

The Kentucky Press

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

VOLUME FOURTEEN

March, 1943

NUMBER FIVE

How Essential Are The Newspapers Today?

Selective Service Headquarters has classified newspapers as being among "the list of civilian activities necessary to war production and essential to the war effort," and the term "newspapers" includes "all the business of getting out a newspaper." (Ask Draft Boards to refer to Occupational Bulletin No. 27 as amended, dated Jan. 23, 1943).

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K. D. Pulcifer, Major, Specialist Manpower Division, Selective Service System, in a July, 1942, letter to PNPA: "It has been the policy of this headquarters to recommend deferment of many newspaper and radio executives. This has been particularly true where the newspaper was the only news publication in a community or where the radio was the main source of information in a given area. The maintenance of public morale and the dissemination of information to the public, keeping it advised of the progress of our war effort is considered by this Headquarters to be of high importance. We therefore take the position that the cases of all registrants engaged in vital occupations in the newspaper and radio industry should receive serious consideration."

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Stephen E. Fitzgerald, Office of War Information, WPB, in a letter to ANPA August 7, 1942, stated:

"Mr. Nelson has asked me to answer your letter inquiring about the urgency standing of newspapers in the war economy.

"Not only the Selective Service Headquarters but the War Production Board

To Preserve Democracy

If the American way of life, if freedom of speech is to prevail as a guarantee of this life and this democracy, there can be no further emphasis of the need and importance of the American Press than the import of the following news item:

"About 125 newspapers and 1,000 other periodicals in Germany will disappear for the duration of the war to release their journalists and printers, many of whom have been exempt, for military service or work in munition factories."—An STB Berlin report.

This must not happen here.

has officially recognized the importance of newspapers to the war effort, through their inclusion in the General Maintenance and Repair Order and in others permitting the use of scarce materials to the extent necessary for printing and publishing.

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Effective Jan. 2, 1942, an amendment was issued to Gasoline Rationing Regulation 5-C so that circulation supervisors or others engaged in maintaining the wholesale distribution system of newspapers are given preferred mileage classification. OPA said, "This allowance was made in recognition of the unusual hours during which newspaper distribution supervisors must work and of the importance of speedy delivery of newspapers."

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Section 302 (c) (4) of the price control law exempts from the term "com-

modity" rates charged by any person engaged in the business of operating or publishing a newspaper, periodical or magazine, or operating a radio broadcasting station, a motion-picture or other theatre enterprise, or outdoor advertising facilities."

Administrative Order, April 30 of Office of Civilian Defense makes official provision for special insignia to permit newspaper reporters and photographers to carry on essential services or duties during the course of a blackout or raid.

Newspapers were included among 20 industries given an A-10 priority rating for repair, for maintenance and operating supplies in September, 1941. Later this rating was extended to include "printers and publishers" and later still almost every concern was given the right to use the A-10 rating.

Newspapers were included among the "essential community services" in Order L-16 to curtail consumption of electric power in the southeastern area of the U. S. in November, 1941. The order was never put into effect because the necessity for curtailment was eliminated but the Order included exemption for newspapers as "essential."

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Petroleum Administrative Order No. 3 prohibits deliveries of fuel oil to any commercial, industrial or governmental consumer for purposes other than space heating or hot water except to a list of exempted users of fuel oil for other than space heating or hot water included on Schedule A of the order. In the list of exempted users are newspapers.

It will be noted that PA Order No. 3 recognizes newspapers as a part of the Public Communications Services as does the War Manpower Commission which classified Communications Services, including newspapers, as one of the 35 industries essential to the war effort.

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Newspapers and press associations have received a priority rating, No. 3, for long distance telephone calls in an order issued by the Board of War Communications, effective No. 1, 1942. No. 3 priority goes to "Important governmental functions; machinery, tools, or war materials for war plants; production of essential supplies; maintenance of public services (including newspapers); supply or movement of food; civilian defense or public health and safety."

