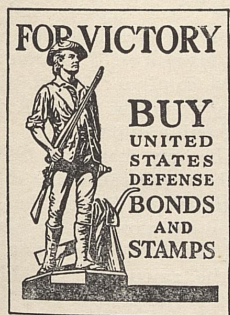


The Kentucky Press



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



August, 1942

Volume Thirteen Number Ten

Judgement, Decisions Uphold Financial Publication Statutes

In response to inquiries from Kentucky editors, the KPA Central Office publishes the judgment of Judge Chester A. Adams, Fayette Circuit Court, in the recent suit filed to compel the Fayette Fiscal Court to publish the annual financial statement. Judge Adams reiterated the decisions made in previous cases that the law was mandatory and that financial officials, handling public funds, must publish an annual statement in a newspaper.

The most recent decision bearing upon the responsibility of the finance officers and their compliance with the state laws concerning the publication of financial statements, was rendered by a judgment in the Fayette Circuit Court by Judge Chester A. Adams. The suit, filed by Fon Rogers, and others, was to compel the Fiscal Court of Fayette County to publish the county financial statement. The judgment follows:

"This cause coming on to be heard and by agreement of the parties having been submitted for final judgment upon the pleadings and exhibits herein, and the Court being advised and having filed a written opinion, which is hereby ordered to be, and is, made a part of the record, it is ordered and adjudged by the Court as follows:

1. That Section 938q-19, Carroll's Kentucky Statutes, (Section 68.370 of the Kentucky Revised Statutes), does not modify, repeal or affect nor is it in conflict with Section 1846 of Carroll's Kentucky Statutes (Section 68.070 of the Kentucky Revised Statutes), or Section 3747a-1 of Carroll's Kentucky Statutes (Section 61.290 Kentucky Revised Statutes), and Sections 1846 and 3747a-1 of Carroll's Kentucky Statutes are in full force and effect.

2. That a compliance by the Fiscal Court of Fayette County with the provisions of Section 938q-19, Carroll's Kentucky Statutes, does not relieve the Fiscal Court of Fayette County from complying with the provisions of Section 1846, Carroll's Kentucky Statutes, and it is the duty of the Fiscal Court of Fayette County to comply with both Sections 938q-19 and 1846 of said Statutes.

3. That Section 3747a-1, Carroll's Kentucky Statutes, applies to public officials, whose duty it is by virtue of their

offices, to collect, receive, have the custody, control or disbursement of public funds, and is not applicable to the Fiscal Court of Fayette County.

4. That it is the duty of the Fiscal Court of Fayette County to publish a statement showing the financial condition of the County as is provided in Section 1846 of Carroll's Kentucky Statutes for the fiscal year ending June 30, 1942 and at the end of each fiscal year thereafter.

5. That upon the publication of the statement showing the financial condition of the County by the Fiscal Court of Fayette County, as required by Section 1846, Carroll's Kentucky Statutes, at the end of any fiscal year, it shall not be necessary for the Treasurer of Fayette County nor the individual members of the Fiscal Court to make any publication of the financial statement of Fayette County for the same year as required by Section 3747a-1 of said Statutes, if the Treasurer certifies as correct the statements so published by the Fiscal Court of Fayette County in said year.

To all of which the plaintiffs herein object and except and pray an appeal to the Court of Appeals, which is granted."

Decision From Assistant Attorney Herdman

Mr. L. C. Curry
Superintendent of City Schools
Bowling Green, Kentucky

I have your letter of the 13th relative to the annual publication of your Treasurer's account of receipts and disbursements; and your inquiry whether you can condense these statements instead of itemizing them and thereby save the city board a large amount of money.

