

The Kentucky Press

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

VOLUME FIFTEEN

December, 1943

NUMBER TWO

Keeping Local Advertising Volume Coming

"How can we keep up local advertising volume with retail store shelves becoming increasingly empty?" is the question many advertising managers and publishers of Kentucky newspapers, as well as their fellow newspapermen throughout the country, are asking today.

Institutional Advertising

Abnormal conditions of war have caused many firms doing business throughout the country to change their national advertising themes to institutional or good will copy. Weeklies and small dailies have not yet received a very large share of this copy, but the advertising managers on these papers can get some good ideas for local institutional copy by following these national campaigns in magazines and metropolitan newspapers.

It is true that not all of these ads will furnish ideas that are adaptable to local firms, but many of them will give you something to start you thinking.

Prepare Ads In Series

One of the best methods for planning and preparing institutional copy is to do a series at a time—from six to a dozen ads—so that you can develop a certain idea in each ad and then sell the series to the advertiser with a single call. An advertiser is usually impressed by this thought and preparation devoted to his business.

What type of institutional copy might be prepared for local firms? Here are some suggestions:

1. Even though merchandise (such as

electric refrigerators, washing machines, electric razors, alarm clocks, etc.) is not now available for resale, it is the policy of this firm to offer the best service possible to keep present machines in running condition.

2. A banker might be asked what he thinks the community needs to increase local revenue. His thoughts may give you ideas for a number of topics—ideas that you can go back to your office, enlarge upon and work into a series of institutional ads for that bank.

3. Groceries, filling stations and shoe stores are spending many hours each month explaining rationing, counting stamps and making government reports. They could tell the public what they are doing, that they are glad to contribute this time to the war effort, that they are trying in every way possible to give their customers greater value for their ration stamps and that they still appreciate business.

4. Most automobile dealers who are operating repair departments are kept "swamped" with work, but they should be doing something to keep their firm name and dealership before the public. Hints for caring for your own car, thing to watch for in the operation of your car that warn of possible danger, records of war production of the manufacturer represented by this dealer reported from time to time by the dealer to continue his identity with the manufacturer, would make good local institutional ads.

Local Interviews

5. Lumber yards, hardware stores, and building firms could be sold on a series of "The Home of Tomorrow" ads. Copy ideas? Use your imagination, read the home magazines, or even interview local men and women to get their ideas.

6. Fuel dealers may be having difficulty supplying the demands of their customers at present, but what about the future? Some firms are using series such as "Comments on Farm News" or sponsored editorials to keep their name in the minds of their public.

It's hard work writing institutional copy, but when you promote such campaigns you are doing a two-fold duty—you're creating immediate lineage and helping build a better future advertiser. It's worth the effort!

Failure To Pay Carrier Brings Indiana Fine

Under a law passed by the last Legislature making it a misdemeanor to fail to pay a newspaper carrier for papers delivered Harold King was fined \$5 and costs in a justice of the peace court at Frankfort, Ind., on December 23. The fine and costs plus \$1.80 for the papers totaled \$9.55.

It was believed to be the first case tried under the new law. Alvin Prickett, father of the carrier, brought the charge as the son is a minor.

Meredith Sues Louisville Newspapers For \$100,000

Suit for \$100,000 damages was filed in Greenville on December 22 by Attorney General Hubert Meredith against The Courier-Journal and Louisville Times Company and two staff members as an outgrowth of the controversy over stoppage of construction and repairs at State institutions.

Declaring that editorials and news articles in The Courier-Journal had libeled him, the attorney general named the company, Mark Ethridge, publisher of The Courier-Journal, and Russell Briney, its chief editorial writer, as defendants. He asked for \$50,000 in "actual damages" and \$50,000 in punitive damages.

Work at the institutions, estimated as costing \$1,800,000 in the previous fifteen months, was halted December 1 after the attorney general declined to approve a \$150,000 transfer of funds by Keen Johnson, then Governor. Meredith declared he learned then the work was being done by a force of laborers under Welfare Department supervision and that the law required contracts to be let.

Meredith's libel suit petition described news articles about the situation and editorials concerning him and asserted they were "wilfully, falsely and maliciously" written, printed and circulated "for the deliberate purpose of injuring him.

