

# The Kentucky Press

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

VOLUME FIFTEEN

January, 1944

NUMBER THREE

## Largest Attendance Recorded At Conference

With the largest attendance in recent years, the 75th annual mid-winter meeting of the Kentucky Press Association at the Brown Hotel, Louisville, was called to order by President Armentrout. Invocation was asked by the Rev. Charles W. Welch, pastor of the Fourth Avenue Presbyterian Church. The editors were given the traditional key to the city with some sound legal advice on its use by Assistant City Attorney Lawrence G. Duncan, who spoke in the absence of Mayor Wyatt. Response was given by Vice-President Joe Richardson.

Following his annual address, President Armentrout appointed the session committees: Resolutions - Chairman Bennett Roach, Ed C. Hamlett, and Roy C. Ewens; Auditing-Russell Dyche and Wm. L. Simpson; Necrology-Miss Mildred Babbage and Gracean M. Pedley.

The announced program of speakers, with one exception and luncheon intermission, was started by the introduction of Brigadier-General T. J. Camp, Chief of the U. S. Armored Replacement Training Center, Fort Knox. General Camp told how the lives of thousands of soldiers had been saved because newspapers carefully have guarded military secrets, particularly on troop movements. He added that when the Army releases news of the location of troops, it is "bad news for the enemy."

The Armored Training Center commandant praised the Kentucky press as "remarkably high" in comparison with newspapers of other localities, and asked for more of a "box score" on the

war. He said: "If you know the runs, hits and errors of a baseball game, then you have a good idea as to the outcome."

A. Y. Aronson, managing editor of the Louisville Times, talking on "The Press Faces a Critical Year," said the war-born difficulties do not present a crisis to newspapers, but rather a challenge for better service and improved management.

"All we have to do to avoid trouble," he said, "is to quit trying to get out our papers the old way under new conditions."

He outlined newsprint shortages as a difficulty, but added that the shortage has offered an opportunity for throwing out some of the "deadwood" which appeared in newspapers before the war. His able and interesting address will be published in a later issue of the Press.

Anglo-American co-operation probably will and should be continued after the war for the mutual benefit of both the United States and the British Empire, J. H. Tandy of Cincinnati, His Majesty's consul for this area, stated in his interesting address.

Tandy spoke at length on the Lend-Lease program, referring to it as a "pool contributed to by all the United Nations from which each takes out whatever is necessary for the common victory." As to the cost to any one nation, Tandy predicted that when the books are balanced, the debits and credits would "just about cancel out."

"The British Commonwealth may be much larger after the war," the consul

said. He said now many of the smaller nations of Europe are asking, "Why can't I be a member?" He explained that Canada, Australia, India and the others are not bound by any governmental ties as, "The King has no control over them and very little in England."

Former Louisville Mayor, William B. Harrison, now president of the Louisville Industrial Foundation, and chairman for the Eighth Federal Reserve District counties in Kentucky for the Committees of Economic Development, said conversion of industry from the war work to peacetime production presents the greatest problem for the continued economic success of our nation.

He predicted there will be a lag of six months or more in employment before war industries can get under way in peacetime production and those who say there will be no lag are "nuts."

"If our thinking stops at victory on the battlefield, then all has been lost—we must prepare for the 'V' day," Harrison asserted. He then promptly asked: "Can this nation survive another period such as we passed through in 1931, 1932 and 1933?"

Further elaborating on the conversion, Harrison predicted that many of the governmental controls we now have on our business and every-day life will continue after the war and will be released gradually. Tandy foresaw the same situation in England, and declared that women's part in the broad war picture in England parallels the situation here as described by Harrison.

President Armentrout announced that Senator Alben W. Barkley could not appear because of the press of Washington business and introduced in his place "for the especial benefit of publishers of the First Congressional District" a man from Barkley's home town, Paducah. He called on George H. Goodman, director of the Louisville district of the Office of Price Administration, a former member of the association, who thanked the press for its part in making the O.P.A. program in Kentucky a success.

A War Department film which depicted the strength of enemy forces and showing episodes of army activities and impressive battle scenes, brought home to the interested spectators the impact of war and strengthened their resolutions and courage for increased participation on the home front.