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President Roosevelt: "The observance of National Newspaper Week after ten months of war affords an opportunity to re-dedicate ourselves to the freedom that is as vital to us as our daily bread—the freedom to think and speak and write the truth as we see it. Our free press has not only survived—it is an essential part of the steady ballast which enables our ship to ride the storm."

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Donald M. Nelson, chairman, WPB in a telegram to PNPA on October 1, 1942:

"I feel that the nation owes the newspapers a debt of thanks for the invaluable service they have rendered through the Newspapers United Scrap Metal Drive"; and on the same subject he added a few days later: "The job that the newspapers have done is absolutely unprecedented in this country. It has been magnificent. * * * The whole campaign has been a major contribution to the war effort."

Mr. Nelson again: "We fully appreciate that the press is an institution as well as an industry—an institution which is absolutely essential in a democratic country, especially so in time of war."

On another occasion: "Newspapers are essential to the war program." Before the Association of National Advertisers in New York, Nov. 11, 1942, Mr. Nelson stated that in ordinary times advertising has an indispensable place in American life and added that advertising has an essential role to play during wartime. He said: "Advertising I must repeat is an essential part of our communications system. We dare not destroy or cripple that communications system in wartime and we have no re-

motest desire to do so. Indeed, precisely because some of the functions of that system must be restricted in time of war, the proper exercise of the remaining functions becomes more important than ever. Our civilian economy is not a lot of separate pieces, scattered helter-skelter over the landscape—it is all one thing, an integrated whole which operates to keep the nation itself functioning. Every job is important. The jobs change, as war comes, to be sure, but they are still jobs the country needs and the job of advertising is far from the least among them."

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Paul V. McNutt, chairman, WMC, stated Feb. 10, 1942: "Essential civilian activities are on an equal plane with basic war industries in our war effort."

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Gen. Douglas McArthur, to the Pen and Pencil Club, Philadelphia: "Tell its members from an old soldier at the front that the pen is still mightier than the sword." Again: "There has been nothing more astonishing in the program of war which is really the application of the mechanics of force to human nature, than the position that public opinion occupies. One cannot wage war under present conditions without the support of public opinion which is tremendously moulded by the press and other forms of propaganda."

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Robert W. Wolcott, American Industries Salvage Committee:

"I wonder how many of you realize that the newspaper scrap metal drive is the only war effort which the government asked the American people under the leadership of newspapers to carry through without government participation or sponsorship. I know of no more heartening demonstration of the power of a free press."

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Statement made by Office of War Information in its National Fuel Conservation Program November 10, 1942:

"The Office of War Information is turning to newspapers of the country as a quick, effective medium to which those who have fuel conserving services to offer can advertise them. With winter near there is need of immediate action."

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William M. Jeffers, Rubber Director, sent this telegram to the APPA in October, 1942:

"We must start saving rubber now. A voluntary campaign must be started to save precious rubber until nationwide rationing can be effected. The

newspapers constitute one of our most direct and effective channels to the American public. Therefore I am asking all newspapers, daily and weekly, to put before their readers at once the urgent need for saving rubber."

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Henry Morgenthau, Jr., Secretary of the U. S. Treasury:

"In the teeth of Axis propaganda drives, the overwhelmingly majority of American newspapers are keeping the public informed of the real issues of this war. By reporting the news as completely as it can be printed within the limits of national safety, they have checkmated enemy propaganda intended to demoralize and mislead our people. They are using the freedom of the press to help fight the war of the free people. They know that a free press cannot survive unless this war is won."

"Beyond this, we at the Treasury have special reason to thank the press, as well as pay tribute to it. With a public spirit that is beyond all praise, the newspapers of the country have given invaluable help to the Treasury Department's War Savings program."

"Every part of the press and all classes of newspaper workers from apprentices to foremen and from office boys to executives, have helped the Treasury in its job of financing the war. And I should like to thank especially the newspaper boys of the nation, whose sale and delivery of over six million dollars in War Savings Stamps during the past year is an outstanding achievement."

