

The
Kentucky Press



Published In the Interest of Community
Journalism - - Of, by, and for
Kentucky Newspapers

January, 1942

Volume Thirteen Number Three

KPA Pledges Complete Efforts For National Defense

Pledging its whole-hearted support in the New World War, the Kentucky Press Association at its seventy-third annual meeting at the Brown Hotel, Louisville, January 8-10, adopted the following resolution to that end:

"Whereas, The United States is now engaged in a fight for freedom of all peoples, the Kentucky Press Association hereby goes on record as pledging its whole-hearted support to the federal and state governments for the successful prosecution of the war. We urge all Kentucky newspapers to give their full support to every governmental agency in the effort in order that we may retain those principles embodied in the Bill of Rights."

With a large crowd in attendance, President Russell Dyche called the meeting to order Friday morning. The invocation was pronounced by the Rev. Dr. R. V. Bennett, district superintendent, Methodist Church, Louisville. In the absence of Mayor Wyatt, Andrew Broadus, president of the Board of Aldermen, welcomed the convention to Louisville, praising the cooperation of the press with governmental agencies in saying "nothing is malicious about the press if one is truthful with the press." J. W. Willis, editor of the Messenger, Brandenburg, a member of the program committee, made a gracious response to the welcome.

After President Dyche's annual address in which he reviewed the progress of the association during 1941 and made some pertinent remarks concerning the events that lay ahead in the war year of 1942 for the newspapers, the stated program was carried out. This address will be published in the next issue of the Press.

Harry Lee Waterfield, editor of the Hickman County Gazette, Clinton, was elected President of the Kentucky Press Association at the closing meeting. The new executive, who is the youngest president in years to serve, is also publisher of the Citizens Courier, Arlington, and the Carlisle County News, Bardwell.

Vance Armentrout, member of the editorial board of the Louisville Courier-Journal, was advanced from the office of chairman of the executive committee to that of vice-president.

J. Curtis Alcock, Danville Advocate Messenger, who had served the Association efficiently and able during the last thirty years as secretary-treasurer, retired on account of ill-health, and was elected chairman of the executive committee in line with the presidency. His fellow editors, whom he served so long, presented him with a handsome engraved watch and chain in testimony of their esteem and affection.

Looking forward to the establishment of the field manager system and a central office at the University, Victor R. Portmann, assistant professor of journalism, was elected secretary-treasurer and given the additional title of field manager. The Board of Trustees of the University has released Professor Portmann of a portion of his teaching duties so that he can give part-time to the management of the central office. A committee was appointed to study the field manager plan, looking forward to its establishment in the near future.

The Friday and Saturday programs included addresses by the retiring president, Russell Dyche, London Sentinel-Echo; "Kentucky State Parks" by Mrs. Nelle B. Vaughn, director of state parks; "Problems Facing the Industry" by George Ortleb, Federated Metals Division, American Smelting and Refining Co., St. Louis; "The Work of the NEA at Washington" by President Ray B. Howard, president NEA; "A Country Editor's First Year" by Miss Lillian Richards, Banner, Russell Springs; Round table discussion, "National and State Advertising" led by Allen E. Zimmer, Zimmer Advertising Agency, Louisville; "Uniform Interpretation of Kentucky Publicity Laws" by Harry L. Waterfield and Tyler Munford; and concluded with a report on the NAM and NEA council meetings at Chicago by Victor R. Portmann, delegate.

Original plans had included a luncheon and inspection of Fort Knox by the conventioners on Friday afternoon, but inclement weather and severe cold caused its postponement. The delegates were guests of the Brown Hotel, convention headquarters, at a buffet luncheon on Thursday evening, January 8; a luncheon on Friday noon as guests of the Ken-

tucky Utilities Co.; a banquet tendered by the Louisville Board of Trade on Friday evening, followed by entertainment and dancing; and the annual luncheon of the Louisville Courier-Journal and Times, at the Pendennis Club on Saturday noon. One hundred and fifty delegates registered for the mid-winter meeting.

The American newspaper is "the Bill of Rights of the United States in action," Tom Underwood, editor of the Lexington Herald, told the Association. Mr. Underwood, principal speaker at the Board of Trade's annual Banquet was deliberately extravagant in his praise of newspapers, keeping his audience in gales of laughter while he drawled oratorically with a straight face.

