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

**VOLUME FOURTEEN** 

## August, 1943

NUMBER TEN

### National Newspaper Week, October 1 to 8

"A FREE PRESS AND A FREE PEO-PLE - AN UNBEATABLE TEAM!" Newspapers of the nation will adopt this slogan during the fourth annual National Newspaper Week, October 1 to 8, to express the objectives of this year's observance - the creation of a

greater appreciation of the part which a Free Press plays in the maintenance of democracy.

A clipsheet for use in telling the story of Freedom of the Press will be provided to every newspaper in the country through Newspaper Association Managers, sponsors of the event. An "Idea Kit," containing suggestions for local Newspaper Week activities will also be made available. Newspapers will receive this material from their national, regional or state press associations free of charge. Any publisher not receiving the releases

may obtain them by writing to his press association or to Vernon T. Sanford, chairman, National Newspaper Week Committee, 1900 Biltmore Hotel, Okla-

homa City, Oklahoma.

ation

The clipsheet will be produced by the Medill School of Journalism, North-western University, Evanston, Illinois, under the direction of its head, Ken Olson. It will contain four pages of stories, features and editorials, ready for

the editor to clip and use as they are, or adapt to his local needs.

Publishers will again this year be asked to float the American flag above their mastheads on page one, during the Week. In 1942, thousands of newspapers, in every part of the country, hon-

FREE PEOPLE AN UNBEATABLE TEAM

ored the flag in this way.

Groups and organizations, both inside and outside the Fourth Estate, have pledged full cooperation in the National Newspaper Week celebration. Civic clubs are planning special programs for meetings held during the Week. Special messages are being planned by advertising agencies, syndicates and various Washington officials. Radio will honor the newspapers with broadcasts devoted to the Freedom of the Press theme. Stories and features will be released by the wire services, statements concerning the inter-relation of freedom of religion and press freedom will be made by religious organizations. Advertising mat companies will devote spe-

cial sections of their services to the event.

"Since the newspaper profession is more inti-mately and directly concerned with the affairs of our 133 million American citizens than perhaps any other one privately-owned institution," said Sanford, "the publishers, acting through their press associations, four years ago, set aside one week during the year in which they could unite for the promotion of a public relations program to better acquaint readers with their newspapers. It is hoped that through this year's observance of Na-

tional Newspaper Week, the newspapers may not only bring about a better understanding of the Free Press as a right of the people, but may also intensify appreciation of all our constitutionally guaranteed rights and privileges."

Members of the National Newspaper Week committee are: Frank B. Hutchinson, New Jersey Press Association; John B. Long, California Newspaper Publishers Association; Cranston Wil-

### Drive Started To Increase Cutting Of Pulpwood

The pulp and paper industry in both the United States and Canada face a critical shortage of pulpwood. The products of the industry have a much higher degree of essentiality than is generally recognized especially in some government circles in both countries. Any additional curtailment of the present uses to meet this wood situation cannot be defended in the light of all of the facts.

Analysis of the pulpwood situation in both the United States and Canada clearly shows the great burdens being placed on newsprint sources. This makes it all the more important for maximum efforts to be exerted in both the United States and Canada to cut a total of 3,500,000 cords of wood additional to avert not only a calamity to the pulp and paper industry of both the United States and Canada but serious impairment of the war effort.

A committee of the ANPA Board of Directors has conferred in Canada with Canadian newspaper publishers, representatives of Canadian newsprint manufacturers and representatives of various branches of the pulp and paper industry in Canada, including those responsible for their wood cutting and their manpower in the woods. A complete report has been made to the Canadians on the effort of the pulpwood cutting drive in the United States, especially the program of the newspaper publishers headed up through the committee of which Walter M. Dear is chairman.

Regardless of what may be the month to month analysis of the current situation and its bearing upon WPB orders on newsprint consumption in the United States, it is important that every daily newspaper publisher, especially the large users, exert more than ordinary efforts to reduce their consumption below what they are entitled to use by WPB Order L-240. It is not sufficient that consumption be brought into balance with production — consumption should be brought below present production and stocks on hand maintained unimpaired and increased so as to be

in a more secure position to face the unknown available wood supply both in the United States and Canada to care for the multiplicity of uses of wood.