#### Friday Business Session

At the Friday morning business session, Orrin R. Taylor, member of the executive committee of the National Editorial Association, and editor of the Buckeye, Archbold, Ohio, winner of many national newspaper prizes, spoke on the extent and activities of the Newspaper Advertising Service, Chicago, active affiliate of the NEA and KPA. He emphasized the missionary work and active solicitation of NAS representatives in presenting the story of the community press to national manufacturers and advertising agencies. These activities are already bearing fruit and will result in increasing advertising lineage for community newspapers.

The pity and irony of community newspaper marketing and coverage is expressed in the statements repeatedly told by business executives and agencies to NAS, Mr. Taylor stated, is that they never realized the impact and extent of the community newspaper field which reaches 52 percent of the national population. These executives are being rapidly enlightened and convincing sold on the potentialities of the community marketing field by NAS. He urged every Kentucky newspaper to appoint NAS as its representative which, he emphasized, is not an exclusive representation, but extends only to NAS schedules.

Secretary-manager Portmann reported on "the state of affairs" of the association together with the financial statement for the year's activities. Highlights of his report were that 65 new members had been added since the installation of the Central Office and membership now was the greatest in the

Association's history; that \$4,500 in advertising had been distributed to Kentucky newspapers in 1943; that the financial affairs and cash balance of date were the largest in the Association's record. A written report and statement was distributed to members present. The report will be sent with the Bulletin to members who were unable to be present.

A round-table discussion on business matters and legislative affairs was followed by committee reports, published elsewhere, and the annual election of officers.

#### Social Activities Well Attended

The social activities were featured by the Kentucky Utilities luncheon on Thursday, the Courier-Journal luncheon on Friday, both on the Roof Garden, and the banquet, floor show, and dance as guests of the Louisville Board of Trade, the Brown Hotel, and the Courier-Journal and Times. Grateful opinions expressed that these functions reached an unusual high standard of excellence. Governor Simeon S. Willis in his address at the banquet, at which Opera-Singer Christine Johnson was presented with a commission as Kentucky Colonel, stressed the part that newspapers should and could play in the interests of good government in commendation and criticism of governmental acts, and, with the newspapers as natural leaders, "That the people get the kind of government that they ask for; if they do not ask, then they must expect mediocre and inefficient government and officials." He commended the Kentucky press on their interest in governmental affairs.

#### Resolutions Adopted

The Resolutions Committee of the Kentucky Press Association's Seventy-fifth annual Mid-Winter Meeting and Second Wartime Conference, in session at Louisville, Ky., January 20-21, 1943, submits the following Resolutions:

WHEREAS, there has been presented at this Second Wartime Conference a splendid program, timely and patriotic, we ask that the members of the Program Committee be given a vote of thanks by the Association membership for their excellent services. We wish further to express the gratitude of the Association to President Vance Armentrout and Secretary Victor R. Portmann for their work in behalf of the Association during the past year; likewise the helpful efforts of other officers and members of the Association are commended.

The Association's work in behalf of the war effort has been a dominating force in its program during the past year, and the officers and members pledge their continued efforts, collectively and individually, in support of the cause of Victory.

The Association expresses its grateful appreciation to the organizations and their representatives who have contributed to the success of this Second Wartime Conference. These include the Kentucky Utilities Company, the Courier-Journal and the Louisville Times, the Brown Hotel and the Louisville Board of Trade. We further express our sincere thanks to the Brown Hotel management for its co-operation in making available its facilities for the Association meeting.

We are grateful to Brig. Gen. T. J. Camp, chief of the United States Armored Replacement Training Center; A. Y. Aronson, managing editor of The Louisville Times; the Hon. A. H. Tandy, British Consul at Cincinnati; George Goodman, Louisville area OPA director; William B. Harrison, president of the Louisville Industrial Foundation; Robert Bonnie, president of the Louisville Board of Trade; Orrin R. Taylor, representative of the National Editorial Association; the Hon. Simeon S. Willis, Governor of Kentucky, and all others who have helped make this Second Wartime Conference an enjoyable and successful one. We further tender our thanks to the artists represented in "The Armored Force Command Cartoon Show," at this meeting.

#### Necrology Report

The Kentucky Press mourns the passing, during the last year, of four beloved members. This irreparable loss brings sorrow to our hearts but we take consolation in that they have, in their best traditions of the Fourth Estate, left their several monuments of unselfish service to their communities, their state, and the nation.