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Secretary of State Hull:

"From the days of Peter Zenger, when the cause of liberty was tried and won, . . . a free press has been, and rightly so, a sacred American institution, an essential fabric in our democratic way of life."

C.-J. and Times Win Naval Award of Merit

The Courier-Journal and The Times recently received an Award of Merit in acknowledgement of contribution to the war effort in obtaining the enlistment of recruits for service in the construction battalions of the U. S. Navy—better known as "Seabees."

The citation was accompanied by a letter from Com. E. J. Spaulding, officer in charge of Seabee recruiting, Navy Building, Washington, expressing gratitude "for your sincere co-operation in our program." Also enclosed was a copy of the official "Song of the Seabees."

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Annual Address Of Harry Lee Waterfield, Retiring KPA Paesident

Gone with sugar, coffee, new tires, and gasoline is practically all advertising the country weekly newspaper once enjoyed. I am not, and I shall not be, a gloomy pessimist, neither, in this good year of 1943, shall I be a carefree optimist. I think I am not excited, although somewhat exercised, when I say that war has brought to us, as well as all people and all businesses, added duties and perplexing problems as to how we may serve our country and ourselves by keeping our presses rolling.

The Government is depending upon newspapers in this war crisis to help inform the people of their obligation to their government. Only last week the Treasury Department, in one of its releases, said, "it takes both, the newspaper and the United States Treasury to inform the American people." Publication of an array of releases from all branches and bureaus of the government, the Army, Navy, Marines and Coast Guard aids materially and it must be done gratis and patriotically to circumvent the charge of a subsidized press.

How well we are prepared to meet the changes that war has necessitated is known by each of us. How we are to survive is left to the individual publisher, but with the mutual counsel and assistance of our association we are better fortified to maintain the profit motive and win during this war what we would preserve by fighting the war.

I believe I am modest when I say, there have been but few administrations of the Kentucky Press that the officers have been confronted with the difficult situations, brought on by the war, that your present officers have encountered. We may reasonably expect that the succeeding administration will face even greater problems and difficulties but how these problems are solved by you, as members of the organization, and the officers will prove the association's worth to all publishers. I urge your continued support to those who are to assume the responsibilities on tomorrow.

Today ends the first year's operation of the KPA under the administrative system with a central office and a field manager-secretary. While I have few delusions as to why Vic Portmann would

undertake this stupendous job without sufficient revenue, I likewise have no delusion that it would be impossible for the KPA to continue the satisfactory operation of the central office without adequate funds and a planned budget. It is my opinion that the central office has performed a great service for the publishers of the state during this first year. It has made great strides, but next year, and in the years to come, the field manager, central office plan could do much more in service performance for members of the KPA if the publishers will provide competent money for its successful operation.

The central office is already relaying to publishers, in concise and condensed form, information that is necessary for publishers to have for the successful operation of a newspaper. It is interviewing prospective and potential advertisers and is keeping the publishers of the state in close contact with the National Editorial Association. The advantage of the one-order, one-bill, one-check plan is recognized by all agencies and every publisher. The central office is in position to operate under this system and to cooperate with National representatives and agencies.

It now appears likely that the National Editorial Association will enter the field of representing its members to the National advertisers with the central office handling advertising for each state. It is interesting to note that in this first year, Kentucky publishers have used the central office and have requested assistance and information, as well as have advertising agencies and advertising firms.

I regret to report that the fund collected this year from membership dues, and the surplus brought forward from last year, is about depleted. This money has been used by the central office in serving the members of the association. A plan for providing sufficient money for the operation of the central office will be submitted to you tomorrow. The question will be whether or not you desire the services of the central office improved, continued as at present, or abolished. I urge you to give this plan your serious consideration and by all means attend the meeting and take part in the discussion and decision. I feel it is my duty to recommend that the office be continued and a feasible financial program, already proposed, adopted.