Declaring newspaper circulation is at the highest point in the world's history, he said he estimates that in Kentucky "two-thirds of every person reads three-fifths of the newspapers nine-tenths of the time."

Col. Younger A. Pitts, executive officer of the Bowman Field Air Base, made an off-the-record address of "The Aims and Accomplishments of Army Aviation." Russell Dyche, president, said the Kentucky Press is "joining Louisville and Kentucky in all efforts we can put out to win the war, and we are going to win it."

E. J. O'Brien, president of the Louisville Board of Trade, pointed out that "sacrifice and more sacrifice, economy and more economies," constitutes a policy for the nation in its emergency, and urged cheerful acceptance of heavier burdens, and wide purchase of defense bonds.

Herbie Koch, WHAS organist, played a program of dinner music, and Robert Hutsell's WHAS orchestra played for the dance after banquet.

Members of the association were to meet at the business session that while wartime exigencies may reduce the size and weight of papers, may cut out some fancy colors of printers' ink and may result in a shortage of copper for electrotypes and rotogravure, the nation's presses will keep rolling.

The speaker was George Ortleb of American Smelting and Refining Company of St. Louis. He formerly was deputy public printer in the Government Printing Office at Washington.

Mr. Dyche announced the appointment of Tyler Munford, Morganfield, the K.P.A. official legislative representative at

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ative at the General Assembly in Frankfort.

The Mountain Advocate, Barbourville, H. R. Chandler, editor, and the Russelville News-Democrat, Mrs. Byrne A. Evans, editor, were admitted to active membership by a vote of the convention. The South End News, Louisville, William B. O'Bryan, editor, was admitted by associate membership at the same time.

President-elect Waterfield appointed as members of his official family for the ensuing year: Executive committee, first district, Joe LaGore, Sun-Democrat, Paducah; second district, Tyler Munford, Union County Advocate, Morganfield; third district, John H. Hoagland, promotion manager, Louisville Courier-Journal and Times; fourth district, Joe Richardson, Times, Glasgow; fifth district, Frank C. Bell, Trimble Democrat, Bedford; sixth district, Fred B. Wachs, general manager, Lexington Herald-Leader; seventh district, W. W. Robinson, Herald, Paintsville; eighth district, T. T. Wilson, Log Cabin, Cynthiana; ninth district, H. A. Browning, Whitley Republican, Williamsburg; state-at-large, Chairman Alcock and Chauncey Forgey, Independent, Ashland.

Legislative Committee—Tyler Munford, Chairman; George A. Joplin, Commonwealth, Somerset; Egbert C. Taylor, Record-Herald Greensburg; Thomas R. Underwood, editor, Lexington Herald; H. A. Ward, Allen County News, Scottsville; Henry Ward, Sun-Democrat, Paducah; and Cecil Williams, Journal, Somerset.

Newspaper Exhibit Committee—Mrs. Lee Spalding, chairman, Kentucky Standard, Bardstown; LaMarr Bradley, Enterprise, Providence; Mrs. John S. Lawrence, Record, Cadiz; Miss Lillian Richards, Banner, Russell Springs; and Miss Jane Hutton, Herald, Harrodsburg.

Resolutions Adopted

WHEREAS, The United States is now engaged in a fight for freedom of all peoples, the Kentucky Press Association hereby goes on record as pledging its wholehearted support to the federal and state governments for the successful prosecution of the war. We urge all Kentucky newspapers to give their full support to every governmental agency in this effort in order that we may retain those principles embodied in the Bill of Rights.

The association faces with deepest

regret the necessity of losing its faithful secretary, J. Curtis Alcock, who at his own request relinquishes this important post after thirty years of faithful and tireless service.