We have had this inquiry from cities, counties and school boards before and appreciate the big expense that these various taxing agencies are put to in this publication, yet the law seems to be otherwise and for your convenience and that you may see how the Statute reads, I will quote sections pertinent to your inquiry. This is 3747a-1 of the Statutes which was reenacted in 1938 but the provisions as to publication were not changed. Now the beginning of this section showing what taxing agencies are required to publish this report reads as follows:

"Every public official of any county, graded school district, city, town or subdivision or district, less than a county whose duty it is, by virtue of his office to collect, receive, have the custody, control or disbursement of public funds of said county, graded school district, subdivision or district of said county, city or town, except in counties containing a city of the first class or a county

... shall at the expiration of each fiscal year prepare an itemized, sworn statement of such funds so collected, received, held or disbursed by him, during the fiscal year just closed, which statement shall show the amount of public funds collected and received and from sources received; the amount disbursed, the date of each disbursement, for what purpose expended and to whom paid. . . ."

You will notice from this that the statement must be itemized showing each disbursement, to whom and for what amount and the date. The object of this was to apprise the public as to who got any part of the school money that is disbursed.

It has been the opinion of this office and this is also the opinion of the courts that this Statute must be literally followed and for that reason this extensive and itemized publication is required under the law. I see no relief for you unless the courts construe this Statute differently and allow a condensed statement rather than itemized statements. Not only your schools but all the schools and the counties and cities are sometimes put to enormous expense in these publications but, nevertheless, the Legislature has never changed it, although complaint has been made, as I understand, to them about this expense.

If these other superintendents condense their reports and the matter should be questioned by a taxpayer of the newspaper, I do not believe they could continue this practice and, perhaps, could be compelled to remedy past publications.

The only change in 1938 was adding to the requirement that it be published in the paper having the largest circulation the word "bona fide circulation" and "bona fide circulation" was defined in the amended Act. This, however, does not affect your question.

(Signed) GUY H. HERDMAN,
Asst. Attorney General

It was brought to the attention of the Central Office that August 31 was the

deadline statements such pub paper, in Public A were aske counts an the same Herdman the status

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deadline for the publishing of financial statements and the filing thereof of such publication, printed in a newspaper, in the office of the Auditor of Public Accounts. Certain questions were asked the auditor of public accounts and his reply is appended. At the same time, Assistant Attorney Guy Herdman was asked for an opinion on the status of the law passed by the 1942 Legislature which required a newspaper, containing the published financial statement, to be filed as above. His reply is also appended. This law, known as Chapter 89, Kentucky Acts of 1942, states:

"It shall be the duty of all public officers who are required to publish the financial statements as provided for under Section 3747a-1, Kentucky Statutes, to file with the Auditor of Public Accounts on or before the 31st day of August of each year a copy of the newspaper containing such financial statement. Any officer who shall fail to file said copy of the newspaper containing said financial statement which such officer is required to make, at the time required, shall be guilty of a misdemeanor and upon conviction thereof shall be fined not less than fifty dollars nor more than five hundred dollars at the discretion of the court or jury trying the case."

The Central Office should have information concerning the status of the publication law in each county. Editors are invited to communicate this information to the Field Secretary.

State Auditor's Report

Secretary-Field Manager
Kentucky Press Association

In reply to your letter of August 18th, will say the State Auditor's Office has no power to enforce any law. It can only report what we find and make suggestions.

I think you have the law quoted correctly in your letter, and, as I understand it, it is entirely left up to the County Attorney to enforce the law.

I think it would be proper and right for the newspaper to advise this office in case any official should refuse to have a report published, in order that we might ascertain whether or not a report had been filed. In case an official continues to refuse to comply with the law, I think it would be left entirely up to the County Attorney and the officials in each county.

I have not had any official opinion from the Attorney General, whose duty

it would be to advise as to the different points which might be raised in this matter; however, you might write the Attorney General and he will furnish to you his opinion.

There have not been very many statements filed to the present date. I will check them soon after the 1st of September and report the number filed to Mr. Carl B. Wachs, Executive Secretary of the Kentucky Municipal League, Lexington, Kentucky.