One of our distinguished members having "30" written for him was Congressman Edward M. Creal, whose life's work ended in October. In 1918, Mr. Creal started a county paper, The La Rue County News, which two years later was consolidated with the La Rue County Herald and called The Herald-News. In addition to being a newspaper man, Mr. Creal was also a lawyer, serving three times as attorney of La Rue County, and was serving his second term as Commonwealth's Attorney when elected Representative from the

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Fourth Congressional District in 1935 to succeed Cap R. Carden. Mr. Creal served 4 terms as Congressman and died while in office. Surviving are his widow (who is here at this meeting) and his two sons, Dolph and Capt. James W. Creal.

One of our veteran members and a former president of K.P.A., Charles Wayfield Meacham ceased to wield his fluent pen last February. Eighty-four years old, he came into the newspaper field at the time of Urey Woodson, Harry Sommers and my father, John D. Babbage. Mr. Meacham published the Hopkinsville New Era for 41 years. He was elected president of K.P.A. in 1893. His last years of journalism were devoted to writing a special column for the Hopkinsville New Era, which was widely read and quoted. He was active in civic affairs in his younger days, serving as mayor of Hopkinsville for 8 years, and was a member of the State Democratic Committee and was also interested in promoting the welfare of the Western State Hospital and Bethel College. Surviving are his widow and one son, Charles.

Serving 42 years as editor of the Paintsville Herald was Sherman Gullett, 58 years old and the father of seven sons, all of whom survive with the widow. He passed to his reward at Paintsville, Ky., on May 22.

Long a valued member of the K.P.A. was Waldo F. Fultz, editor and publisher of the Carter County Herald, Olive Hill, Ky. He published the paper for 35 years and where he left off, his widow and family took up the work.

I move that a copy of this report be spread upon the minutes of this association and that copies be sent to the families of these departed fellow-workers as an expression of the abiding sympathy of this body.

Respectfully submitted,  
Mildred D. Babbage  
G. M. Pedley

**Official KPA Family**

The official KPA family of elected officers are Joe Richardson, Glasgow Times, president; Chauncey Forgey, Ashland Independent, vice-president; Victor R. Portmann, secretary-manager, and Fred B. Wachs, Lexington Herald-Leader, chairman of the executive committee. President Richardson appointed his standing committees as follows: Executive Committee (by districts): First, Joe La Gore, Paducah Sun-Democrat; Second, John B. Gaines, Park City News, Bowling Green; Third, John H.

Hoagland, Louisville Courier-Journal; Fourth, James M. Willis, Brandenburg Messenger; Fifth, Virgil P. Sanders, Carrollton News-Democrat; Seventh, Walker W. Robinson, Paintsville Herald; Eighth, J. W. Heddon, Mt. Sterling Advocate; Ninth, Harold A. Browning, Williamsburg Republican; Two members at large, Seymour B. Goodman, Elizabethtown Enterprise, and Tyler Munford, Union County Advocate, Morganfield. Chairman Wachs represents the Sixth district, and Vance Armentrout is immediate past president.

Legislative Committee: George A. Joplin, Somerset Commonwealth, chairman; Thomas R. Underwood, Lexington Herald; Russell Dyche, London Sentinel-Echo; D. M. Hutton, Harrodsburg Herald; Virgil P. Sanders, Carrollton News-Democrat; Wm. L. Dawson, LaGrange Oldham Era; Bennett Roach, Shelbyville News; Henry Ward, Paducah Sun-Democrat; Egbert V. Taylor, Greensburg Record-Herald; Harry Lee Waterfield, Clinton Gazette; Henry Arrowood, Paintsville Herald; Otis C. Thomas, Liberty News; R. M. Bagby, Grayson Enquirer; and R. H. Royster, Seebree Banner.

Newspaper Contest Committee: Miss Jane Hutton, Harrodsburg Herald, chairman; Mrs. Lee Spalding, Bardstons Standard; Miss Mildred Babbage, Cloverport News; Mrs. John Lawrence, Cadiz Record; Mrs. D. B. Wallace, Walton Advertiser; Mrs. Byrne Evans, Russellville News-Democrat; and Mrs. Joe Costello, Cynthiana Democrat.

**Former Midway Publisher Dies**

Joe R. Williams, about 80, of Lawrenceburg, Ind., died at Christ hospital, Cincinnati, January 22. He was a native of Midway. His mother, Mrs. Eugenia Williams, had passed her hundredth birthday at the time of her death about 12 years ago.