We express our appreciation to the program committee for the excellent program arranged for this meeting, and to the following speakers we extend our thanks: Dr. R. V. Bennett, district superintendent of the Methodist church, Louisville; Mr. Andrew Broaddus, chairman of the Louisville Board of Aldermen, who extended Louisville's welcome; Editor J. M. Willis of the Messenger, Brandenburg; Mrs. Nelle B. Vaughn, director of State Parks, Frankfort; George Ortleb, Federated Metals Division of the American Smelting and Refining Co., Louisville; Ray B. Howard, London, O., president of the National Editorial Association; Miss Lillian Richard, editor of the Banner, Russell Springs, Ky.; Allen E. Zimmer, Zimmer Advertising Agency, Louisville; Harry Lee Waterfield, editor The Gazette, Clinton, Ky.; Victor R. Portmann, editor of The Kentucky Press, Lexington; Capt. E. L. Nelson of the Public Relations Office, Fifth Corps Area, Indianapolis; Edward J. O'Brien, Jr., president of the Louisville Board of Trade; Col. Younger A. Pitts, executive officer of Bowman Air Field; Governor Keen Johnson; and Thomas R. Underwood, editor of the Lexington Herald.

Our thanks is also extended to the Brown Hotel for the buffet dinner and the many other courtesies extended us during our convention; to the Kentucky Utilities Company for the luncheon in our honor and for the presents for the ladies of the association; to the Louisville Board of Trade for the dinner in our honor; and the Courier-Journal and Times for the luncheon at the Pendennis club; Herbie Cook, WHAS organist; Emmett Kelly of the Cole Bros. Circus; Asga, the magician; and Robert Hutsell's WHAS orchestra.

The association records with regret the deaths of Robert L. Elkins, of Manchester, life-member of this organization; of Joe E. Robinson of Lancaster, whose death is not only a loss for Kentucky newspaperdom but to the state's political life; and of W. A. Wood, of Hopkinsville, long a leading newspaperman of Western Kentucky.

To Retiring President Russell Dyche we pay tribute as one of the outstanding presidents in the long history of this as-

sociation; and we commend him for his boundless energy in striving at all times to promote the interests of the association.

We ask that the secretary of the association acknowledge receipt of a message from J. S. (Pop) Porter, life-member of this association, and express the wish of all our members that Pop will have a speedy recovery from his serious illness.

Respectfully submitted:

HERNDON EVANS, *chairman*
W. M. DAWSON,
JOE LAGORE.

Tire Shortage Changes Advertising

Tire rationing may change some of the buying habits, but will make more possible lineage from some businesses. Persons who now drive to distant centers to shop may be more inclined to do more shopping at home. Tips: trade-at-home promotion to save tires; auto repair shops should start plugging for brake adjustments and wheel alignments; shop locally to save tire wear and auto depreciation.

S. F. White, editor of the Columbia Times, after adding new equipment to his printing plant, announced that the issue of January 23 would be printed in tabloid form.

Marvin N. Gay, Jr., sports editor of the Corbin Daily Tribune and Sunday Times, was married Christmas morning to Miss Mossie Young, Corbin, at the home of Editor and Mrs. John L. Crawford.

Joe T. Lovett, former publisher of the Murray Ledger and Times and KPA president in 1931, has been ordered to report to Fort Hayes, Columbus, Ohio, for service with the air examining board. He is captain in the infantry reserve, and served overseas in the air corps in the first World War.

Mark Meadows, Louisville, former editor and publisher of the Gallatin County News, Warsaw, purchased the Mt. Vernon Signal from Clyde L. Jones and W. L. Simpson on January 5 and assumed immediate possession. Mr. Jones was compelled to retire on account of poor health. Mr. Simpson has leased the Columbia Printing company, the job department of the Danville Advocate-Messenger, changing the firm name to the Advocate Job Printing company.

The Kentucky Press

Official Publication of the Kentucky Press Association

Victor R. Portmann, Editor-Publisher

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Kentucky Press Association Officers

Harry Lee Waterfield Hickman Co. Gazette, Clinton
President
Vance Armentrout Courier-Journal, Louisville
Vice President
Victor R. Portmann U. of Ky., Lexington
Secretary-Treasurer

District Executive Committee

J. Curtis Alcock, Advocate-Messenger, Danville, (State-at-large), chairman; First, Joe LaGore, Sun-Democrat, Paducah; Second, Tyler Munford, Union Co. Advocate, Morganfield; Third, John H. Hoagland, Courier-Journal, Louisville; Fourth, Joe Richardson, Times, Glasgow; Fifth, Frank C. Bell, Trimble Democrat, Bedford; Sixth, Fred B. Wachs, Herald-Leader, Lexington; Seventh, W. W. Robinson, Herald, Paintsville; Eighth, T. T. Wilson, Log Cabin, Cynthiana; Ninth, H. A. Browning, Whitley Republican, Williamsburg; State-at-large, Chauncey Forgey, Independent, Ashland.