Forty-three Kentucky newspapers are carrying the pulpwood advertising. According to a statement by Chairman Walter M. Dear, "The small weeklies and dailies that are actively carrying on this campaign in pulpwood areas are doing a fine job for all of us." We need more pulpwood production to keep our present printpaper quotas. A clipsheet and mats reached every cooperating paper this week. Give as much publicity space as you can to this worthwhile campaign."

Newspapers in the pulpwood area of Kentucky have been contacted by the Newspaper Pulpwood committee on the proposed drive to increase pulpwood cuttings on woodland lots this fall. A serious shortage of paper is contemplated unless more pulpwood can be shipped to the mills. Newspaper interests in the pulpwood drive are not confined to newsprint shortages because only six per cent of all the pulp used goes into newsprint. Important are the numerous other uses of paper and pulp directly associated with the prosecution of the war. Advertisements have been released.

It is probable that a program similar to that which was so successful in the scrap drive will be formulated. To date we do not have any information on the drive save that which was gained from a news story released August 5. Here is the story—

NEW YORK, AUG. 5 (AP) — The newspaper pulpwood committee announced today launching of a sectionally-directed drive to produce more pulpwood and thus avert a threatened shortage of 2,500,000 cords.

Simultaneously in Washington, War Production Board chairman Donald M. Nelson asked Governors in 27 pulpwood producing states to call upon woodland owners, operators and farmers "to do everything within their power to increase the production of logs to be used in the manufacture of wood pulp."

Walter M. Dear, past president of the American Newspaper Publishers association and publisher of the Jersey Journal, is head of the newspaper committee in the campaign while Frank Block directs the War Activities committee, a pulpwood industry group. Block was industry director for the scrap and waste paper drive.

The drive will be made in 27 states

spread over the northeast, southern, appalachian and great lakes areas. Nelson's plea went to Governors of Alabama, Arkansas, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Louisana, Maine, Maryland, Michigan, Minnesota, Mississippi, Missouri, New Hampshire, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Vermont, Virginia, West Virginia, and Wisconsin.

Dear said initial returns from his first appeal to daily and weekly newspapers indicated an enthusiastic willingness to match the record of the nationwide scrap campaign. "Newspapers, large and small, are responding magnificently to our appeals both for money and active editorial support," he said.

As a start in the drive quarter-page advertisements were sent by the newspaper committee to about 1,600 weeklies and dailies in the pulpwood areas. Funds for the campaign are being obtained from newspapers and the pulpwood industry.

If the campaign is successful in the circumventing 2,500,000 - cord shortage of pulpwood, it would bring production up to the minimum of 13,000,000 cords needed by the industry this year. Normal peacetime output is 16,000,000 cords a year.

The newspaper committee pointed out that United States pulpwood production was off 24 per cent in the 1943 first half while inventories stood at 32 per cent below the level of the like 1942 period, adding that some mills already had shut down for lack of wood.

Although states of Washington and Oregon have large pulp mills, the campaign was not directed to the pacific northwest because of the highly mechanized character of wood cutting in that

Pulpwood is "necessary for the successful prosecution of the war and the maintenance of an adequate civilian economy," Nelson said in his plea to governors.

We are requested to repeat the notice from the Office of Censorship asking editors to be alert to every mention of radar and military electronic devices to establish beyond all question that there is appropriate authority for every statement made; and to submit all material on the subject—other than that released by appropriate Government authority—to the Office of Censorship for review in advance of publication of broadcast.

liams, American Newspaper Publishers Association; Walter Johnson, Southern Newspaper Publishers Association; Edwin A. Bemis, Colorado Press Association; Paul Gorham, Illinois Newspaper Markets; and Charles L. Allen, National Editorial Association.

# FOOD

## Life Line Of War Production

The U.S. Department of Agriculture estimates that it takes the food from 42,000 acres to feed the workers who build a 35,000 ton battle-ship.

It takes the food from 155 acres to build a bomber.

It takes 43 acres to build a medium tank.

These figures illustrate the immensity of the job of feeding a nation at war. Tremendous quantities of food must be produced. They must be kept flowing steadily through the channels of distribution to the mealtables of American workers.

The efficiency with which this food is distributed greatly determines how well American workers eat.

Greater efficiency in food distribution means less loss of perishables, and therefore a larger quantity of actual food available at the store. It means that foods reach consumers with a higher nutritional content. It means that prices are lower than would otherwise be possible. It means that transportation facilities and manpower are released for other vital war jobs.

