigan.
- 11:20 a. m. "Press Censorship", Thomas R. Underwood, Editor, The Lexington Herald, State Representative at Washington Council.
- 12:10 p. m. Presentation of newspaper contests awards, Mrs. Lee Spalding, Standard, Bardstown, chairman of contest committee.
- 1:15 p. m. Luncheon, Student Union, University campus, as guests of the University of Kentucky. Dean Henry H. Hill presiding and presenting President Herman Lee Donovan.
Entertainment. Delegates will have choice of a tour of the University campus, "The University's Plan in Warwork", including new Aeronautical laboratory, Highway materials testing laboratory, new science and home economics buildings, etc.; or tour of the Bluegrass stock farms; or handicap golf tournament, Ashland golf club; or feature movies at local theaters.
- 7:00 p. m. Dinner dance and entertainment, Ashland Golf clubhouse, courtesy The Lexington Herald-Leader, Thomas R. Underwood presiding and presenting Bishop H. P. Almon Abbott.

Saturday, June 13

- 10:00 a. m. Call to order by President Waterfield.
- 10:10 a. m. "The FBI In War Time", H. K. Moss, Special Agent In Charge, Federal Bureau of Investigation, Louisville.
- 10:40 a. m. "The Bureau of Public Relations", Major William Slater, Chief Liaison Section, Bureau of Public Relations, War Department, Washington, D. C.
- 11:10 a. m. Linofilm presentation, "Type Character", Charles Blanchard, representing the Mergenthaler Linotype Company.
- 11:40 a. m. Report of the KPA Legislative Committee, Tyler Munford, chairman.
Report of standing and convention committees.
- 12:45 p. m. Luncheon, courtesy of Kentucky Utilities Company. Washington Reed presiding, presenting Alvis Temple, Park City News, Bowling Green, who speaks on "Sale of Defense Stamps by Kentucky Newspapers".
Special courtesy theater tickets.

Lafayette, quotes single rooms with bath at \$2.75, \$3.30, and \$4.40 per night, and double rooms at \$4.40, \$5.50, and \$6.60 per night. Perhaps some will wish to keep precedent and stay at the Phoenix rates are single room with bath \$2.75 up; single rooms without bath, \$2.20 up; double rooms with bath \$4.40 up; and double rooms without bath \$3.30 up. The Kentuckian and Drake hotels are also comfortable with first class accommodations.

You have a date in Lexington on June 12. Be on time!

It is hoped that all Kentucky editors and their good wives will attend the mid-summer meeting. The invitation is cordially extended. In order to care adequately for the guests in this wartime economy, questionnaires for prompt return will reach each editor with the June Service Bulletin. The request will be made that the question-

naire should be returned promptly with full information. Lexington wants you! Lexington invites you!

Putting The Job Department To Work

A publisher dropped into a cafe in a neighboring town and noticed this card: "It's Your Sugar And Your War—Use Your Judgment." He went home and had similar cards printed in his shop, and sold them to restaurants in his town. This idea for cards, menus, etc., can be adapted to any line of business, "It's Your Gasoline And Your War," etc., to any product or service. Alert publishers are squeezing dimes out of many places—and dimes make dollars in these days.

Good health is your major asset, worth more than all your property.

Questionnaire Survey Shows Far-reaching Program To Publisher

By WM. B. HAMEL, Publisher
Matton (Ill.) Journal-Gazette
From The Inland Bulletin

In the first place I only had about a hundred dollars to spend and in the second place I was in a hell of a hurry to get the job for I wanted to know right now what my readers thought of us before I upped the subscription rates, a plan I had already begun to get under way at the time.

Last October, during the Inland sessions I began to wake up to the increases being made in subscription rates. I talked to a number of publishers about how they did it—but my real awakening came one noon when Harry Sward, Emery Odell and I taxied over to the NAEA luncheon. Their story was something to the effect that the Matton Journal-Gazette was about the only paper left that hadn't gone from 15c to 20c carrier delivered and from \$4 to \$5 or from \$5 to \$6 on rural routes in the first zone.

I came home determined that I had one job to do in November and that was to raise rates. Not particularly that we had to have the revenue to meet interest payments, but because if the conditions are coming that I believe we are facing, we will need a cushion during the next couple or three years.

An Unusual Obstacle To Overcome

To complicate matters we had editorially and every other way possible, waged war on our municipal water rates. Our city council purchased the water department from our utility company in 1938, immediately raised the rates 10%, discontinued a 10% discount and were charging customers for materials, pipes, etc., including maintenance.