(Signed) D. A. LOGAN, Auditor

Secretary-Field Manager
Kentucky Press Association

I have your letter of the 27th in which you ask a number of questions regarding the Act of 1942, Chapter 89, requiring the filing with the State Auditor the newspaper containing the financial statements required under Sec. 3747a-1 Statutes. You ask in your letter four questions which I will now answer in the order submitted.

"(1) Which state or county official would be responsible for the enforcement of the publication law known as Chapter 89, Kentucky Acts, 1942?"

The official referred to in this Act is the same official who is required under Sec. 3747a-1, 1941 (Supplement) to publish the financial statements of county, graded school district, city, town or subdivisions or districts less than a county. This section provides that the public official who is to publish this is the one who collects, receives and has the custody, control or disbursements of public funds of said county, etc. This is usually required of the treasurer of counties and cities and school boards and he is the official that looks after these publications, though the Statute is broad enough to cover the one that collects. However, it is usually the Treasurer or disbursing officer who makes these publications. I will add in this connection that under the original section 3747a-1 there is a penalty for failing to make this publication on said official, whether it is through refusal or neglect, of fine from \$50.00 to \$500.00, the same as in the 1942 Act for failure to file the newspaper containing the statement with the State Auditor. This is 3747a-2 of the Statutes, 1936 Edition.

Your second question—"Is the Auditor of Public Accounts responsible for the enforcement of this law?"

There is no provision in this 1942 Act, Chapter 89, requiring the State Auditor to see that this filing is done. His office is merely the office in which the filing is to be made and I do not think that it is incumbent on him to see that these officers charged with this duty should file it. This is no concern of the State officials. This matter is a local matter of the county or the city or the schools and the notice should be given to the Treasurer and the fiscal court or city council or school board. You will notice under Sec. 3747a-2 the fines imposed under that section go to the county or city or school board in which the official is delinquent. I may add in answer to this that the newspaper which has the largest bona fide circulation is entitled to this publication and they or any taxpayer can ask the Auditor if the publication has been made by August 31, as the Act requires, and upon advice by him that it has not been done they could swear out a warrant or have the official charged with this duty indicated.

Your third question—"What would be the responsibility and the duty of the newspaper

in the situation where the public officials refuse to comply with this law? What state or county official should be notified in the case where the official refuses to comply with the statute?"

In answer to this, the newspaper could adopt a civil remedy and bring a civil suit in the nature of a mandamus or mandatory injunction against the fiscal court or county commissioners, including the official required to do this and have the courts order them to make this publication. This was the proceeding adopted in McCracken Circuit Court by the Paducah Newspapers against the county commissioners and also against the County Treasurer. If they do not want the civil remedy they can, as above suggested, have a warrant of arrest for failure to file this, and the lower courts have jurisdiction, the fine being \$500.00 and less and the prosecution would be through the County Attorney. If this official is prosecuted by indictment, then the Commonwealth's and County Attorney would prosecute.

Now you ask in parenthesis "What steps should be taken to enforce compliance with Chapter 89?"

A question may be raised under this prosecution as to where is the venue or jurisdiction. The filing is in Frankfort in the Auditor's office and it may be contended that the failure to file is a criminal offense committed in Franklin County. However, I am of the opinion that this provision of the law (1942 Act) is but a continuation of the publication required under Sec. 3747a-1 and that as the official charged with this duty is a county official and the publication is in the county that the jurisdiction would be in the county where the official resides and fails to perform his duty and not in Franklin County where the newspaper is to be filed.

These are my views of the matter though the question of jurisdiction may be decided differently by the courts upon the idea that the offense is the failure to file it in Franklin County, though I view differently for the reasons above stated.