That is why the men and women of A & P are proud to be doing the nation's most efficient job of food distribution.

A & P FOOD STORES

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Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Kentucky Press Association Officers Vance Armentrout.......Courier-Journal, Louisville

...Times. Glasgow Joe Richardson.... Vice-President
U. of K., Lexington

Victor R. Portmann U. Secretary-Manager District Executive Committee

District Executive Committee
Tyler Munford, Union County Advocate, Morganfield, (State-at-large), Ohairman; 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, HeraldLeader, 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.

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,





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#### Certificates Necessary For Beginner-Learners

This and other associations have presented inquiries upon request of publishers of weekly and semi-weekly pers to the Wage-Hour Division relative to the wage order in view of the exemption in the act, and particularly in connection with the possibility of employing student - learners, learners, and apprentices. In an effort to clarify the status of these papers and to answer questions submitted Director L. Metcalfe Walling takes these positions:

Section 13 (a) (8) of the Fair Labor Standards Act exempts from its minimum wage and overtime provisions "any employee employed in connection with the publication of any weekly or semiweekly newspaper with a circulation of less than three thousand the major part of which circulation is within the county where printed and published." Insofar as newspapers are concerned, the wage order, issued upon the recommendation of an industry committee and after continued public hearings, applies only to employees of newspapers who are covered by the Wage-Hour Law and not within the scope of this exemption.,

Recently Administrator Walling said that for enforcement purposes the Wage-Hour Division would not consider that any small newspaper loses the exemption merely because of its willingness to supply the hometown newspaper either free or by paid subscription to members of the armed forces. For enforcement purposes, therefore, he has adopted the policy that the limits in circulation contained in Section 13 (a) (8) are to be exclusive of any and all subscriptions sent to members of the armed forces.

On the other hand, there are many small newspapers which engage in job printing, and in certain instances such printed matter or some portion of it eventually moves in interstate commerce. Any employee of these newspapers who works one-half or more of his time on job printing work in a particular week is not subject to the exemption and therefore is entitled to the minimum wage established by the wage order and to the overtime pay provisions of the Act for that week unless exempt under some other section of the Act. Employees of the printer (even though he also publishes a newspaper) fall within the general coverage of the Act where at the time the work is performed the employer has reason to believe that any unsegregated part of the printed material will later move, directly or indirectly, across state lines. Thus, coverage exists even where material is printed for a local purchaser if, at the time of production, the printing firm has reason to believe the goods will subsequently move, directly or indirectly, outside the state.

As to the employment of learners and apprentices in the Printing and Publishing and Allied Graphic Arts Industry at rates less than the basic minimum of 40 cents an hour, Mr. Walling pointed out that, although no hearing has been held to determine the need for adopting subminimum rates in the industry, any employer is entitled under Section 14 of the Act to file an application for employment of learners at subminimum rates in his plant, which application will be considered on its individual merits Approval of the application depends upon the employer's showing that the occupation in which it is proposed to employ learners is a sufficiently skilled occupation to warrant a substantial learning period, that experienced work. ers are not available for employment in that occupation, and that curtailment of opportunities for employment will result if the application is denied.

A learner wage rate may be provided in a certificate in graduated steps up to the basic rate of 40 cents an hour. The learning period in a certificate is limited to a period of 4 to 12 weeks, except in unusual circumstances. It is not the policy of the Wage-Hour Division to issue learner certificates for such occupations as porter, sweeper, and watchman, which occupations require insufficient skill to warrant a learning period at subminimum rates.

Mr. Walling also pointed out that an apprentice under the Act is an employee at least 16 years of age engaged to learn a skilled trade under the terms of an apprenticeship agreement which provides for at least 4,000 hours of reasonably continuous employment, participation in an approved schedule of work experience through employment, and at least 144 hours of related classroom instruction for each year of the apprenticeship if such classes are available in the community. The rates agreed to must average over the apprenticeship period at least 50 per cent of the wage rate paid skilled journeymen in the same occupation. Apprenticeship agreements which have been approved by a recognized local or state apprenticeship council are considered temporary certificates until final action has been taken on them by the Wage-Hour Division of the United States Department of Labor. If no approved local or state apprenticeship council exists, agreements may be filed directly with the Wage-Hour Division which, after consultation with the Federal Committee on Apprenticeship, may issue a certificate.