We started the crusade in August and by the middle of October things were in a mull of a mess, if you know what I mean. I was advised, and almost capitulated to the idea, that I was inviting serious trouble when I expected to be able to raise my own rates and preach against other rate raises. The local telephone company and the utility company shook in their boots over the possibility of my letting the thing get out of hand and of a revolt against all rates, subscriptions, advertising, telephone, gas, electric, etc.

Continued on Page Four

The Kentucky Press

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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
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Newspaper Exhibit Committee

Mrs. Lee Spalding, Kentucky Standard, Bardstow, 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 Urith Lucas, Independent, Maysville, Corresponding Secretary; Mrs. J. L. Bradley, Enterprise, Providence, Treasurer.

NATIONAL EDITORIAL
ASSOCIATION
1942 Active Member

MEMBER
KENTUCKY PRESS
ASSOCIATION
ORGANIZED JANUARY, 1869

Volume Thirteen, Number Seven

Lexington Ready For Meeting

Under the able leadership and direction of Chairman Fred B. Wachs, the program committee has prepared a most interesting and appropriate program for the two red-letter days, June 12-13. Based on the wartime theme of "The KPA's Place In Wartime Effort," it was

planned to meet the needs and requirements for factual knowledge of conditions and demands affecting the newspaper today. You cannot afford to miss this meeting.

Defense Stamps For Circulation

The Sentinel-Democrat, Mt. Sterling, is offering a 50-cent defense stamp, or smaller denominational stamps to the same value, for renewal or new subscriptions, and should meet the mark of general approval.

American Extravagance

Perhaps it is not true patriotism to make a pleasure of necessity, but it is a fact that there is no hardship in doing most of the things we have so far been asked to do, as civilians and householders, in this war.

Most of us have long prayed that the time would come when it would cease to be fashionable to keep up with the Joneses. We have wanted to reduce our standard of living because its maintenance took so much of our time and energy that we could not enjoy our so-called blessings.

We resented the idea of trading in houses, automobiles, and household utilities, at heavily depreciated prices, when they were nearly as good as new. We couldn't understand why styles in clothing and furniture changed as often as the film at the neighborhood movie.

We couldn't reconcile ourselves to the habits and attitudes of the younger generation, but to make a stand against the trend was a lonely, if not impossible, job.

Now suddenly taxes make thrift imperative and the purchase of war bonds makes super-thrift compulsory.

For two decades we have told ourselves that we should walk more, find our recreation in inexpensive games, and seek in the quiet of our homes a source of family unity and uplift.

The American way of life was not all good. We are quickly discarding the undesirable features. The new order is likely to produce gains in national character of which we are now only dimly aware.—Imperial Magazine.

A Circulation Builder

A publisher bought several gross of yellow octagon No. 2 pencils with the paper's name imprinted in gold. When

the solicitor called on a prospect he gave him this little gift. (The Fuller Brush technique.) The gift was followed by a copy of the paper, pointing out the value of receiving each issue. This plan could be adopted by both dailies and weeklies. There is money in circulation today, if you are getting the proper rates, and, if you are not, they should be raised.

Continued from Page Three

It was fun while it lasted. Our "Letters To The Editor" column took on metropolitan significance, in fact didn't leave much room on the editorial page for our own ranting.

Improvements and Experiments On the News Side

But during the previous six months or so we had added 18 features, such as books, twice-a-week column of campus notes from University of Illinois and Eastern Illinois Teachers' College; and started displaying our editorials in the column measure, and although they're pretty corny there hasn't been a "canned" one in our newspaper since July 27, 1941. Most of them are written at home nights when I'm home nights.

We took on telephoto pictures and could pretty well compete with out-town papers, bought Paul Mallon and Jimmie Hatlo, hired another reporter for special assignments. Many of his features are about local business, industry, public institutions, farm subjects. We also started publishing radio programs, although we have preached against it for 20 years. We have encouraged "Letters to the Editor" until we have for over two years had from on to three each issue. Started publishing patterns, both fashions and needlework, inaugurated a "calendar of coming events", consolidated death column under a "Central Illinois Death Column."

Changes In Advertising Rates and Policies

We signed up local ad contracts on a 33-1/3% increase in space demand, and increased rates from 5 to 25%, even doubling some, put local automobiles and beverage in the national field, took on beer and liquor copy including local at national rate, put in a classified manager and doubled the lineage in that department.

Well, we figured we had done pretty about everything to a newspaper that would stop its heart beating, and it was still living. The only thing left to experiment with would be its direct relationship

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relationship with the purses in the pockets of over 7,000 subscribers.