The petition added that upon his demand for a retraction, The Courier-Journal published a letter from him and another editorial, headed "Meredith Disclaims Malice," that he demanded this also be retracted, but that he received from the paper a telegram saying: "We feel we have done full justice to you. We don't intend to do anything more about it."

The attorney general's home is in Muhlenberg County and he filed the suit in Circuit Court in Greenville.

At Louisville, Ethridge and Briney declined to comment for themselves and for The Courier-Journal.

Founder Of Horse Magazine Killed In Action In Italy

Lt. Harlow Phelps Spencer, 32, former resident of Louisville and founder of the National Horseman magazine, died recently in North Africa from wounds received in Italy, the War Department notified his mother, Mrs. Joseph Spen-

cer, Charleston, W. Va., on December 21.

He enlisted in the Army in February, 1942, and was assigned to the Armored Force at Fort Knox. In January, 1943, he went overseas and was attached to the 1st Armored Division.

Before entering the service he was editor of the horse department of the Kentucky Farmer's Home Journal, edited by his brother, William V. Spencer. Later he established the National Horseman.

All Publications Will Be Drastically Smaller In 1944

Newspapers and magazines will be slimmer or smaller in 1944 under a War Production Board order of December 20, which drastically curtails use of paper in all printing operations.

H. M. Bitner, director of the W.P.B. Printing and Publishing Division, said the order would force magazines and newspapers into fewer pages or reduced page sizes, since all other economies were utilized to meet 1943 paper curtailment orders.

Paper tonnage allocated to all graphic arts industries in 1944 is roughly 75 per cent of 1941 consumption, the W.P.B. said, and will result in a scheduled annual saving of 1,250,000 tons of paper.

The cuts exactly follow recommendations made by industry advisory committees when the shortage of paper became acute.

Paper consumption has been running far ahead of war-reduced pulp production, the W.P.B. said. The curtailment orders will bring consumption in line with estimated production and preserve inventory reserves, which the W.P.B. reported at dangerously low levels.

Newsprint available to newspaper publishers in the first quarter of 1944 will be 23.6 per cent under the 869,296 tons consumed in the first quarter of 1941, the W.P.B. estimated. Newsprint quotas will be based on tonnages required to print net paid circulations in the corresponding quarters of 1941. The order fixed a sliding scale of use reductions, with the larger papers required to make the deepest cuts, as recommended by the industry advisory committee findings published November 18-19.

The order will cut the 941,000 tons used by magazines in 1942 to 711,500 tons in 1944, the W.P.B. said.

Book publishers, who used 142,036 tons in 1942, will find their allocations

for 1944 cut to 108,280 tons. Commercial printers also are affected by the order.

Keen Johnson Joins R. S. Reynolds Company

Former Governor Keen Johnson will join the staff of the Reynolds Metal Company as assistant to company president R. S. Reynolds, the home office in Richmond, Va., announced December 19.

Reynolds said the former governor will make his headquarters in Louisville where the company has a number of plants.

He said Johnson will "coordinate a program to guard against the unemployment emergency that threatens when peace comes."

The Reynolds company operates 40 plants which employ more than 28,000 persons in 14 states.

"The task of reconversion to peace is so gigantic it must be done with full cooperation of industry and the individual states, as well as the national government," Reynolds said.

He added that "Governor Johnson's wide experience in public work has equipped him for the tremendous task of taking care of the returning men."

Mr. Johnson will continue to publish the Richmond Register.

Paper Stock On Hand May Be Used By March 15

Inventories of 12 different weights of printing papers, now in the hands of printers and dealers, may be used until March 15, 1944, the War Production Board printing and publishing division said recently. The release of this inventory paper for 90 days, beginning December 15, was effected through an amendment to WPB commercial printing order.

The amendment provides that, although certain weights of paper may not be employed for specified uses, any paper, regardless of weight, which was manufactured prior to October 21, may be consumed, provided the printing is completed by March 15, 1944.

The chief types of printing covered by the amendment include letterheads, business and legal forms, maps and guides.

About one more newsprint cut and we'll have to start peddling a dehydrated paper.

One Of This War's Great Lessons

War has taught civilians just how precious food is and how every ounce must be conserved and used to do its full war job.

For millions of American housewives, war has pointed up the adage that waste makes want. And yet over 8 per cent of all the food bought for home consumption is still wasted in the kitchens of America—enough food to feed the larger part of our armed forces, both at home and abroad.