I am happy to report that during the year the membership of the KPA has increased. Seven new active members

have been enrolled during the year. There are now 19 applications for membership to be received. We welcome all of these to our ranks and I trust the day is not far away when every newspaper in the state will be active in the association. A united front on the part of all state publishers is more seriously needed now than ever before, as the problem of remaining in business, even without making a profit, becomes increasingly difficult as the strain of war grows greater each day.

Legislation, as it affects newspapers, is perhaps one of the most momentous personal questions facing the association and all publishers. Because we are affiliated, individually and collectively, with the National Editorial Association, every member of the Kentucky Press is ably represented in Washington by the N.E.A.'s legislative representative, and through our central office each publisher receives semi-monthly bulletins disseminating National legislation.

With each succeeding state administration and legislature at Frankfort, those of us who attempt to keep abreast with affairs, realize that it continually becomes more important that we be represented there. This question is discussed frequently by publishers. At all of our conventions, we have tackled the problem in sundry ways, but up to the present time without complete, sufficient or adequate satisfaction. It is my candid and considered opinion that only through an active and vigilant full-time representative of the central office and a hustling, watchful legislative committee, can we receive at Frankfort that which we are entitled to. At the time of the next legislature, the KPA should have a representative to study the contents of all proposed legislation.

In the past, certain existing publication laws of the state were repealed, others repealed and reenacted to the detriment of the people of the state as well as to newspapers. The publication laws have been seriously mutilated by the passage of bills that might have appeared to be far removed from one affecting a newspaper and the publication laws of the state. I very strongly suggest that through the central office and legislative committee, steps be taken at the next session of the General Assembly to secure the passage of bills to clarify, classify and consolidate the publication laws of the state; to revise and set legal advertising rates for all newspapers.

Unfortunately, because of rationing,

Please Turn To Page Six.

The Kentucky Press

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Victor R. Portmann, Editor-Publisher

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Kentucky Press Association Officers

Vance Armentrout, *Courier-Journal*, Louisville
President

Joe Richardson, *Times*, Glasgow
Vice-President

Victor R. Portmann, U. of K., Lexington
Secretary-Manager

District Executive Committee

Tyler Munford, Union County Advocate, Morgantown, (State-at-large), Chairman; Chauncey Forgey, Independent, Ashland, (State-at-large), Vice-chairman; First, Joe LaGore, Sun-Democrat, Paducah; Second, John B. Gaines, Park City News, Bowling Green; Third, John H. Hoagland, Courier-Journal, Louisville; Fourth, James M. Willis, Messenger, Brandenburg; Fifth, Virgil P. Sanders, News-Democrat, Carrollton; Sixth, Fred B. Wachs, Herald-Leader, Lexington; Seventh, Walker W. Robinson, Herald, Paintsville; Eighth, J. W. Heddon, Advocate, Mt. Sterling; Ninth, Harold A. Browning, Republican, Williamsburg; Immediate Past President, Harry Lee Waterfield, Gazette, Clinton.

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,

NATIONAL EDITORIAL
ASSOCIATION
1943 *Active Member*

MEMBER
KENTUCKY PRESS
ASSOCIATION
ORGANIZED JANUARY, 1869

Volume Fourteen, Number Five

National Issues Subject
Of Frank Discussion

At a time when the functions of government and the powers of its boards and bureaus are growing so rapidly that no man knows how great they are, and when they are actually usurping the functions of the courts, Arthur Hays Sulzberger, publisher of the New York Times, told 200 Detroit automotive and advertising executives that the press if America and industry must guard the fundamentals of our system of free enterprise against encroachments of government. Mr. Sulzberger said:

"I cannot over-emphasize the power

and authority piling up in Washington. I would be derelict if I were not to point out that there are those in my opinion who seek to use the smokescreen of America's foreign wars to promote and forward their American revolution.