Mr. Williams at one time was the publisher of the Midway Clipper, the Pendletonian, Falmouth, Ky., a paper at Murfreesboro, Tenn., and for 15 years had been publisher of the Lawrenceburg Press, Lawrenceburg, Ind. He sold his interest in the Press about four months ago and had retired from active business.

Mr. Williams is survived by his wife, Mrs. Ora Letton Williams, a son, George E. Williams, and a grandson, Joe R. Williams, II, all of Lawrenceburg.

**President's Address Reviews Year's Progress**

The president's address is traditional with the Kentucky Press Association and the originator was smart enough to get his say in first.

It seems from what I read in the papers that a presiding officer—if he gets a break on his own program—is expected to discuss one or all of three subjects: His own administration in glowing terms, the war effort in a well-defined manner and the effort to follow on the heels of the war, giving his mood free rein. No one is in a position to contradict him.

As for the first, the period of my administration has been notably successful and progressive in the secretary-manager's domain on which Vic Portmann is to report later. So I dismiss it with this little well-deserved plug for Vic. As to the rest of it, the year has been necessarily uneventful except that I have repaired the only neglected detail I can truthfully say my predecessor left. That is this time-honored president's badge.

Passing on to the second topic, the war — that certainly isn't stale or exhausted; yet I begin to suspect that by this time you are acutely aware that we are at war. Nevertheless, I cannot forebear expressing again my profound conviction that the unity with which our countrymen accepted unexpected and unprecedented inconveniences and temporary, partial deprivations is largely to the credit of the country press. What that unity required was understanding; timeliness was of the essence, and your service was performed at the outset when and when alone it could prevent confusion. There is no dispute about the job being done on the farm, within the circulation area of every rural newspaper. That's been some effort on your part, too.

This brings us to the future outlook. That's pure speculation. Blueprints projected into the unknown are entertaining but of no value. The need is to prepare to meet whatever conditions arise with a flexible mind individually and a flexible organization collectively.

So far as I know, there is only one region where a plan already is in operation adaptable to the post-war era. This is in the Tennessee Valley. They've got a head start down there by ten years with a typical example of American genius, a resident federal coordinator co-operating harmoniously

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# 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

Joe Richardson.....Times, Glasgow  
 Chauncey Forgey.....Independent, Ashland  
 Victor R. Portmann.....U. of K., Lexington  
 Secretary-Manager  
 Executive Committee, Districts

Fred B. Wachs, *Herald-Leader*, Lexington (Sixth), 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; Seventh, Walker W. Robinson, *Herald*, Paintsville; Eighth, J. W. Heddon, *Advocate*, Mt. Sterling; Ninth, Harold A. Browning, *Republican*, Williamsburg; Tyler Munford, *Advocate*, Morganfield, State-at-Large; Seymour B. Goodman, *Enterprise*, Elizabethtown, State-at-Large; Immediate Past President, Vance Armentrout, *Courier-Journal*, Louisville.

### 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. B. Wallace, *Advertiser*, Walton, Recording Secretary; Miss Urith Lucas, Independent, Maysville, Corresponding Secretary; Mrs. J. L. Bradley, *Enterprise*.

NATIONAL EDITORIAL  
 1943 ASSOCIATION  
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MEMBER  
 KENTUCKY PRESS  
 ASSOCIATION  
 ORGANIZED JANUARY, 1869

Volume Fifteen, Number Three

## KPA 75th Anniversary Celebration To Be Held

As 1944 marks the seventy-fifth year since the founding of the Kentucky Press Association in 1869, the mid-summer program will be devoted to celebration of its diamond anniversary. President Richardson appointed an "old-timer" committee to arrange the program with B. F. Forgey, Ashland Independent, as chairman. Other members of the committee include J. W. Willis, Irvington Herald, William L. Dawson, LaGrange Oldham Era, Vernon Richardson, life member, D. M. Hutton, Harrodsburg Herald, and Tom Wallace, Louisville Times.

## New Papers Elected To KPA Membership

Eight newspapers were elected to membership in KPA at the mid-winter meeting. Active members admitted include: Hazard Times, Charles N. Wooton, editor; Glasgow Republican, Wm. H. Jones, editor; Fulton Daily Leader, Hoyt Moore, editor; Cumberland News, Burkesville, J. T. Shannon, editor; Ballard Yeoman, Wickliffe, E. W. Wear, editor; Cave City Progress, Embury Newspapers Inc.; and Auburn Times, Percy W. Hurt, editor. The War Cry, Atlanta, Ga., Salvation Army publication, Brigadier Vincent Cunningham, editor, was admitted to associate membership. The Press joins in extending fellowship to them. The KPA roster now numbers over 150, the largest membership in its history.