But the kitchen is not the only place where food is wasted. All along the line, from farm through distribution channels to consumer, waste takes an annual toll of billions of pounds of vital foods and millions of dollars.

It is against such waste that A & P has been fighting for more than 80 years—fighting to save food and to save time, money and manpower in the distribution of food. In the past 20 years, for example, we have cut waste and spoilage of fruits and vegetables by 50 per cent.

To the housewife, such efficient distribution means more food, fresher food and better food at less cost.

To a nation at war, such efficient distribution means fuller, more effective use of food as a powerful weapon in the fight for freedom.

That is why the men and women of A & P take pride in doing America's most efficient job of distributing food.

A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Kentucky Press Association Officers

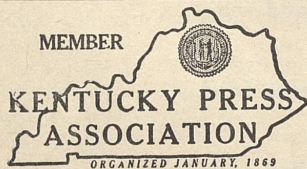
Vance Armentrout.....Courier-Journal, Louisville
President
 Joe Richardson.....Times, Glasgow
Vice-President
 Victor R. Portmann.....U. of K., Lexington
Secretary-Manager

District Executive Committee

Tyler Munford, Union County Advocate, Morganfield, (State-at-large); Chairman; Chauncey Forgy, 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.



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War Clinic Plans Are Nearing Completion

Plans for the mid-winter War Clinic at the Brown Hotel, Louisville, Thursday and Friday, January 20-21, are rapidly nearing completion by John Hoagland and his committee. Arrangements are being made to have three or more outstanding speakers at the Clinic as headliners. Two luncheons and a dinner dance, with Friday morning's program being devoted exclusively to business sessions, have already been arranged. Announcement of the complete program will be made the first week in January. In the meantime, have you made

your reservations at the hotel? Every Kentucky publisher is invited to attend.

Anti-Ad Laws Beaten Twice In Indiana

The Hoosier State Press Association in the past year and a half won two important victories in a fight against state laws restricting or prohibiting certain types of advertising.

The Indiana Supreme Court eighteen months ago set aside a provision in the law regulating the practice of embalming, which prohibited certain types of advertising in newspapers, as unconstitutional. Within the past months, the Indiana attorney general has ruled that clause in a 1943 dentistry regulation law was unconstitutional because it discriminates against newspaper advertising.

In commenting on the principles involved in the two cases, the Indiana Publisher magazine points out that the press association based its fight on three points. 1. Such restrictions directly interfere with the right of an individual to advertise as he desires, providing such advertisements are truthful. 2. The restrictions are part of a continuing effort to bring the advertising business under a series of controls. 3. The restriction in the dental case applies regulations to newspapers which were not applied to other advertising media.

Newspaper Liable To Lose Rights If Issue Is Missed

In reply to the question by the Kansas Press Association's manager concerning situations where second-class newspapers or dailies miss a numbered consecutive issue under unavoidable, or even planned, circumstances, Ramsey S. Black, Third Assistant Postmaster General, wrote:

"As you know, the law embodied in section 520, Postal Laws and Regulations, prescribes as one of the conditions to entitle a publication to retain its second-class mailing privilege, that it 'must regularly be issued at stated intervals,' that is, in accordance with the frequency of issue stated in the authorization for its entry as second-class matter. The Act of July 9, 1943, referred to by you, made no change in this requirement, and continued failure to meet the requirement would jeopardize the second-class mailing privilege of a publication so entered. While in the case of

the omission of a few issues of a second-class publication, on account of an unavoidable cause, necessitating a temporary suspension of issuance, action is not taken to revoke its second-class mailing privilege, suspension of time is not contemplated under the provisions of the law."

First-Baby Ads Always Have Interest And Appeal

For the final issue of the year, some publishers might find it profitable to sponsor a "First Baby of 1944" page. Selected merchants in various businesses may carry advertising greeting the new year, and offer from their stock suitable gifts for the first baby born in the town or the county in 1944.

For example, a druggist may offer a bottle of baby oil, swabs, powder; furniture store a baby mattress, bed, rocking chair, cradle or crib; jeweler a spoon, bracelet, ring or baby plate. Keep away from the idea that it is a "contest"; make it purely a good will offering from the business houses.

The first issue of the new year will carry the name of the new baby.