Yours very truly,
(Signed) GUY H. HERDMAN,
Assistant Attorney General

*W. L. Simpson Named Editor
Of Danville Advocate-Messenger*

W. L. Simpson, manager of the Simpson Printing Company for the past seven months, has been named editor and general manager of the Danville Advocate-Messenger to succeed the late J. Curtis Alcock. He will continue in his position as manager of the Simpson Printing Company which he operated under a lease for the Advocate-Messenger Company.

Before coming to Danville, the new editor was editor of the Mt. Vernon (Ky.) Signal and before going there he had been connected with newspapers in Illinois and Missouri.

He said that the personnel of the newspaper would remain the same.

Members of the board of directors of the company are Mrs. J. C. Alcock, vice-president, Mrs. John S. VanWinkle, secretary; Chenault Huguey and Joe G. Davis. The office of president has not been filled.

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

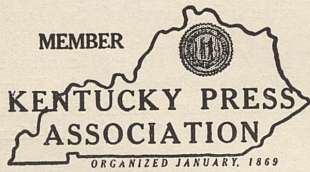
Tyler Munford, Union Co. Advocate, Morganfield, chairman; George A. Joplin, Commonwealth, Somerset; Egbert C. Taylor, Record Herald, Greensburg; Thomas R. Underwood, Herald, Lexington; H. A. Ward, Allen Co. News, Scottsville; Henry Ward, Sun-Democrat, Paducah; Cecil Williams, Journal, Somerset.

Newspaper Exhibit Committee

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

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 Ten

"Stop" Sign On Government Publicity Flashed by Davis

The Office of War Information is taking drastic steps to reduce the number and size of the mailing lists of the government's informational activities formerly carried on by the Office of Facts and Figures, the Coordinator of Information, the Office of Government Re-

ports and the Division of Information of the Office for Emergency Management, according to a communication dated Aug. 20 sent to all names appearing on the present mailing lists.

In addition to information replying to specific questions on a card attached to this communication the Office of War Information states it "will appreciate your supplying specific reasons why you should continue receiving the type of service now in effect."

An editorian appearing in the Aug. 18 issue of the Atlanta (Ga.) Constitution follows:

Government Publicity

The Office of War Information, headed by Elmer Davis, has undertaken a task, which, if successful, will win for it the blessings of uncounted newspaper editors.

The OWI is attempting a survey of the publicity sent out by the various government departments, bureaus, offices and individuals, with the objective of reducing the total whenever it can be done without handicapping necessary governmental sources of information.

Mr. Davis has approached this job from both ends. Six newspapers in each of the 48 states have been asked to save all government publicity materials received in one week and turn it over to the OWI. A committee of five public relations men named by Mr. Davis is now assembling and analyzing the material. And, according to one assistant, at least, some of it "is just a little incredible."

Some of this governmental publicity material is, of course, valuable, even essential. In time of war the complaint has been that, in regard to real war activities, the information furnished the public has been insufficient, rather than contrariwise. However, even desirable information is sent out in far too voluminous form. If press relations "experts" would only remember the severe space limitations which face practically all newspapers nowadays, they would curtail their copy to 10 per cent of its present length and thereby secure a far more favorable consideration from publishers.

Anyway, the great bulk of the kind of governmental publicity which Mr. Davis and the OWI is investigating goes directly to the waste paper baskets of 99 per cent of the editors who receive it. Publication is out of the question for two reasons. Lack of space is one and almost complete lack of interest to the general reading public, is the other.

Incidentally, elimination of the 90

per cent of such material that is but waste effort would go a long way to relieve the seriously clogged conditions of the mails, especially at the Washington post office.

Carrollton News-Democrat Has Large News Stand Sale

Advocating that community weeklies should establish news stands at strategic points in the city for sales that would augment the total circulation without cutting into the mail circulation, Editor Virgil P. Sanders, Carrollton News-Democrat, points out the success of this venture in that city.