### Continued From Page Three

with seven commonwealths in the heart of the most radically state rights section of the United States. T.V.A. is about the only thing I know of on which Franklin D. Roosevelt and Herbert Hoover agree.

My imagination was fired as it never had been before by Mr. Hoover's acceptance speech at Stanford University August 11, 1928, when he advocated the co-ordinated development of watersheds, combining flood control, navigation and power dams, cheap rural electrification and a synthesis of industrial and agricultural economy, all to improve the living conditions of the inhabitants.

I was interested enough to go down there to see what was going on, especially to study the general policy of administration on which the perpetuity of the experiment depends. I surprised them when they asked what I wanted to see first. I told them I wanted to see farmers who had been evicted from the Clinch and Powell River bottoms above Norris Dam.

They referred me to the Tennessee Experiment Station where I was turned over to a field agent who took me to Tazewell. From there a farm agent accompanied me on a round of calls. I got to see the administration of the Tennessee Valley Authority from the point of view of the person who had the most plausible reason to resent its intrusion. And, paradoxically, T.V.A. wasn't visible from that point. Those farmers—the most prosperous, progressive and best satisfied small farmers I

ever met—are no more conscious of the present of the Authority than we are in Louisville.

I am not concerned here, however, with T.V.A. as a sort of social catalyst in the valley, stimulating research and invention and enabling small farmers to enrich their own lives. The Nashville Tennessean recently made a survey of the situation on the other side of Monteagle from the Cumberland Valley where Nashville is located. It saw the Tennessee watershed dotted with new industries, not concentrated at Knoxville and Chattanooga but dispersed from Harriman on the railroad south of Somerset to Elizabethton in the angle of Virginia and North Carolina. And the Tennessean is convinced this is no transient war boom. Industrial development is there to stay.

It was at Elizabethton, Tennessee, that Herbert Hoover virtually designated the Tennessee Valley for the experiment on October 6, 1928. I refer to T.V.A. and its anticipation because that was a great engineer speaking about watershed development, an engineer with a vision as well as knowledge of geography and economics: and it is to men with technical knowledge, practical experience and vision we shall have to turn in peace as we have in war. "Cost plus" won't repair the damage and open the way to a better future. The profit motive alone won't serve on this new battlefield, either. That wasn't all Henry Kaiser brought to bear on speeded-up production. He told his engineers what he wanted and gave them the green light, while competitors were operating in their old familiar groove, restraining the initiative of their technicians because stockholders wouldn't approve the expense of discarding outmoded methods that were returning satisfactory dividends.

We all do what we are pleased to call our thinking in a groove, worn smooth by long custom. That's why the Nazis took the tank, invented by Lieutenant Colonel E. D. Swinton, of the British Royal Engineers, and the Wright brothers' airplane and overran western Europe. The Germans were blasted out of their groove by the last war and its aftermath. And that's why I believe we can look for changes. We have been heaved out of our groove by this eruption. Wars are stimulating to the initiative, though T.V.A. has shown us that there are better, cheaper, pleasant-er ways of stimulating them by constructive instead of destructive enter-

The antecedents of the German blitz are instructive. Some sixty years ago Admiral Alfred Thayer Mahan, author of the "Influence of Sea Power on History," made this acute observation: The principles of strategy and tactics never change but weapons do and it is the duty of military authorities to study new weapons as to their limitations and their adaptability to the principles of strategy and tactics. The Germans aren't smarter than other people. They just happened to be on the receiving end of a French tank break-through at the second battle of the Marne. French armored crews got through for seven miles and the German officers realized that all that saved them from disaster was a French failure to synchronize the main force with the speed of the tanks to exploit the break-through behind the German lines.

But let us not be too hard on the military; they are not the only ones who think in a groove. Take a look at the revolution of the Nineties in the field of journalism and the consequences. Joseph Pulitzer and William Randolph Hearst demonstrated, in a race for circulation, that an independent city daily has a larger reservoir of prospective subscribers to draw upon than the party organ has. The latter, indeed, had already demonstrated that the party organ inevitably retrogrades into a factional organ, further circumscribing its clientele. Pulitzer and Hearst surrounded themselves with the highest priced, highest powered newspaper talent in the country. The next step after getting the subscribers was obvious. They educated advertisers to buy circulation instead of space; and the trail of the last half century is strewn with the remains of newspapers whose publisher didn't learn the lesson.