Advertising Coming Of Age

It took a war to do it, but at long last advertising may be coming of age; for in addition to proving its worth as a salesman of merchandise and services, it now seems to be earning a place as a social force.

Under a war economy, manufacturers and service organizations have two new jobs to do in which advertising can play an important role. First to do everything possible to help win the war; second, to convince a somewhat skeptical public, through deeds as well as promises, that private industry is sufficiently honest and capable to get things straightened out fairly and efficiently in the post-war world.

The intensity of the public's desire to win the war quickly and to insure a just and lasting peace gives advertisers a greater opportunity than ever before in history to prove the benefits of the free enterprise system.

The old slogan "Christmas comes but once a year" is out for the duration with all those September overseas Christmas promotions.

C-J Statement Reflects Present Newsprint Shortage

Faced with drastic reduction of newsprint for use in 1944, the Louisville papers published a frank statement that should have appeased all readers who insist on quantity of pages. This statement should, more than ever, impress on the civilian population the serious situation that faces the publishers of newspapers, magazines, and commercial plants. Following the same order, the Saturday Evening Post discontinued all deliveries by "individual merchants" carrier boys this week. No doubt other magazines will soon follow suit.

The Courier-Journal and Times statement reads:

In accordance with a new War Production Board order, reducing 1944 consumption of newsprint by 23.6 per cent under the 1941 base, it will be necessary for these papers to make further reductions effective in the first quarter of next year.

The shortage of wood pulp and newsprint is real and has been getting progressively worse since the first of this year. On January 1, 1943, consumption of newsprint was cut back to the 1941 base. On July 1 and on October 1, additional cuts of 5 per cent each were made. The new cut will mean we must reduce our consumption by more than a fourth, because there have been, of course, circulation gains since 1941.

* * *

The Courier-Journal and Louisville Times began rationing advertising in February of this year—a move that was taken in the finest spirit by our advertisers. Nevertheless, it has been necessary for us to omit more than 2,000,000 lines of advertising offered us during 1943 to maintain the standard of news coverage.

We have made some reduction in market, sports and women's news and eliminated or curtailed a few features, but the greater part of our newsprint saving has come from rationing and refusing advertising, from eliminating all waste in circulation and in curtailing deliveries and from mechanical adjustments, such as reducing margins of the newspapers, reducing the size of the comics and holding the roto magazine to an arbitrary size.

* * *

Other newsprint economy measures have also been put into effect. We have had to discontinue the sales of bulldog Couriers in all except the down-town districts. We have had to reduce the

number of Red Flash Times and street sales papers to accommodate the home-delivery subscribers. We have had to ask the merchants to take a further reduction in their space allotment and we shall have to reject a good deal more advertising in 1944 than we did in 1943. We may even have to go to advertising-less editions on the Saturday Times and Monday Courier. We have eliminated all promotion to gain new circulation.

The reader has been affected very little by any move we have so far made. It is our hope to make further reductions in consumption without affecting the general news coverage.

* * *

In meeting the situation, we will give first priority to news and home-delivered circulation. You will still get complete and carefully edited newspapers, mornings, evenings and Sundays. The safest way to make sure that you will get the paper is to subscribe.

Our desire, of course, is to give more rather than fewer features, to sell more rather than fewer readers. When the restrictions are lifted, we will undertake to realize all of that. In the meantime, because we know the shortage is real and because we know the ingredients of newsprint do contribute to winning the war, we cheerfully live up to the W.P.B. order. We hope you will bear with us.

Publishers Must Submit Certificate With Order

To clear up the question regarding the necessity of submitting the required certificate with each order for newsprint regardless of the amount of newsprint used by the newspaper, President Thomas F. Smith, Louisville Paper Company, asked for a ruling from the Printing and Publishing Division, W.P.B.

The reply from Arthur R. Treanor, Deputy Director, definitely makes the requirement mandatory in all instances. He stated:

"Publishers who use 25 tons or less per quarter are exempted only from the consumption quota restrictions imposed by Order L-240. They are not exempted from the provisions limiting deliveries. Consequently, they must furnish the certification provided for in paragraph (d)."

The certificate to be signed, which must accompany all orders for newsprint, states:

"The undersigned hereby certifies,

subject to the Criminal Penalties for Misrepresentation contained in Section 35 (A) of the United States Criminal Code, that acceptance of the print paper covered by this order will not result in a violation of paragraph (D) of the War Production Order L-240 as amended November 3, 1943, with which the undersigned is familiar."