In a letter to the Press, Editor Sanders stated, "We believe the News-Democrat has the largest news stand sale of any weekly newspaper in the state. In fact we have not heard of any other weekly paper which has established news stands. While our stands were started more than a year ago, the total number reached ten only nineteen weeks ago. Two stands were established on the day that we started to keep record of the sales. During these past nineteen weeks our average sales for the ten stands were 170.1 papers per week at 5c a copy."

"Since we are uninformed concerning news stands of other community newspapers in the state, I hope that other editors will inform the Secretary-Field Manager of their experiences," Mr. Sanders added. "I will be happy to help any editor with available information if he will write me. Every county seat weekly should establish news stands in his city at important gathering points. He can boost his circulation without cutting into his mail circulation."

The News-Democrat recently accepted the services of the Greater Weeklies as its national advertising representative. In signing the agreement, Editor Sanders specified that the contract should not interfere with the One Order-One Check plan of the advertising department of the Kentucky Press Association.

Russell County Banner Is Offered For Sale

Miss Lillian Richards, publisher of the Russell County Banner, Russell Springs, who plans on moving to Washington, advises the Press that this paper or the printing machinery is for sale. She states that the equipment is in fine class condition, and the circulation large for a country weekly, is growing every day. It will pay to investigate this newspaper.

The News Octo

Sponsor Association Annual N on Octobe of your ca Thursday 1942, thus opportunity activity an

Let's all just newsp SAM. TH Newspaper It's your o can do for portunity done for y paper Wee to make it an alert p

Unfortun know and now to p Week and your read and ads ar spoken w throughu requested b dedicate t the press. speaker on to appear your Kiwa they plan

Fly the during Oc througho —and if yo ities to do COLORS" mats suita mat servic Nearly 500 ican flag c show Uncl can do.

Push the stamps De tional Ne paper boys ternational ciation, ha of \$5,000, Newspaper ber 3.

The Third Annual Newspaper Week October 1 to 8

Sponsored annually by Newspaper Association Managers, Inc., the Third Annual Newspaper Week falls this year on October 1 to 8, inclusive. A check of your calendar will reveal that it is a Thursday to Thursday celebration in 1942, thus giving weekly newspapers an opportunity to devote two issues to the activity and dailies 8 days.

Let's all do a real selling job for not just newspapers alone, but for UNCLE SAM. The slogan adopted is "The Newspapers Go ALL-Out for Victory". It's your opportunity to show what you can do for your country. It's your opportunity to tell what you have already done for your country. National Newspaper Week is not what the NAM does to make it a success. It is what YOU as an alert publisher do locally.

Unfortunately the public still doesn't know and understand newspapers. Start now to plan your promotion for the Week and tell the newspaper story to your readers, not alone by news stories and ads and the printed word—but the spoken word as well. Kiwanis Clubs throughout the nation have been requested by Kiwanis International to dedicate their programs of that week to the press. YOU should either be the speaker or arrange for some publisher to appear on that program. Check with your Kiwanis Clubs and find out what they plan to do.

Fly the American flag on page one during October 1 to 8. Fly the colors throughout National Newspaper Week—and if you have the mechanical facilities to do so, "FLY THE FLAG IN COLORS". You'll find any number of mats suitable for the purpose in your mat services, especially the July issues. Nearly 500 magazines carried the American flag on their covers in July. Let's show Uncle Sam what the newspapers can do.

Push the purchase of war bonds and stamps DOUBLY-HARD during National Newspaper Week! The newspaper boys of America, through the International Circulation Managers Association, have set as their goal the sale of \$5,000,000 in war stamps alone on Newspaper Boy Day, Saturday, October 3.



Many organizations both inside and outside the fourth estate are planning enthusiastic cooperation in the celebration of the Third Annual National Newspaper Week. Enlisted for promotion of plans are civic clubs, advertising agencies, publishers' representatives, trade journals, press associations, wire services, advertising copy and mat service organizations, commercial houses and radio.