The Student - Learner Regulations were primarily designed to meet the needs of training students in vocational training programs by providing for the employment of student-learners for part of the working day or for alternating weeks, or for limited periods during

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Until apprenticeship agreements have been approved by the appropriate auced work thority or favorable action has been taken by the Wage-Hour Division on the learner or student-learner applications, learners, student-learners, and apprentices as well as other employees covered by the Act and not exempt from the minimum wage provisions thereof must be paid at least the applicable minimum wage.

Publishers contemplating making application for certificates for learners and apprentices may secure some additional information from this office upon request. Some attorneys advise that the posting of the minimum wage notices sent out by the Wage-Hour Division might be construed by courts as an acknowledgment of the applicability of the Fair Labor Standards Act.

### Bankhead Bill Needs Support Of Every Editor

Senator John H. Bankhead, who introduced S-1073 to authorize paid display advertising by Government in connection with Bond sales and other war activities, represents Alabama. Doyle L. Buckles is field manager of the Alabama Press Association and has magnificently sparked this campaign from its inception.

Latest bulletin from Doyle gives cause for concern to supporters of the bill. have been It boils down to the conclusion that not only is the attitude indifferent on the part of uncommitted Congressmen, but some who early endorsed the measure are losing their enthusiasm. The principal reason cited for cooling sentiment is unwillingness to submit the free press in the slightest degree to Government supervision or regulation.

Doyle Buckles' pertinent suggestion is that every newspaper man make an effort to discuss this matter with his Representative in Congress and that committees be appointed to wait on the Senators sometime during the remaining four weeks of the recess.

Regardless of individual convictions one way or the other, it would seem terribly unwise to let the matter drift along indifferently and either die of

neglect or be ingloriously killed in retreat. The newspapers would gain much popular favor either by coming out open with the declaration that "we've decided it might be a mistake" or else getting vigorously into the ring and fighting for this measure to a definite conclusion one way or the other. Certainly if the press of the nation lets Senator Bankhead down in this instance we may find future champions disconcertingly scarce.

### Rules Set By P. O. Dept. For Post-Reinstatements

Here is the text of the amendment to the Postal Laws and Regulations: Order No. 22077, Paragraph 1, Sec-

tion 528, Postal Laws and Regulations of 1940, is amended by the addition of sub-paragraph (b) reading as follows: (b) No newspaper or other periodical publication which has been accorded second-class mail privileges, and which has voluntarily suspended publication, or shall hereafter voluntarily suspend publication, for the duration of the war because of conditions attributable to the war effort, shall be required upon resumption of regular publication to pay any of the fees provided for by the act entitled 'an act to provide for fees of entry of a publication as second-class matter, and for other purposes,' approved July 7, 1932, amended, if such newspaper or periodical publication resumes regular publication prior to the end of the sixth month following the expiration of the unlimited national emergency proclaimed by the President on May 27, 1941: Provided, that before, any such newspaper or periodical shall be entitled to re-entry as second-class matter without payment of any application fee the publishers shall furnish to the Postmaster General satisfactory evidence that the suspension of his publication was because of conditions attributable to the war effort.' (Public Law 124, 78 Congress, approved July 9, 1943.)"

Concensus is that the new Selective Service Order does not change the status of newspapers - except to make more urgent the need for registering your men and asking early for maximum deferment, while taking every human step to train replacements. No ablebodied man within draft years will be left with you if he is needed by Uncle Sam and you may as well prepare for an almost inevitable parting.

Poultry and hog houses need a fall going over, with sales of lumber, cement, disinfectants, repair items, paint, and so on.

Cecil L. Kirven, former Kentucky manager of the Southern Bell Telephone company and an associate member of KPA, was found dead in his office in Atlanta on Monday, August 9. He left Louisville July 1 to become head of the Atlanta district office of the Telephone company.

### Mechanical Hygiene

Your Linotype deserves the same attention to its care and upkeep that you give to your body or other valued mechanisms. In such matters the expression about an ounce of prevention being worth a pound of cure is anything but trite.



INSURE U. S. VICTORY! KEEP ON BUYING WAR BONDS AND STAMPS



#### Nickel Daily Paper Is Newsprint Solution

Much is being done to conserve newsprint. Papers have done everything from shrinking comics, to squeezing two points out of a column rule. All this is good, patriotic, and sound business. But it is not going to solve the growing newsprint problem. There is a limit to this squeezing process if publishers are to continue to give the American people the kind of newspaper they want and are willing to pay for.