The advertisers had stood their storm nobly—why couldn't the readers stand theirs,—and if they could, maybe that would be another needle in Journal-Gazette advertising power.

If we failed, and thereby scuttled our paid circulation list, we had our Mattoon Trade News, a weekly free publication, distributed by carriers and mail to 7, 242 families to get out. We at least would have something to do, even though there would be no revenue for our efforts.

It Seemed Time "To Take Readers Through A Clinic"

We decided we would take our entire Journal-Gazette family through a clinic. We couldn't afford Barnes at St Louis or Mayo Brother in Rochester—we would simply call in our faithful veterinarian.

After two evenings of diligent research through our sheets in the Rumpus room of my basement, with some scotch and soda to fortify our ambitions over our proposed venture, we emerged with the questions contained on both sides of these sheets and a plan of execution.

Most of the questions pertained to features, panels, comics—but we wanted to go whole hog or none. We asked the reader what he thought of our editorials and policies of the newspaper—there we laid ourselves wide open! We asked, if you like them, tell us why. If you don't like them, tell us why!

We asked them about two old skeletons they drag out of the closet every spring when the new committees are named for the retail division of the association of commerce, namely daylight saving time (which is unanimous now) and parking and traffic rules.

We paid each carrier one cent for each questionnaire he delivered to a subscriber and returned filled out. We did not ask the subscriber to sign them but expressed our appreciation in case they did.

Those going to rural subscribers, were placed in an unsealed envelope with a cent and a half stamp. They had a return address and were folded as a business reply envelope so we might pay the return postage on those coming to us.

5,000 were distributed—4,200 in the city and 800 on routes. Over 3,500 were returned.

75% of them were intelligently answered. Honest, constructive criticism was apparent. An honest appreciation ran through the great majority of them for the things we honestly and diligently try to do for the community. Of course

satire was apparent in a dozen or so. But it turned out at ensuing gatherings that a good many of them came from personal friends who took advantage to let us have it and signed "You asked for it."

Rates Raised From 15 to 20c and \$1

I believe a better answer to the success that we had was the fact that after spending a week on compiling of answers we immediately announced an increase in subscription price 15c to 20c weekly, six day, carrier and raised one dollar on all mail in the various zones.

We lost 261 subscribers in three weeks. Fifty new subscribers who had never been on our list came in during that time. 140 quitters came back within the three weeks and a Journal-Gazette promotion of our local MSO, Mattoon Service Organization, founded for the purposes of sending newspapers, cigarettes, magazines, etc. to soldiers handled us 200 subscriptions, at a 25% discount from our new rate. This organization is winding up solicitation for memberships and with an estimated \$4,000 in money we will have orders within the week for another 250 subscriptions to soldiers, sailors and marines.

Our ABC for the year ending Sept. 30 was 6,962, today it is 7,250.

We don't believe we would have made the raise if we hadn't found how we stood in the community. That gives you the monetary value of the project.

As for what we found out about our feature and news content and quality—we originally intended compiling the answers or votes on large columnar sheets. We knew that would be a Herculean task. So first our city editor, business manager and I sat down to feel them out.

We found the replies were too evenly matched for us to go to that trouble. For instance the five strip comics, supplied by NEA had about the same following, except possible Alley Oop, but his vote was too large for us to consider sending him back to the prehistoric ages from whence he came.

Major Hoople and Out Our Way were always naturals, at least they cause more comment at Rotary and other semi-social gatherings than does Pearl Harbor.

Our bridge column was slighted in the balloting. Naturally there are more Major Hoople readers among the rank and file of rural and urban readers than there are bridge players.

The bowling feature has its limit of readers, but when you figure that the two dozen or so teams are made up largely

of a hundred or more retail advertisers and employees, you are pretty well stuck with that feature. Our Sports "Dope" column, written in our news room and published every other day doesn't have the following of all readers but when one considers the letters and calls coming in regarding comment in it about local school and independent ball teams, golf matches, etc. you are stuck with that.

Peter Edson's Washington Column doesn't appeal to jitterbugs, but there are enough people still concerned over the antics in Washington to want to follow a reliable writer.

Menus, fashions, society columns, letters to the editor, calendar of coming events, local and national news of course hold the spotlight. We found out they even admit reading classifieds and editorials.

Special Questions Brought Many Ideas For Editorials, Stimulated Reader Interest

Many axes were ground to keen edges. Doctors wanted special parking spaces. Garages wanted more curbless concrete boulevards in front of their salesrooms for displaying used cars. Corner street lights were needed in the country. More organizations wanted to participate in the community chest funds. They wanted gambling stopped, bookies closed up, and the WCTU intimated that the community could get along without reading beer and liquor advertising in The Journal-Gazette.