Legislative Committee

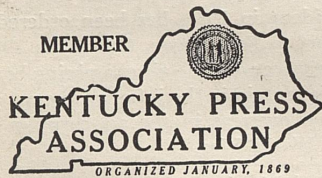
Tyler Munford, Union Co. Advocate, Morganfield, chairman; George A. Joplin, Commonwealth, Somerset; Egbert C. Taylor, Record Herald, Greensburg; Thomas R. Underwood, Herald, Lexington; H. A. Ward, Allen Co. News, Scottsville; Henry Ward, Sun-Democrat, Paducah; Cecil Williams, Journal, Somerset.

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Kentucky Press Women's Club

Miss Mary E. Hutton, Herald, Harrodsburg, President; Miss Mildred Babbage, Breckenridge News, Cloverport, First Vice President; Mrs. J. O. Young, Journal, Dixon, Second Vice President; Mrs. Mary Henderson Powell, Record, Stearns, Third Vice President; Mrs. J. R. Wallace, Advertiser, Walton, Recording Secretary; Miss Urith Lucas, Independent, Maysville, Corresponding Secretary; Mrs. J. L. Bradley, Enterprise, Providence, Treasurer.



Volume Thirteen, Number Three

Press Pledges Complete Support

The Press again pledges its support to the new officials of the Kentucky Press Association, even if the editor has new pleasing relationship, with the association. Every effort, as in the past, will be made in interest of community journalism and the Kentucky newspapers.

University Officials Make Field Manager Plan Possible

Progressive Kentucky editors, who have long noted the success of the field manager plan in the central office in thirty-three states of the nation have been studying the possibilities of putting this plan in operation in Kentucky. The small number of newspapers in the state, compared with many others, made it clear that the plan could be made effective only through the cooperative arrangements with the University. They noted that such a plan is in successful operation in sixteen other states. A special committee, appointed by President Russell Dyché last year, after exhaustive study, decided that progress could be made toward establishing a field manager and central office if the University could assist in giving the services of a faculty member for part-time duties as field manager and by furnishing office space. Accordingly, Chairman Joplin approached the administrative officials of the University with this cooperative plan in view. The Board of Trustees, recognizing the need and possibilities of a field manager and also recognizing the plan as one of the extension services that the institution gives to its citizens, indorsed the cooperative movement at the last board meeting, by relieving Professor Portmann of part of his teaching duties, removed the greatest obstacle to the establishment of the central office. A special KPA committee has been appointed by President Waterfield to procure the cooperation of the editors in completing the final set-up. As this can be done without large additional cost to the newspapers, the Press hopes that Kentucky will join the other progressive states in the near future.

Price Control Bill Now Contains Protective Amendments

A conference committee representing the U. S. Senate and House are now adjusting the differences in the price-control bills. The measure, as passed by the Senate, contains protective features for publications. The paragraph in the House bill permitting deductions in cost or business practices omitted by the Senate Banking and Currency Committee was restored by the Senate. As the text is identical, it is not subject to action by the conference. The Senate draft has extended the exemption of newspapers.

Section 302 (c) reads:

"Term 'commodity' means commodities, articles, products, and materials (except books, magazines, motion pictures, periodicals and newspapers and material furnished for publication by any press association or feature service, other than as waste or scrap)." . . . "Provided, that nothing in this act shall be construed to authorize the regulation of" . . . "(4) rates charged by any person engaged in the business of operating or publishing a newspaper, periodical, magazine, or motion pictures or other theater enterprise, or operating a radio-broadcasting station, or outdoor advertising facilities or (5) rates charged for any professional services."

Tribute To J. Curtis Alcock

In presenting a beautiful gold watch and chain to J. Curtis Alcock at the close luncheon of the midwinter meeting, the KPA paid tribute to his long and untiring service to the association and Kentucky newspapers after his continuous thirty year tenure as secretary and treasurer. The Press joins his fellow publishers in extending thanks and appreciation for his faithful service and wishes him many years of continued health.

Ward Gets Important Post

Henry Ward, a member of the editorial staff of the Paducah Sun-Democrat and an active member of the KPA legislative committee, was honored by his advancement to Democratic floor leader of the Kentucky House of Representatives, succeeding the late Joe E. Robinson to the important post.