Meyer Both Company of Chicago has designed an emblem for the event which has been accepted as the official insignia. It is available in two different styles, round and rectangular, each in four different sizes, all eight of which will be included in their October service which subscribers will receive in September.

Non-subscribers may secure the insignias free of charge and without obligation simply by writing to the company at 20th & Michigan, Chicago. Also available and free will be a full page mat of a pledge page idea for local selling. Proofs of the page and insignia will be mailed you from your Central Office within the next few weeks.

The Medill School of Journalism at Northwestern University is preparing an 8-page newspaper style clip sheet to provide you with enough material for a special edition or section on National Newspaper Week. Distribution will be made through the various press associations.

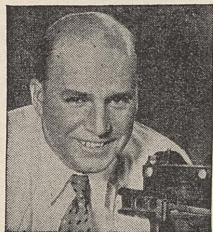
Also to be mailed you from your Central Office will be an 8-page printed magazine-size Idea Kit, packed with suggestions for promoting the event.

It is a well-rounded program for YOU. Start your plans now.

Every editor can procure mats, proofs, and advertising promotional material for Newspaper Week absolutely free by sending in the following request on his stationery. Specify weekly or daily.

Metro Newspaper Service
275 Seventh Avenue, New York City
Please send us, free of charge, proofs and mats of promotion advertisements planned for use during National Newspaper Week. Also send, free of charge, a copy of the October, 1942 issue of Metro's Plus Business, which we understand will contain further information about National Newspaper Week.

MAC says:



"DIRT'S PLENTY TROUBLE

"Dirt on a Linotype takes five years off its life—and ten years off the operator's. More trouble

comes from dirt than from all other causes together. So keep those machines clean and properly adjusted. It's not only patriotic but an economic necessity.

"The Linotype Life Extension series will help you. Consult these five maintenance booklets regularly. If you haven't them—they're free for the asking!"



LINOTYPE • BROOKLYN, N. Y.
Linotype Spartan Family

*Classified Ad-Copy Service
"Ready to Go"*

Newspaper Association Managers' new Ready-Sale Classified Ad Copy Service, designed to aid publishers in developing the classifieds as a source of new revenue to help meet increased costs, is ready to be released. The copy comes to your office ready to be sold to the advertiser in 13-week campaigns. Each campaign is mimeographed, complete on one page, which has the appearance of having been prepared locally. At the bottom of the page is a space for the advertiser's signature. The Junior Service which sells for \$18 and is available to publishers in towns of 15,000 or less, includes classified campaigns for 26 different business classifications approximately 13 ads to the campaign; black leather sales portfolio containing eight double-transparent-celluloid leaves in which the desired campaign may be inserted for the prospect-presentation; 36 Classified Quizzers, a promotion feature to make your readers turn to the Classifieds;

mats for Quizzer heads, and printed file folder for storing extra classified material. The Service may be ordered from your central office. Write for information about Services for towns of more than 15,000 population. Read the circular which will be sent with the next bulletin. These services have been tested and found successful in Oklahoma, where they were created. Orders placed through your association for any of these Services will result in a small commission for your association.

*Government Measures War's
Impact on Small Papers*

It seems the Federal government is suddenly concerned about the effect of the war on the average small daily and weekly newspaper. Several telegrams have been dispatched and the cooperation of the National Editorial Association enlisted to ascertain a few fundamental facts which may eventually figure prominently in wartime policy-making. The Civilian Supply Unit,

Publishing and Printing Branch, War Production Board, has asked for a cross-section or sampling report in various states as to comparative advertising and job printing revenues by months for the calendar year of 1941 and from the first four months of 1942 (expressed in dollars.) *The inquiry covers only newspapers of 3,000 circulation or less.*

Will you please take time out to give us these comparative figures for the first four months of 1942 and 1941 for advertising and job printing (separately). The purpose, as we understand it, is to show how the war has hit the small town newspapers. All that is wanted is the figures (names of newspapers will not be used and you need not even sign the card). We believe that it will be to your advantage to send us this data immediately. It is essential that this state is represented in the national survey. Please mail your figures *TODAY* to your field manager, University of Kentucky, Lexington.