Newspapers have cut out returns to eliminate waste, but there is still the waste of duplication. Today 32 million families get 42 million daily papers. In wartime the paper papa buys down town when mama has the same paper waiting for him at home is a luxury. The average family would be better off with one good newspaper than with two that are something less than desirable.

The average American can afford to pay 30 cents a week for a newspaper. Department of Commerce figures show the income of the average American is up 77 per cent from 1940. If he paid 18 cents for his paper he is still getting a bargain at 30 cents in 1943.

But what would it do to the newspaper's circulation? Let's suppose the paper would lose 10 per cent. That's a high estimate on the basis of recent experience. Take a specific case. A newspaper with 20,000 circulation with a wholesale price of \$2.75 a hundred drops down to 18. Now the wholesale price is \$3.50. This gives the newspaper \$630 a day instead of \$550, an increase in circulation revenue of \$80 a day or 14 per cent. In addition the publisher would be able to give the readers the kind of paper they want and at the same time effect a 10 per cent saving in newsprint costs.

Such a move would help solve the terrific carrier boy turn-over problem. The little merchant who now nets \$7.50 on a hundred-paper route would net \$9 for the same number of deliveries.

The 14 per cent increase in circulation income would about equal a 5 per cent over-all income increase which would put the newspaper in a better position to meet other increased operational costs. The 10 per cent saving in newsprint would better than offset the recent increase in newsprint prices.

Getting back to which we started, the 10 per cent saving in newsprint would solve the paper shortage, release wood pulp for direct war needs such as powder, parachutes and containers, without

### Survey Indicates How Papers Spend Income

Departments	4,000 to 5,000	6,000 to 8,000	10,000 to 12,500	15,000 to 20,000	50,000 to 80,000
News-Editorial	12.97%	14.55%	13.68%	13.63%	13.52%
Advertising	8.36	8.25	7.98	5.76	6.41
Circulation	5.35	7.97	8.65	8.33	14.02
Engraving	.26	.45	1.31	.88	.95
Mechanical	27.96	24.74	20.77	21.42	16.43
Paper and Ink	6.84	8.42	9.37	11.27	17.33

(This is from an Inland Daily Press Association report of 1942 operating costs and revenues. The figures used are the medians for each of the five representative circulation brackets.)

diverting labor from other essential war activities. A five-cent newspaper would be both patriotic and profitable.

The above figures apply more specifically to the daily newspaper. Weekly papers should charge at least \$2.00 per year—four cents a copy—or on the same comparable basis of \$2.50 per year. Many editors have changed to the last figure and claim that the time is coming when every worthwhile community newspaper, of eight pages or more, will be compelled to charge \$2.50 minimum to meet production costs.

### Simpler Rating, AA-2, MRO, For Use Of Newspapers

Just in case you want to order something for the mechanical side of your plant and do not have the proper form to enter on the order, you will be interested to know that the AA-2X rating covering maintenance, repair and operating supplies for the graphic arts has been replaced by the simpler AA-2 MRO. Here is the certification as it should now read on all orders:

"Preference rating AA-2 MRO. The undersigned certifies subject to the criminal penalties for misrepresentation contained in Section 35 (a) of the United States Criminal Code, that the items covered by this order are required for essential maintenance, repair, or operating supplies; that this order is rated and placed in compliance with CMP

This form will get you most of the items you need, but if not, make personal application to the Regional War Production Board Office, and use Form PD-1A for such request.

Fuel is still the hottest advertising filed, it is subject.

The feed market becomes increasingly important in the fall.

The Cynthiana Log Cabin has an excellent opening for a draft-exempt city editor and a competent, all-around printer for shop foreman. Know of any

For Sale—Three Model 8 Linotypes with micro-therm control, electric pots, 3 magazines, 3 molds, downstroke knife wipers, and geared motors, at \$1,600 f.o.b. Louisville. Write Charles Blanchard.

Congratulations to the Shelby News and Shelby Sentinel, Shelbyville, in the announcement that appeared in both papers last week that the future subscription price of both newspapers would hereafter be \$2.00 per year in Shelby county. Sooner or later every eight-page community newspaper will have to raise their sub. rates to the minimum of \$2.00, and this step, of these two papers, is in the right direction.