Look Well to Your Circulation

More people read newspapers in 1942 than ever before in the history of the nation—31,000,000 subscribers out of 131,000,000 population. Every indication is that 1942 figures will go higher. Getting more money from more subscribers will be one way to keep from buying red ink for home consumption in 1943. If your subscription price is not in line with rising costs of paper and production, it should be put in line. Farmers will have more money in 1942 than ever before. A few hundred collections from new subscribers may mean the difference between a profit and a loss.

*Veteran Newspaper Editor
At Mt. Sterling Dies*

J. W. Hedden Sr., 93 years old, veteran editor of the Mt. Sterling Advocate, and a newspaper man for more than half a century, died January 18 at his home on Winn street following an illness of 14 months.

In 1876 Mr. Hedden and his family moved to Mt. Sterling where he engaged in the mercantile business for several years. He also was associated with local newspapers, and was staff correspondent for Louisville and Cincinnati newspapers.

He owned an interest in the Mt. Sterling Gazette for some time and was associated with the late John C. Wood and Labe Wood. In 1892 he purchased an interest in the Advocate and became a partner of the late Dr. C. W. Harris, one of the founders of the paper.

Mr. Hedden had been totally blind for the past 11 years, but was active in newspaper work until the last few years. He made the telephone serve as his eyes and would gather news and solicit advertising over the phone.

The only elective office he ever held was that of city clerk of Mt. Sterling. He was an active Democrat all his life and was the State Superintendent of Printing under the late J. C. W. Beckham. He was formerly an active member of the Masonic order and was a charter member of the Masonic order and was a charter member of the Octogenarian club which he helped organize in 1935. He was deeply interested in civic affairs and his editorial policy was to back anything that he believed would help Mt. Sterling.

Mr. Hedden was a native of Shelby county yanyd a son of the late William and Susan Hackworth Hedden. He was a deacon in the First Baptist church and, where he was superintendent of the Sunday school for many years. He was an active church worker and had been a member for 76 years.

In 1874 he was married to Miss Betty Hampton, of Mason county, who died, March 16, 1938.

Survivors include one daughter, Mrs. T. B. MacArthur, Mt. Sterling; two sons, J. W. Hedden Jr., Mt. Sterling, and Roger H. Hedden, Ashville, North Carolina; one brother, R. J. Hedden, Shelbyville; one sister, Mrs. E. J. Burnett, Louisville, and three granddaughters, Mrs. James Jackson, Lexington, Mrs. Allie C. Conway, Sharpsburg and Mrs.

J. Newton Lee of Mt. Sterling. Funeral services were held January 23 with interment in the Machpelah cemetery, Mt. Sterling.

State AP Reelects LaGore

Kentucky Associated Press members at their annual meeting in Louisville, Saturday, January 10, welcomed a new chief of bureau for the state—Wilbur Crawford, recently state editor of the Florida AP, located at Jacksonville.

Mr. Crawford succeeds Glen Ramsey, who came to the Louisville bureau as chief from Atlanta in 1938. Mr. Ramsey was called into the New York office for further assignment.

The members reelected Joe LaGore, managing editor of the Paducah Sun-Democrat, their chairman for a fourth term.

Defense Stamps For Renewals

Many newspapers throughout the nation are now offering a free 10c U. S. Defense Stamp (or two stamps) in an official album for every new or renewal subscription. This is a very cheap premium and offers an added incentive to taking the newspaper.

*Joe E. Robinson, Editor
Central Record, Lancaster, Dies*

Joe E. Robinson, 68 years old, editor and publisher of the Central Record, Lancaster, Democratic floor leader of the Kentucky House of Representatives and veteran in state Democratic politics, died January 9 in his home in Lancaster.

Robinson was stricken with a heart attack shortly before the Legislature convened January 3. The dominant democratic majority went ahead with its program, however, and elected him Democratic Floor Leader in the House despite his inability to attend opening sessions.

Robinson entered the newspaper publishing fields in 1909 when he and F. S. Hughes, now a cashier of a local bank, purchased the Central Record from Louis Landrum. In 1919 Green Clay Walker, present Garrard County Judge, took Hughes' place. Joe wrote practically all the editorials appearing in the Record during his ownership.