The farmers ranted and raved about daylight saving time. Golfers paised it. Fifty per cent of the people wanted one and two-hour parking regulations, which we have, so they find a place to park while shopping. The other 50% didn't want one and two hour parking because that didn't give them time to shop.

The mayor and city commissioners were strung high on the light poles and left for the Journal-Gazette to take what action it would.

The answers brought us no end of editorial ideas, which we have attempted to capitalize upon. These same editorials have brought no end of letters to the editor. The combination of the two has kept up a rapid fire written and oral discourse that has diverted the customers from thinking of the extra nickel we are charging each week to the civic problems and arguments at hand.

All in all this winter has been an interesting season around The Journal-Gazette office and we have settled down now, forgotten our civic and monetary differences and are getting along fairly

well by giving the various chairmen and chairwomen of 25 separate organizations eight of our ten pages each day to promote campaigns for the gathering of kitchen bonds and sponsoring beives of pulchritude to visit Chanute Field soldiers.

(Copy of letter and questionnaire to readers, all of which appeared on front and back of one 8½ by 14 sheet, with enough room left over for the printed business reply indicia and name and address of the Journal—Gazette:)

THE DAILY JOURNAL—GAZETTE
W. B. Hamel, Publisher
Mattoon, Illinois

Oct. 23, 1941

Dear Subscriber:—In our honest, ceaseless, aggressive effort to try to publish a better Mattoon newspaper, for you to read, we will sincerely appreciate you and your family checking over the following questionnaire concerning features in The Journal—Gazette. You will help your carrier boy earn some extra money by handing it to him Saturday morning. He gets paid for those he returns to the Journal—Gazette office. Those of you who are not served by a carrier boy will do us a great favor by folding this questionnaire so the return address of the reverse side shows and dropping it in your mail box. It is self-addressed and requires no postage.

Will you take the entire family into your confidence in checking it? We want mother and junior and sis to help answer the questions especially as they concern the comics, books fashions and other features they like to look at and read.

By the time you arrive at the bottom of the questionnaire, if you favor us with your time, you will have an opportunity to tell us how much or how little you think of your local daily newspaper and you will have a voice in what features may be retained or may be dropped from publication.

We thank you for your cooperation. You need not sign your name, although we will appreciate it if you do. Kindly remember the survey is being made to help us deliver to you always a better Journal—Gazette. Each question in the following series could be checked for three possible answers: Yes, No, and Occasionally.

Does any member in your family read—

Current Comment; Modern Menus; Real Estate Instruments Filed; McKenney's Bridge Column; Serial Stories; Personal Columns from Near By Towns; Calendar of Coming Events; "Things to Know" Column; Social News Column; Twenty Years Ago and Ten Years Ago; Sports "Dope" Column; Edson's Washington Column; News of Illinois Oil Fields Column; Oil Drilling Permits; Farm Page News, weekly; Markets—Livestock, poultry, dairy, grain; Stock Market Quotations; School News, during school months; Bowling News; Weather and Temperature; Comic and strips— (Please indicate your favorite comic and cartoon features by placing figures 1, 2, 3, 4 and 5 opposite in the order of your preference): Hold everything; Funny Business; This Curious World; Red Ryder; Wash Tubbs; Freckles and His Friends; Boots and Her Buddies; Alley Oop; Major Hoople; Out Our Way;

Book Reviews; "Letters From the People"; "Holly wood Today," full page of movie news weekly; Central Illinois Deaths Column; Do You Work the Crossword Puzzles; Do you like daily style features from which you may order patterns;

Do you read the Editorials; What's wrong with them—why do you like them.

A fashion picture usually appears on page

three. Do you look at them?— Do you benefit from them?— Do you get ideas from them?— Do they help in any other way?—

Are Journal—Gazette pictures, generally interesting?— Would you like cartoons on the front page?— Or do you think the newsy, current pictures are better on page one as we are carrying them now?—

Is there any particular thing you would commend The Journal—Gazette for?— Is there any policy you don't like?— What is it?—

Will you jot down here your idea of what Mattoon might do in order to continue its progress?—

Are you in favor of the one and two-hour parking law?— Why?—

Would you prefer daylight saving time for Mattoon from April 1 to Oct. 1?—

Now is the time for the old-fashioned pater familias to turn his thrift speeches into patriotic lectures.

WHAT OF THE FUTURE?

PROPER MAINTENANCE methods are vitally necessary to continued operation of your plant machinery. Your Linotype representative specializes in composing-room equipment. If you need help, don't hesitate to draft his assistance.