### Call Upon This Reserve Force

With key men away on the fighting fronts, the Franklin Printing Catalog is the everpresent aid to the printer who needs the help of a dependable ally. A special 60 days' trial will prove its worth.

Write today for details of trial-order plan

Porte Publishing Company

Salt Lake City 5, Utah



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### Employees Must File Form W-4 With Employers

Whether it is necessary to obtain Form W4 from those employees whose total wage obviously exempts them from the withholding tax is a question often asked. For instance, a handy man around the plant whose earnings are \$10 a week, is not subject to the "pay-as-yougo" tax since the first \$624 of earnings of a single person and the first \$1,200 of earnings of a married person are not ne delivery taxable. However, on the reverse side a violation of Form W-4 is the following: "If no ntained in exemption certificate is filed by the employee with the employer, no withholding exemption is allowable." This has been interpreted to mean that every employee, including those whose wage is within the exemption, must file the information on Form W-4, which information is a guide for the employer to withhold or not. Unless the form is advertising filed, it is the obligation of the employer to withhold 20 per cent of the gross earnings, even though it might amount to only 20 cents as in the case of an employee earning \$10 a week for odd jobs.

#### Call On Dads Will Start Same Time In All States

The War Manpower Commission on August 6 said that calls upon states and local boards for men for the armed forces will be adjusted so that in so far as possible the drafting of fathers with children born before September 15, 1942 will begin at approximately the same time throughout the country.

The following telegram has been sent by the Selective Service System, National Headquarters, to the State Directors:

"National Headquarters reiterates its policy that every administrative action will be taken so that all States and local boards will have exhausted the supply of available men other than fathers at the same time.

"Adjustments in state calls will be made by National Headquarters so that all States so far as possible will begin to deliver fathers to fill calls at the same

"States which appear to be out of line based upon figures furnished to National Headquarters, and local boards which appear to be out of the line based upon figures furnished to State Headquarters, will receive adjustments of their calls so as to bring them into line. Such adjustments will be made without regard to the possibility that some states or local boards may temporarily furnish more than their share of men to the armed forces.

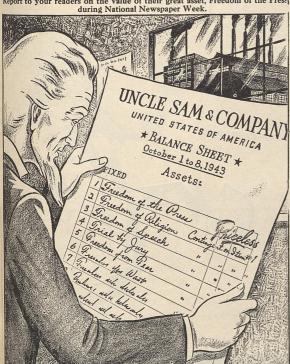
"Until National Headquarters evaluates the figures furnished it by the States and allocates calls received from the armed forces, the time when fathers will be forwarded for induction by any state or local board cannot be accurately predicted."

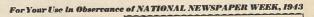
Harold Van Winkle resigned August 21 as editor of the Ledger and Times, Murray, to accept a position as journalism instructor in the Reitz high school, Evansville, Indiana.

And always Bond Sales and MORE BOND Sales.

### Plan Today For Your Part In National Newspaper Week

Report to your readers on the value of their great asset, Freedom of the Press, during National Newspaper Week.









# What Is The Fifth Freedom?

Americans are dying for freedom. But whose freedom? And what sort of freedom? No good American could find fault with the Four Freedoms of the Atlantic Charter. Freedom of speech, freedom of religion, freedom from want, freedom from fear - - all these things are cornerstones of peaceful, contented living.

But there must be a Fifth Freedom if America is to continue to be truly free — freedom of enterprise. This always has been and always wil be the foundation of the American Way of Life. Without it, none of the Four Freedoms can exist here or anywhere in the world.

While our sons and brothers and fathers are fighting the dictator nations in order to give all people a chance to live in freedom, there are those right here at home who would destroy this truly American Fifth Freedom. They would have the government take over and operate all buswould have the government take over and operate all buswould have the government take over and operate all buswould have the government take over and operate all buswood and industry — the basis of Socialism. They want iness and industry — the basis of socialism. They want torship.

Under dictatorship, no freedom is possible. No man dares to say what he thinks. No man can worship as he pleases. No man is free from fear, and no man can be certain he will remain free from want.

Let us then rally to protect fully all our freedoms including the Freedom of Enterprise, without which as Fulton Lewis Jr. says there are no freedoms.

## KENTUCKY UTILITIES COMPANY

Incorporated

A Tax Paying Utility Under Federal and State Regulation

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