Robinson, for over twenty-five years prominent in Democratic politics in Kentucky and Garrard County, served in the

Legislature as Representative from Garrard County since 1936. He also was floor leader in the 1940 session.

A native of Lincoln County, he went to Lancaster in 1896 and set up a law office. His first political job was county attorney of Garrard County in 1905. He served for two terms and then was elected city attorney of Lancaster. From 1928 to 1932 he served as Democratic national committeeman from Kentucky.

As a member of the General Assembly, Robinson took a leading part in getting much important legislation passed during the Chandler and Johnson Administrations, including the 1940 Soil Conservation Committee which set up machinery to administer the act.

Active in the work of the Democratic Party, Robinson held various party offices and in 1941 was chosen to serve for the ninth four-year term as chairman of the Garrard County Democratic Executive Committee.

During his practice of law in Lancaster there was hardly a major legal case coming before the local courts in which he was not a legal representative. Robinson was local attorney for the L. & N. Railroad, as well as a number of other large concerns.

Murray Newspapers Consolidated

Merger of the Murray Ledger and Times and the West Kentuckian, two weekly newspapers there, was announced on January 17 by Publishers W. P. Williams and Harold Vanwinkle.

The West Kentuckian will be retired from publication and the merged papers will continue as the Ledger and Times. Williams will remain as publisher and Vanwinkle will become editor. Otherwise the personnel of the Ledger and Times will be unchanged. Williams said.

Williams also is publisher of the Paris Post Intelligencer, daily paper of Paris, Tenn. Vanwinkle is a native of Perry County, Indiana.

*Congratulations To Veteran
Vernon W. Richardson, Danville*

Vernon W. Richardson, former state senator and now a columnist for the Danville Advocate-Messenger observed his 70th birthday January 18. He has been in the newspaper business since 1891 when he started out as a printer's devil.

"Col. Rich" as he is known to his many friends is in the best of health.

Miss Hutton Reelected Head of Press Women's Club

Miss Mary Elizabeth Hutton, Harrodsburg, was re-elected president of the Kentucky Press Women's Club at the annual business session Saturday afternoon. The meeting followed the closing of the Kentucky Press Conference.

Officers elected for the coming year include Miss Mildred Babbage, The Breckenridge News, Clovenport, first vice-president; Mrs. J. O. Young, Journal, Dixon, second vice-president; Mrs. Mary Henderson Powell, Record, Stearns, third vice-president; Mrs. J. R. Wallace, Advertiser, Walton, recording secretary; Miss Urith Lucas, Independent, Maysville, corresponding secretary; Mrs. J. L. Bradley, Enterprise, Providence, treasurer.

Committee members appointed by the president were Miss Janet Shutts, Courier-Journal, parliamentarian; Mrs. Byrne A. Evans, Russellville, auditor; Miss Alma Knox Tribune Corbin, Miss Lillian Richards, Russell Springs, Mrs. Warren Fisher, Carlisle Mercury, Lexington, program committee; and Miss Jane Day, Independent, Maysville, Mrs. H. A. Ward, Allen County News, Scottsville, and Miss Juliet Galloway, Lexington Herald, Lexington, membership committee. Mrs. P. W. Comer, Independent, Maysville, was appointed historian.

Two new members approved by the organization were Mrs. Byrne A. Evans, Russellville, and Mrs. William Bagby, Grayson.

Because of war conditions, the following resolution was passed:

Whereas: The members of the Kentucky Press Women's club living in the State of Kentucky pledge that they will do all in their power to defend their country in this time of declared war, be it

Resolved: That the Kentucky Press Women will support to the utmost the Civilian Defense Program, and be it further

Resolved: That the Kentucky Press Women, individually and collectively, are ready to serve in this hour of desperate need.

Be it further resolved: that a copy of these resolutions be sent to the Chief Executive of the United States, President Franklin Delano Roosevelt, Washington, D. C.; to the Chairman of the National Defense Council, Mayor F. H. LaGuardia of New York City, N. Y.; to the Gover-

nor of Kentucky, Governor Keen Johnson, Frankfort, Ky.; to the Chairman of

the Kentucky Civilian Defense Program, General John Polin of Frankfort, Ky.