"We of the press must be alert to protect the fundamentals of our system of free enterprise, and you must be doing some more egg hatching. You must be preparing to show the people of this country what industry can and will do for each man, woman and child in the community when our major task is completed, far away as that goal still is."

The men of industry must keep ahead of the procession in helping prepare a sound plan, said Mr. Sulzberger: "Let us paint it in all the colors of our genius—new houses, new cars, new education, new opportunity of every kind.

"That's what democracy offers when we, the people, do it. And to do all that, we need a free press."

In other words, industry must go on the offensive. It has the brains and it has the capital. Management and labor must work together as never before.

Our people have everything to gain from a free enterprise system. They have everything to lose by the extension of state socialism. We have but to look around the world to prove this point to ourselves.

Real statesmanship, industrial and labor leadership and an informed public must cooperate to see that the United States remains the land of individual opportunity.

*Victory Gardens Are
Your No. 1 Project*

Smart newspapers will devote considerable space from now on to the Victory Garden project. The food situation is so serious that people are thinking more about gardening than ever before. Special advertising of tools, seeds, etc., is in order.

News and advertising syndicates are sending out data on the subject and various governmental agencies will send free material that will explain how to develop gardens. The Victory Garden project can well be No. 1 on the newspaper promotion this spring.

*New OPA Regulations
Jeopardize All Advertising*

Recent OPA regulations standardizing certain commodities and requiring uniform labeling may doom trade marks and constitute a threat to all advertising.

Such regulations have been issued to apply to canned grapefruit juice and cotton flannel shirts. An OPA order permitting only two standardized brands of women's rayon hosiery is in the making.

Rep. Wright Patman, of Texas, chairman of the house committee on small business, and others in Washington, have condemned such regulations.

*Court Holds Cities
Cannot Ban Literature*

The Supreme Court declared unconstitutional on March 8 ordinances passed by two municipalities regulating the distribution of literature.

A Dallas, Texas, ordinance prohibiting the distribution upon the streets of handbills containing advertising matter was held to infringe "freedom of press and of religion."

In another decision, the tribunal termed "administrative censorship in an extreme form" a Paris, Texas, ordinance prohibiting the solicitation, without a permit from the mayor, of orders for books within the residence district of the municipality.

Both decisions were unanimous, but with new justice, Rutledge, not participating.

*Central Record
At Lancaster Sold*

The Central Record, weekly newspaper published here since 1890, was purchased at public auction by a group of four Lancaster business men on March 26.

The men, John M. McRoberts, Paul Morrow, Clayton Morrow and Henry Clay Cox, paid \$21,000 for the paper, stock and equipment and two-story building on Richmond street. They will be given possession next Monday.

Contending bidders for the paper were H. Clay Kauffman and Judge Green Clay Walker, both of Lancaster.

The paper and building were sold to settle the estate of the late J. E. Robinson. Also sold this morning were Mr. Robinson's law office equipment and several shares of stock in Lancaster and central Kentucky business firms.

The paper had been in Mr. Robinson's possession since 1908.

We would like to see a series of ads regarding the excellent part farmers are taking in the war effort.

Travel Rationing Helps Job Printers

Many publishers have awakened to the fact that the tire and gasoline shortage can be turned into a blessing in disguise for their local merchants, but have failed to realize how important this same factor is for their own job printing business.

Traveling salesmen for large job printing firms are finding it difficult to get into the smaller cities these days, and another month or two will probably completely stop them. The local man who can produce for his job buyers is now in a position to capitalize on these orders as never before. The extent to which he gives service and satisfaction will determine to a large extent the amount of business he secures in the future.

This situation may be a life-saver for many small shops, and with advertising slowly diminishing many newspaper shops are turning to job work in the belief that here is their chance to keep the mills grinding and keep their own heads above water.