There was a sequel to the emancipation of the national press. At least it is a coincidence that subsequently we put into practice the platforms of all the third parties since the Jeffersonians split into Whigs and Democrats. Give the two rival pioneers of Yellow Journalism their due. We changed the United States Senate from a "Millionaires' Club" into a popular assemblage responsible directly to the people, secured the popular primary and woman suffrage, and the rest followed.

Berea College has caught the idea. A trustee offers prizes every year for the products of constructive thinking. The students recite half a day and work half a day. They think while they work—about their work. One year, I remem-

ber, a boy employed on the campus devised a more economical way of gathering leaves, a freshman girl in the office discovered a convenience in filing, another in the household industries invented an improvement on the bobbin. That's genuine thinking.

We've got to release the brains of this country which think about something besides squeezing out a little more profit. For instance, a big holding company fought T.V.A. to the Supreme Court, trying to force it to deliver government power to a private monopoly at the dam site. It lost. Now the operating units of that corporation in the Tennessee Valley make more money than ever, selling cheap T.V.A. current and appliances, for which rural electrification provides a market.

There's a kind of moral to that. We ought to know by this time that what is good for all is best for each of us in the long run. Civilization started out with a perfect moral code for its guidance. Beyond the Mediterranean in an arid, not particularly favored region of flat roofs and clear sky, we received both our religion and mathematics, a guide to conduct and the numerals with which to figure things out in a practical manner; and both from the heavens over head. I wish the Sunday school teacher would take the kids out sometime and show them the stars the psalmist talked about. That's part of everybody's environment up there and it's fine for the sense of proportion. I don't understand how people can think so much of God and be so inconsiderate of His handiwork.

Then I wish they'd teach geography from the skin out as underfoot and all around us. We try to understand the infinite without looking at it and understand other people in other geographical environments without understanding our own environment and its influence on us, our customs, standard of living and institutions. At the very least, we should recognize that they do have an influence and we are not so entirely different from the rest of God's chilluns.

I'm afraid the trouble with our ego and selfishness is that we have tried to drag Jehovah and geography both inside and slam the door on them; but I believe they're both still outdoors. I know geography is, if Raymond Clapper doesn't. Illustrating the necessity for world collaboration, he said we're all locked up in a room together. What a characteristic metaphor for a fellow who studied geography in a closed room

with a lot of other kids, some of whom he liked and some he didn't. If little Raymond's Sunday school teacher had shown him the firmament, he would have realized that we're all spinning around in space on a tiny cinder.

And yet they say travel in broadening. Humanity has made a good many trips around the sun together, and it's been about the rowdiest excursion crowd the universe has ever witnessed.

I just mention these as some of the commonplace realities our self-acknowledged realists are prone to overlook.

I called something social a few minutes ago. This would be a unique gathering if someone present didn't shudder inwardly at the sound of it. We shall be back to sign language if we don't quit destroying words. You can't use the words, isolation, intervention, left, right, radical, reactionary, liberal, or conservative anymore without danger of being misunderstood, if you don't insult anybody.

Social refers to human society, the people collectively, and that embraces all the people of the world. World peace is a problem of human society, a social, not a political, question. Human society existed before governments and still exists above and beyond governments, which are simply the instruments of society. If that isn't so, then our Declaration of Independence is a lying, fraudulent document. If all men don't come into this world on a plane of equality and go out of it on a plane of equality, I don't know what equality means. Government by the consent of the governed—government of, by and for the people—is certainly an agency of human society; for people in the aggregate constitute society. That is also government by "social compact," as our French mentors who inspired the Declaration phrased it. The "general welfare," for which the people "formed a more perfect union," is social welfare. And so is peace on earth.

Let's get back in geography with the rest of mankind. This war is going to end like all the others with the same land and the same peoples on it that it started out with.

We've got to get along with the neighbors in a shrinking world. One more war is about the limit of the allotment for our European relatives before they go the way of the ancient Greeks, also all of a breed who couldn't get along together. And this next war would be likely to develop into a racial struggle for supremacy. That's why we'd

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## 140 'Outposts' That Help Food Fight For Freedom



There are two reasons why the job of feeding America at war this year is more challenging than ever. The goal is higher. The obstacles are greater.