National Rate Book Published

The National Rate Book of the National Advertising Service and National Editorial Association, as of date of November 1, has been distributed to potential advertisers and advertising agencies. It has been in the process of compilation since late in the summer and lists 9,000 hometown newspapers with rates, circulation, and mechanical data—practically every small city and town newspaper in U. S.

Because of the time involved, some of the rates for Kentucky newspapers may be misquoted, altho warning has been given from the Central Office that any changes should be forwarded at once. These changes were immediately sent to the Chicago office. Supplements, to bring all changes up-to-date, will be issued once a month if number of changes warrant—otherwise as often as necessary. Every effort is being made to keep the rates up-to-date, but the publisher must accept the rates unless the Central Office is notified immediately of a change.

This does not mean that it is necessary for a publisher to guarantee rates to all advertisers for a year, but it seems best to have him guarantee a rate to any particular advertiser who issues a contract for a year's time.

Chicago NAS office suggests that a sixty-day notice rule on change of rates should be adopted. This will be sufficient in allowing ample time for the issuance of a supplement so that advertising agencies can be advised. Check on the coming Bulletin for further information.

The price of the Rate Book is \$1.50; order direct from your Central Office.

Lt. Comdr. Barry Bingham, U.S.N.R., publisher of the Louisville Courier-Journal and Times, spent the Christmas holidays at his home on leave from England. A dispatch from London, dated December 23, announced his appointment as U. S. Navy's Public Relations Officer in London, succeeding Comdr. Robert E. Vining, who returned to a new assignment in the U. S.

Handling Pi Forms Made Easy With Tape

Every newspaper and commercial printing plant has always been pestered by small forms being pied every time it was necessary to handle them. Especially is this true with small advertising cards appearing in virtually every newspaper. As it becomes desirable to switch these cards to accommodate ad placement, pieces drop, borders fall, handset letters are pied or get lost in the handling.

An efficient and easy system of preventing these annoyances came from discussions at the Bellingham district meeting September 30. Ralph Scofield, Sumas News, told how he took two-sided, that is gummed on both sides, Scotch tape—one lap around the forms without overlapping the ends—this adhered to the type form—then placed the border pieces around the type form and the now exposed gummed side of the tape holds the borders in place—so now there is a solid form inside and out with the least possible chance of pi and dropping ends and borders. The tape being so thin there will be no noticeable difference in the over-all thickness when these ads are placed in the form.

Chain Store Report Praises Press Services

The National Association of Food Chains at its tenth annual meeting at Chicago on September 16, 17 and 18, on the report of its Press Relations Committee unanimously adopted the following resolution in which it is stated that the public services performed by the press "merit special commendation."

"The National Association of Food Chains expresses its recognition of the vitally important place of the Press, not only in local communities but nationally as an institution symbolizing the free America for which so many thousands of the sons, brothers and fellow workers of members are fighting throughout the world.

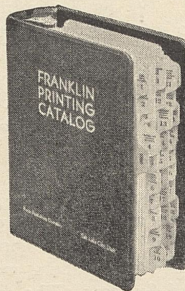
"It is the sense of this Association that all member companies continue to cooperate with the press, to the end that information regarding food development be kept before the public. Newspapers have done and are doing a magnificent job of acquainting their readers with food facts. They have stimulated public participation in the harvesting of this year's crops. They have informed consumers as to rationing and objectives of the national food program.

These and other public services merit special commendation.

"We recommend that members give attention to mutual problems of advertising in war time. Curtailment of available space by the newspapers is one such current concern. It is the recommendation of this Association that all

such problems be the occasion for personal contacts with the local press to make our advertising as effective as possible in the space available.

1944 DUES ARE DUE



A FIGHTER FOR YOU ON THE HOME FRONT

Even if your key men are in the armed forces, the Franklin Printing Catalog can help you hold the home front. It offers the one sure, proved method of VALUING printed matter that avoids costly errors and loss of time. Write today for the trial order plan that lets you prove the value of the Franklin Printing Catalog in your own office.

Porte Publishing Company

Salt Lake City 5, Utah

Cleanliness

Never Hurt Men or Machines!

Any good Linotype maintenance man will agree that more downright troubles with machines begin with the failure to keep them clean (and PROPERLY lubricated) than all other reasons combined.