For some rather strange reason, the "art" or "business" of selling job printing has never come up for nearly the amount of discussion in conventions or trade publications as advertising. Advertising definitely has become an "art" and a profession—it is calling good men today instead of the mere job-seeker of yesterday. Advertising salesmen (of the better class) are applying university training, specialized technique, and professional knowledge of the job to be done for their clients. There are special associations, magazines, and bulletins for the ad-man. Meanwhile, the job printing salesman has received little recognition and in too many instances is just "someone to call on the trade."

There are, of course, professional techniques in the sale of job work, just as in advertising. There is much more money to be made by most combination newspaper-job shops than is being found today. Back of it all lies one salient point, the same point so vital in advertising:

Don't sell job work—sell ideas.

Every business and every individual uses paper in one form or another. Stationery is essential to the carrying on of almost any store or trade or profession. The trouble is, most stationery buyers have never been sold on the correct use of printing and thing only in terms of price.

Government envelope printing holds

no terrors for the salesman who correctly understands his objective and is constantly thinking in terms of his client. (What successful salesman of any product do you know today who is not thinking first about his client and how to help him, and second about his own profit?) The government furnishes only standard printing, and its limitations are such that most customers can easily be diverted from that source for their printing to something which will really help their business.

For instance, you cannot secure a government-printed envelope with more than a mere name and address on it. Yet there is hardly a business which could not well afford to use the space that envelopes provide to address a selling message to the receiver in one form or another. It has been proved over and over again that color adds to an envelope's appeal and that an inferior printed envelope detracts from any recipient's response.

The first problem of the job salesman just as that of the advertising salesman, is to consider the needs of his client. First, what does the client have to sell, how can that message be best put across to the customer of that client, and how can stationery and job printing help achieve that objective?

Second, what special ideas can you find which will help your client and which will require job printing?

Is your client proud of the length of time he has been in business? Or of his reputation for quick deliveries? Or of his general standing or reputation or professional ability? Or of any one of dozens of other prestige factors? Then that message should be conveyed to the public on envelopes, letterheads, billing sheets, order blanks, salesbooks, and every other piece of stationery he uses. Has your client any message, this month or permanent, which could be included in every piece of mail he sends out or with every piece of mail he sends out or with every delivery of goods? Talk with your merchants about their problems, and then draw up an idea for an envelope stuffer, or, preferably, a series of stuffers.

The present national emergency, with new governmental regulations pouring in daily, offers a tremendous opportunity for the job printing salesman on his toes. When milk deliveries were restricted to every two days, the milk man should have had a nice card or stuffer to supply each of his clients by mail or by delivery with one day's milk. (He

should, too, have carried a nice little ad in your paper, for the new regulation needs explaining and the milk man wishes to have his clients understand how he is trying to best serve them.) With deliveries of all kinds being cut down or eliminated, this one field alone offered big opportunities with many merchants and businessmen of your community.

When an advertising idea comes to your attention, stop to consider whether the same idea could be carried into a printed job, and vice versa. Run through trade publications, magazines, other newspapers, catalogs, and every source of advertising ideas. Examine the building, the stock, and the personnel of your merchants to see what ideas can be converted into job work sales.

Above all, keep thinking: How can I help this merchant? What suggestions would aid him in increasing his business? Thinking in these terms will naturally lead to job printing ideas.—Georgia Press.

Kentucky's Youngest Publisher?

Jimmy Stokes, 10, is Earlington's youngest editor, publishing a daily newspaper, miniature size, entitled *Swiftest Scoops*. Jimmy, son of Mr. and Mrs. Clay Stokes, mingles war news, home news, national news and a question and answer department, and boasts eight subscribers at 5 cents per week or 1 cent per copy.—*The Madisonville Messenger*.

Allen Publisher Named Scottsville School Head

H. A. Ward, publisher of the *Allen County News*, Scottsville, and a former athletic director of Scottsville High School, was elected March 11 as principal of the school for the rest of the current school term. He succeeds H. H. Patton, who resigned to take a position with the Army Air Forces Technical Command at Dayton, Ohio.