NEW KPA OFFICIALS

The commander-in-chief and his lieutenants for 1942 are: seated, President Waterfield and Vice President Armentrout; standing, Chairman Alcock and Secretary Portmann.



No one of us is

a glass ball expert; the man today who could foretell the future would be a mighty popular gentleman. But to *protect* the future, we must plan today.

Is your composing room operating smoothly? Is there some easily remedied mechanical deficiency that has been slipping by from

day to day for just lack of action? Are you positive that there is no better way to get the type up each day?

Ask your *Linotype* representative for a survey of your plant. He will be glad to recommend practical methods (if needed) to improve your production system and lower your operating costs.



Linotype Bookman and A-P-L. Caston Old Face Italic

The Victory Will Be Won On The 'Home Front' Too!

AMERICA'S drive to Victory is empowered by the morale of all the people.

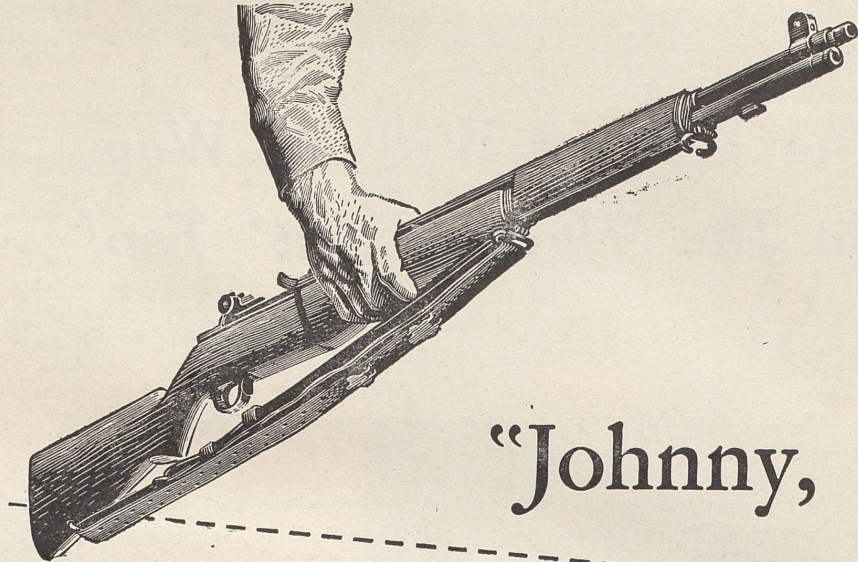
The press is one of the most important builders of morale, since the Will-to-Victory surges up from the "home front" as well as from the battle front. It is heightened by the steady flow of news and informed opinion which America's newspapers provide. Never was there greater need for the people of every community to be as fully informed as the nation's best interests permit. Never has the free American press responded more effectively to the needs of the hour.

The nation's chain stores are important morale builders in an equally important way. Morale is also heightened by the physical vigor of our people—by the sound health that is attainable only through sufficient quantities and varieties of nourishing foods.

We know that America's armed forces are receiving more and better food than ever before in our national history. The "home forces" too are being better fed and better nourished—because the nation's chain stores have progressively eliminated so many outworn and costly methods of distributing foods. Today A&P, for example, is selling food at retail at the lowest gross margin of profit in the history of the retail grocery business. More of the family food dollar goes for food and less for overhead expense than ever before.

Now, more than ever, the people of America depend for moral strength upon adequate supplies of news . . . and upon adequate supplies of food. The Victory will be won on the home front, as well as on the battle front.

A & P FOOD STORES



“Johnny,



where'd you GET your gun?”

FROM the supply sergeant, of course. He got it from the Ordnance Department—and they got it from the factory. It's the finest Army rifle in the world.

But before one factory wheel could turn—for the first model of the finished job—there had to be *power*—and most of it is *electric*. Electric power helped put your Garand in your hands, Johnny.

It takes a tremendous *lot* of power to make all the guns, tanks, planes and ships we need—but America *has* a lot. Power reserves, built up in advance by business men who manage America's electric companies, have been able to meet almost every defense demand overnight.

We're glad we can help, Johnny, by doing our share. We're glad to pledge our cooperation with you and the government—to *make America so strong it can remain forever free and unafraid.*

Invest in America! Buy Defense Bonds and Stamps

KENTUCKY UTILITIES COMPANY

INCORPORATED