And the pity is that this is all so unnecessary.



Linotype Granjon, Garamond Bold No. 8 Italic and Granjon Bold

Kentucky Markets

Kentucky's potential merchandising markets, represented by a buying population of 2,240,000, is adequately, thoroughly, and objectively covered by its 158 community weeklies, 23 small-city dailies, and 5 major dailies. These newspapers represent a combined circulation of over 800,000, or one newspaper for every three persons in the state.

The community weeklies and small dailies are serviced for advertising by the Central Office, Kentucky Press Association, Lexington, through the One Order-One Check-One Billing Plan, and for national advertising through affiliation with the Newspaper Advertising Service, Inc., Chicago.

Advertising accounts covering all of the entire list below, or any part, or any section of the state, can be serviced through the Central Office. We solicit advertising schedules and will furnish rate data and statistical information concerning all newspapers on request.

Legend: Kentucky Press Association members in **bold face**. Affiliation with Newspaper Advertising Service indicated by NAS.

WEEKLIES

Adairville, Enterprise
Albany, New Era NAS
 Allen, Sandy Valley News
Augusta, Bracken Chronicle
 Auburn, Times NAS
Barbourville, Mountain Advocate NAS
Bardstown, Kentucky Standard NAS
 Bardwell, News
 Beattyville, Enterprise
Beaver Dam, Ohio Co. Messenger NAS
Bedford, Trimble Democrat NAS
 Benton, Tribune Democrat NAS
Benton, Marshall Courier NAS
Berea, Citizen NAS
Brandenburg, Meade Co. Messenger
Brooksville, News
 Brownsville, Edmonson Co. News
 Burkesville, Cumberland News
Burlington, Recorder
Cadiz, Record
Campbellsville, News Journal
 Campbellsville, Taylor Co. Star NAS
Carlisle, Mercury NAS
Carrollton, News Democrat NAS
 Cave City, Progress
 Central City, Messenger
 Central City, Times Argus
 Clay, Tribune
Clay City, Times NAS
Clinton, Hickman Co. Gazette
Cloverport, Breckinridge News
Cloverport, Breckinridge Messenger NAS
Columbia, Adair Co. News NAS
Corbin, Tri-County News
Cumberland, Tri-City News
Cynthiana, Democrat NAS
Cynthiana, Log Cabin NAS
Earlington, News NAS
Eddyville, Lyon Co. Herald NAS
 Edmonton, News Herald
Elizabethtown, Enterprise NAS
 Elizabethtown, News
 Elkton, Standard
 Ewing, Inquirer
Falmouth, Outlook NAS
Flemingsburg, Gazette
Flemingsburg, Times-Democrat NAS
Franklin, Favorite
Fulton, Fulton Co. News
Georgetown, News
Georgetown, Times
Glasgow, Republican NAS
Glasgow, Times NAS
 Grayson, East Kentucky Journal
Grayson, Sandy Valley Enquirer NAS
Greensburg, Record Herald NAS
Greenup, News NAS
 Greenville, Leader
Hardinsburg, Banner NAS
Harrodsburg, Herald NAS
Hartford, Ohio Co. News NAS
Hawesville, Hancock Clarion NAS
 Hazard, Plaindealer