One of the major agencies that will work unstintingly at this job, in cooperation with the farmers of America, is the A & P system of field and terminal offices throughout the United States—140 of them in the fresh fruit and vegetable field alone.

Into these offices flows authoritative information about market conditions, crop outlook, and consumer preferences—the daily facts essential to producer and distributor. Through these offices, thousands of producers send their food to millions of consumers. Because of these offices more food is purchased and moved efficiently into consumption—with a dramatic saving of time, labor and cost.

Every American knows that food is one of the most critical weapons of battle. The more efficiently it is distributed, the more effectively it fights for freedom. That is why every member of the A & P organization—from our field offices through our factories, warehouses and stores—is pledged to keep on doing the most efficient job of food distribution in America.



## A & P FOOD STORES

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better not weary of the contest until we set China up in business over there.

We're driving toward the conclusion of this war with something the world never had before: Three great self-centered countries, each all of a piece: Russia, China and the United States—and we can include Canada and Mexico on our side. Our size, diversity of resources and domestic markets make us peaceable. That condition will prevail in Russia and China. They will be democratic or fall apart and the enemy seems to have attended to that for them. The Chinese suspended a civil war to resist invasion. The impact of invasion on Russia has welded a dozen races with 150 languages or dialects into a conscious nationalism a thousand years of peaceful evolution could have produced. The people, too, have had elementary democratic training. Remoteness from central authority, by force of circumstances, conferred local autonomy on them.

You may note that in both Russia and China the revolutionary process has developed indigenous forms of governmental structure different from any other, but fitted to their respective conditions and customs. Our own pattern has never worked anywhere but here.

We have social problems at home, also; for all political, moral and economic questions are social in their overall aspect. We know what element of human society is disturbing; the one with the least to lose by disturbance. We know why Mexican bandits and Chinese warlords could recruit armies; their followers could eat that way. Whatever the moral backbone of Chinese resistance may be, the backbone of her military resistance is that the army is fed. Food, clothing and shelter, as the existence of O.P.A. reminds us, remain the prime needs of mankind everywhere. All issues are resolved in the human mind on the question whether we shall be better off under the status quo or a change. The farmer prospers in direct ratio to the proportion of square meals consumed every day.

The part the press has to play in the future is not in every case or on every occasion inevitably one of spectacular agitation. There are things to be done everywhere and more than one way of doing them. There are public-spirited citizens everywhere, forward-looking and resourceful, many rural organizations these days where ideas incubate. A newspaper can do a lot to put talent and leadership to work if the attitude

of mind is that of service to the community.

Philosophically, I guess, the happiest position is midway between cynicism and optimism. The trouble with the cynic is that he never sees anything but the shortcomings of accomplishment. The trouble with the optimist is that

he is bound to be disappointed. Encourage the best and expect the worst, and life will be one unending succession of delightful surprises at how well everything always turns out.

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# 3 easy rules

A healthy Linotype is a sweet piece of machinery—and there are three easy rules to follow:

- 1) Keep it clean
- 2) Keep it properly lubricated
- 3) Keep it in good adjustment

This is only plain common sense and the results pay good dividends—quite aside from the satisfaction of freedom from mechanical worries.



Linotype Spartan Medium and Hestrolite No. 2

# JOHNNY ON HIS OWN

When Johnny Oxley was only nine, and his brother Meyer twelve, their father died. A year later, their mother died, too. The orphaned boys took the money that was left them, bought a 260-acre farm and worked it like men.

In 1939, John Oxley joined the Calf Club and bought a steer to feed. He did so well that he won a first prize at the International Stock Show in Chicago. So John has been feeding steers every year since and has collected 55 ribbons at local, state and national shows.

When an orphan boy can stand on his own feet and win success at 17, opportunity is still very much alive in the United States of America.

The same determination under difficulties that produced businesslike John Oxley also produced the business-managed electric companies. Like John with his first calf, they once began with a few short lines.

Often they could offer only limited service—special ironing hours on Tuesdays, for instance. But men with vision and courage stuck to the job—dug holes and set poles—and gained customers while giving better and better service at lower and lower cost.

Today, war has provided spectacular proof of the value of this American system. American farmers and business men alike—faced with the same shortages of men and machinery—are still delivering more food, more electric power, more munitions than the world has ever seen before.

Theirs is a common cause—to preserve and protect the American system of initiative and opportunity that has worked so long, so well.

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