Bowmar Prayer Book Presented To Church

At the 11 o'clock holy communion services at St. John's Episcopal church Sunday, March 7, an altar prayer book donated by personal friends of the late Daniel M. Bowmar, for many years co-editor of the *Woodford Sun*, weekly newspaper, Versailles, was dedicated by the Rev. Llewellyn B. Catlin, rector of the church.

Continued From Page Three

it has been impossible to hold local district meetings this year, inaugurated a few years ago. Because of the war, it was also considered impractical to continue in 1942 the series of publicity releases under the sponsorship of the association "Telling Kentuckians of Kentucky" that was so successfully instituted under Russell Dyche. Because activities in the association, such as just enumerated, have been curtailed or completely abandoned, that is sufficient reason for the vigorous promotion of the central office, field manager set-up that publishers as a body may be in closer contact.

Kentucky newspapers and newspaper people have always done their full share in every crisis. While it is not necessary that I mention it, it is with pride and complete satisfaction that I can point to the magnificent job that Kentucky newspapers have done for the government in the salvage campaigns in Kentucky this year and, especially, a fine job has been done in connection with the scrap metal campaign and the sale of War Bonds and Stamps. While there is not even a remote doubt that equal diligence will be maintained by all Kentucky publishers as we proceed with our help to the Government in this angle of the prosecution of the war, yet I admonish you to continue the use of our free enterprise, not merely to preserve it but to use it to the limit in this great fight for survival.

Although there are relatively few members of the KPA directly affected by the newsprint regulations, as issued by the W.P.B., the officers of the association insist, and appeal to you as patriotic and loyal American citizens, that you comply with the requests of the president of the National Editorial Association, Edwin F. Abels. He has asked that we all comply with the regulations of the W.P.B. just as carefully and conscientiously as though we were included in the order—by cutting our printing paper ten percent by trimming our list of exchanges; cutting off the dead ones on our list; if the subscribers do not pay up, cut them off; eliminate the use of print paper for handbills and job work and conserve every way possible. Complying with this request, we will not only do our duty as Americans in the war effort, but at the same time we will clean up our subscription list. This is the greatest opportunity in the history of the country newspaper to begin operating under a business like and legal

basis in the matter of circulation.

I feel that I cannot too strongly stress the need among our membership of greater cooperation looking toward proper standards and ethics of journalism. It is my opinion that through the central office, field manager plan, all newspapers, large and small, will more readily see the need of observing standard rates and more quickly realize the power of our product. Now is the time for the community press to gain the added respect of the people it serves, which it so sorely needs. This respect will be attained through complete cooperation in putting into practice a standard of ethics and revitalizing columns of the paper which reveals the individuality and character of the publisher and editor.

Your president and the secretary represented the KPA association at the annual meeting of the National Editorial Association in Quebec. Our affiliation with the N.E.A. has been a constructive step and the continuation of our participation grows increasingly important.

The association and the executive committee has sustained irreplaceable loss by death of a number of outstanding members. It shall not be my purpose to enlorge them here, but I would be derelict and unmindful of an appreciation I had for him should I not say that the officers, executive committee and association lost exceedingly by the death of J. Curtis Alcock. He gave wise coun-

sel and had unlimited energy which he offered the association as chairman of the committee and as secretary for thirty years. Because the death of Mr. Alcock came in the last half of the year, the chairmanship was not filled. You will, therefore, have two officers to name tomorrow that will not, by custom, automatically advance—that of the vice-president and chairman of the executive committee.

Duty to country called two members from the executive committee, one of whom, Tyler Munford, is stationed in the state and is still serving you. The other, Frank Bell, fifth district, formerly with the U. S. Army, resigned and was replaced on the committee by Virgil P. Sanders of Carrollton.