Hazard, Union Messenger and News

Hickman, Courier
Hindman, Herald
Hodgenville, Herald-News NAS
 Horse Cave, Hart Co. Herald
Hyden, Thousandsticks
Irvine, Estill Herald
 Irvine, Times
Irrington, Herald
Jackson, Times
Jamestown, Russell Co. News NAS
Jeffersonton, Jeffersonian
 La Center, Advance
LaGrange, Oldham Era NAS
 LaGrange, Times NAS
Lancaster, Central Record
Lawrenceburg, Anderson News
Lebanon, Enterprise
Lebanon, Marion Falcon
Leitchfield, Gazette
 Leitchfield, Grayson Co. News NAS
 Liberty, News
London, Sentinel Echo NAS
Louisa, Big Sandy News Recorder NAS
McKee, Sun NAS
 Manchester, Enterprise
 Marion, Crittenden Press
 Middlesboro, Three States
 Monticello, Outlook
Morehead, Independent
Morehead, Rowan Co. News
Morganfield, Union Co. Advocate
Morgantown, Butler Co. News
Morgantown, Republican NAS
Mt. Olivet, Tribune-Democrat NAS
Mt. Sterling, Advocate NAS
 Mt. Sterling, Gazette
Mt. Sterling, Sentinel Democrat NAS
Munfordville, Hart Co. News NAS
Murray, Ledger and Times
 Murray, Democrat
 Neon, News
New Castle, Henry Co. Local NAS
Nicholasville, Jessamine Journal NAS
 Nicholasville, News
Olive Hill, Carter Co. Herald NAS
Owenton, Democrat NAS
Owenton, News-Herald
Owingsville, Both Co. News-Outlook NA
 Paducah, Press
Paintsville, Herald
Paris, Kentuckian-Citizen NAS
Pikeville, Pike Co. News
 Pineville, Cumberland Courier
Pineville, Sun
Prestonsburg, Floyd Co. Times NAS
Princeton, Leader NAS
Princeton, Caldwell Co. Times
Providence, Enterprise-Journal NAS
 Richmond, Post
 Russell, Times
Russellville, News-Democrat
 St. Matthews, Sun
 Sandy Hook, Elliott Co. Times

Salyersville, Independent
Scottsville, Allen Co. News
Scottsville, Citizen-Times
Sebree, Banner NAS
Shelbyville, Shelby News NAS
Shelbyville, Shelby Sentinel
Shepherdsville, Pioneer News
 Smithland, Livingston Leader
Somerset, Commonwealth NAS
Somerset, Journal NAS
Springfield, Sun
Stanford, Interior Journal
Stearns, Record
Sturgis, News NAS
Taylorsville, Spencer Magnet
 Tompkinsville, News
 Uniontown, Telegram
 Vanceburg, Lewis Co. Herald
Versailles, Woodford Sun NAS
Walton, Advertiser
Warsaw, Gallatin Co. News NAS
West Liberty, Licking Valley Courier N
Whitesburg, Mountain Eagle NAS
 Wickliffe, Ballard Yeoman NAS
Williamsburg, Whitley Republican
 Williamstown, Grant Co. News

DAILIES

Ashland, Independent
 Bowling Green, Park City News
 Bowling Green, Times-Journal
 Corbin, Tribune
 Covington, Kentucky Times-Star
 Covington, Kentucky Post
 Covington, Cincinnati Enquirer
 Danville, Advocate-Messenger
 Frankfort, State Journal
 Fulton, Leader
 Harlan, Enterprise NAS
Hazard, Herald
Hazard, Daily Times NAS
 Henderson, Journal-Gleaner
 Hopkinsville, Kentucky New Era
Lexington, Herald-Leader
Louisville, Courier-Journal and Times
Madisonville, Messenger
 Mayfield, Messenger
 Maysville, Independent
 Maysville, Public Ledger
 Middlesboro, Daily News
 Owensboro, Messenger
 Paducah, Sun-Democrat
 Paris, Daily Enterprise
 Richmond, Register
 Winchester, Sun

COLLEGE NEWSPAPERS

Bowling Green, College Heights Herald
 Lexington, Kentucky Kernel
 Lexington, U. of K. Alumni News
 Murray, The College News

AGRICULTURAL JOURNALS

Louisville, Farm Bureau News
 Louisville, Farmers Home Journal



NOT A "MERRY CHRISTMAS"

---But A Solemn Obligation To Our Men And Women In Service



MAYBE this year's greeting should be: "Merry Christmas—next year." It's awfully hard to be merry when the boy who usually sits in that empty chair at the table is crouching in a miserable foxhole at the front, or braving the terrors of the winter ocean in a fighting ship or transport. It's no matter for merriment that he may not come home at all.

But it's a matter for a deep, quiet pride that he is man enough to fight bravely and risk his life in order that the world may be free to enjoy the Christmas of the future.

Are we on the home front men and women enough to preserve the American way of life he is defending with his body and soul? He knows what he's fighting for—he's fighting for that girl over on Oak Street, for Mom and Dad, for the chance to come back and earn a decent, free living in any way he chooses, unfettered by any form of dictatorship which is foreign to his clear-eyed vision of the true America.

He and millions like him may win the war next year, God grant! He may be home next Christmas. But it won't be a merry Christmas if we at home have sold his dream of America down the river.

So let's help him make it: "Merry Christmas—next year."

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