Linotype Electric and Poster Bodoni

LAFAYETTE HOTEL

Lexington Kentucky

300 ROOMS
300 BATHS

Fireproof—Circulating Ice Water

LEXINGTON'S FINEST HOTEL

Opposite P. O.
L. B. Shouse, Mgr.

Fireproof Garage
Adjacent to Hotel



Convention Headquarters

Rates: Single room with bath, \$2.75, \$3.30 and \$4.40
Double room with bath, \$4.40, \$5.50 and \$6.60

Write immediately for reservations

FOOD----

Powerful Weapon Of Total War

The Nazis are giving the world its latest and most terrible lesson in the use of food as a double-edged weapon of war. They are demonstrating how relatively good diets bolster the morale of their own people—and how bad diets break the spirit of conquered peoples.

The knowledge that nations, like armies, "march on their stomachs," led Secretary of Agriculture Wickard, in urging farmers to increase production, to declare that "*food will win the war and write the peace.*" This knowledge prompted our government to sponsor the greatest nutrition education program in history.

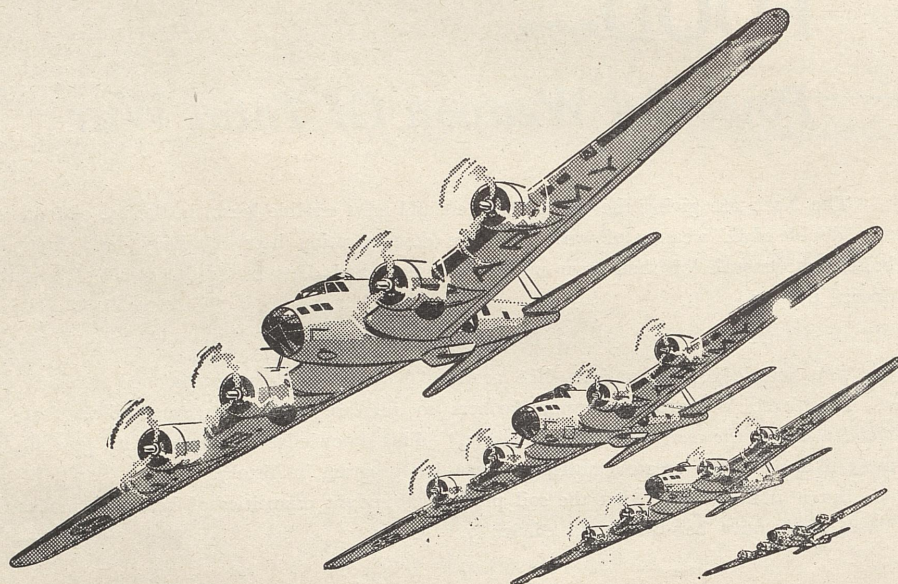
But it is not enough that the soil produce abundant quantities of healthful foods. These foods must be distributed efficiently.

Thanks to the magnificent response of the nation's farmers, America today is producing more food than ever before. Thanks to thousands of nutrition classes in communities throughout the nation, thanks to the force of thousands of newspaper articles, millions of housewives are learning how to use this food most effectively, how to feed their families wisely and well.

But distribution still takes, on the average, nearly two-thirds of the average family's food dollar . . . money that goes *not* for food but for the expense of bringing it from farm to consumer. Clearly, every reduction in this expense of distribution is a contribution to victory.

Through peacetime and wartime, for 82 years, A & P has devoted itself to making distribution more efficient, eliminating outworn steps and costs in the handling of food. The result is that now, when America needs efficient distribution most, A & P is playing its part in the victory program, *moving food from producer to consumer at the lowest distribution cost ever achieved by any retail organization at any time.*

A & P FOOD STORES



Eclipse of the Rising Sun!

• CHALLENGED in *two* hemispheres, America faces a tremendous test. But the bombers that will blot out the Rising Sun and smash the Swastika are pouring off our production lines.

The biggest industrial job in all history is being done *because America has the electric POWER for the job!*

The electric industry was *ready* when the crisis came. The business men who manage the nation's electric companies had built up

power reserves *in advance*. They were ready, too, to meet new demands with new construction. They *added* enough power in 1941 to light *one-fourth* of all the nation's homes.

We're glad that the electric industry has been able to help make Uncle Sam so *powerful*. We'll stick to the job until the blood-red sun has set and a new day follows darkness!

Invest in America! Buy Defense Bonds and Stamps

KENTUCKY UTILITIES COMPANY

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