Permit me to publicly express to my fellow officers a grateful feeling for their assistance, especially to Vance Armentrout, who as vice-president, has served so faithfully and untiring, and to Victor Portmann, who has so energetically and capably administered the duties of field manager-secretary.

As your president, I have not been, and shall never be, unmindful of the honor you have given me and I shall cherish this privilege and opportunity always. I am happy that I can return my commission un sullied and can retire with a greater knowledge of the benefits of the KPA to all publishers.

Work up some new ideas on institutional advertising.

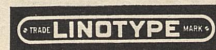
MAC says:



"Poor Richard Told 'Em

"When he said that 'A little neglect may breed great mischief,' Poor Richard must have been thinking of the machines that were to supplant

the slow and laborious methods in the printshops of his day. A wise fellow, he. . . And the Linotype user who maintains a regular schedule of checkups, reasonable cleanliness and proper lubrication is wise, too. Your Linotype Production Engineer can be of great help in many of your composition problems. Ask him."



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

Converting Food into Fighting Power

The farmers of America have been called upon to do a tremendous job despite immense difficulties.

They must produce adequate "fighting foods" for the civilian population, for the armed forces, and for our allies. They must produce more food than ever before, in spite of critical shortages of manpower and machinery.

But the job of feeding America is not the farmer's job alone. To keep millions of pounds of food moving into consumption calls for the best efforts of distributors as well as producers.

Progressive producers and distributors are well aware of this fact. That is why the men of A&P are working so closely with growers and federal and state agricultural officials to help solve the nation's pressing food problems . . . to get more fresh food to American families, with minimum waste and cost, with maximum freshness and nutritional value.

Through such teamwork, farmers and food distributors are doing their wartime job of translating the strength of the soil into effective national fighting power.

A & P FOOD STORES

DID THIS EVER OCCUR TO YOU

Editor, The Sentinel,
Centertown, U. S. A.

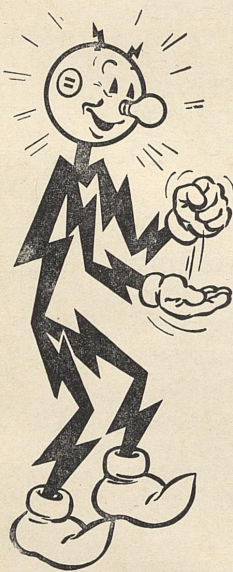
Dear Sir:

I AM submitting this to your Letters From the People column because I think the public has a right to know what's going on. I think all this war rationing is the bunk. I say we ought to put everything on the market and let nature take its course. And while I'm about it, I say we're making a pack of idiots out of ourselves by not getting ready to dominate the world when this war's all over. Are we going to knuckle down to Britain or Russia after this war—after we've saved them?

JOHN DOE

— ☆ —

This is a fictitious letter, of course. No really patriotic American feels the way John Doe expresses himself as feeling. But the point is that if any American did feel that way, his newspapers would print his views. It is the privilege of every American to speak his mind, just as long as he isn't treasonable. And it is the privilege of American newspapers, founded and managed under the American system of free enterprise, to voice their own views freely and publish



the views of their readers.

Now let's suppose the name signed to that letter was Kurt Schnell, or any other German name, and the address was that of any German newspaper. What would happen to the letter?

In the first place, no German citizen would write such a letter. He would be shot or placed in a concentration camp before the ink was dry. And no German paper would publish it. Or, if it did, the paper would be out of business and the editor executed before the presses cooled off.

In the Axis countries there is no freedom. Every man is a voiceless slave. There is no such thing as freedom of enterprise, and life is a dull, aching void.

Still, there are people living in America—we can't conscientiously call them Americans—who want to destroy the American principle of free enterprise. They want to turn all business over to political control and destroy private incentive.

That is the first step toward the death of freedom. It must be blocked if America is to be preserved.

REDDY KILOWATT,
your electrical servant.

KENTUCKY UTILITIES COMPANY
INCORPORATED

A Product of the American Free Enterprise System

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