Plan Newspaper Week Now

**If you're Vacationing
this Year... come to**

**LA PROVINCE DE
Québec
CANADA**



In common with all of Canada's provinces, and the United States, La Province de Québec is now engaged in a mighty war effort. But our work in the cause of Freedom has not changed the warmth of our welcoming nor the facilities for pleasant vacationing extended to our American friends.

TODAY, our great industries and friendly people work night and day for Victory—yet everywhere, the quaint charm and rustic beauty of La Province de Québec remain unspoiled. Welcome to your French Canadian Vacation!

Choose the vacation you prefer! Just north of the border lie the smiling Eastern Townships, lakeland of vacation charm. Visit Montréal, the metropolis of Canada, and the City of Québec, storied rock of history. North of Montréal are the Laurentians and the Gatineau, mountain vacationlands. There's Les Trois-Rivières to explore and the forested Saint-Maurice Valley . . . the hinterland gems of La Vallée de la Chaudière, Les Bois Francs and La Beauce. Then on to Québec City, to Charlevoix-Saguenay, to Lac Saint-Jean and Laurentides Park. Even to Gaspé itself, North-American wonder-tour!

**NO PASSPORTS REQUIRED BY U.S. CITIZENS
NO TOLLS ON PROVINCIAL BRIDGES
NO INDIVIDUAL LIQUOR PERMITS REQUIRED
HERE, VACATION DOLLARS GO FARTHER DUE TO THE RATE
OF EXCHANGE.**

For maps and descriptive literature, apply to your home travel agency, automobile club, Chamber of Commerce, railway, steamship or bus office, La Province de Québec Tourist Bureau, 48 Rockefeller Plaza, New York, or direct to Department No. NEA 1.

**LA PROVINCE DE
Québec
TOURIST BUREAU
QUÉBEC CANADA**

Ingenuity for Victory!

BEHIND the nation's mounting war strength is the story of American ingenuity—of how the assembly time on the breach block of an anti-aircraft gun has been cut from 31½ hours to 36 seconds . . . of how a farmer is making three ears of corn grow where two grew before.

It is the dramatic story of thousands of improvements in production methods that are making possible millions of weapons . . . that are producing quantities of foods that will beat the peak year of 1941 by 25 per cent, and the boom war year of 1918 by 40 per cent. But the production of these essentials is only half the job. Critical distribution problems must be solved to keep supplies flowing in steadily mounting volume to our far-flung battle-fronts and to provide enough food for our armed forces, our Allies and our civilian workers.

In a war where food is a major weapon, we are naturally gratified that so many of the advances in food distribution—individual achievements worked out by A&P people—are proving so valuable to the nation.

We are proud that now, when efficient food distribution is needed most, these same achievements are making it possible for A&P to speed food from farm to dinner table at the lowest gross profit in the history of the retail grocery business.

A & P FOOD STORES



Reddy Kilowatt says

These Neighbors of Yours Spent Over \$2,047,285 of Their Pay In Kentucky Last Year!

FOLKS: Today there are 1,138 men and women employed in our company. Last year they got \$2,047,285 total salaries and wages. They spent practically all of it with local merchants in small Kentucky towns . . . for food, clothing, fuel, rent, education, medical and dental care, etc. Thus it helped to provide jobs for many other people.

These employees are your neighbors, fellow church members, Legionnaires, Rotarians, Kiwanians, etc. Eight out of ten of them were born in Kentucky. And these employees—*not some group in Wall Street*—really are the Kentucky Utilities Company. They are responsible for better electric service you get at lower rates year by year.

By putting politics in business, politicians plan to wreck this organization and destroy the company. They aim to substitute political management and all its evils for business management.

Political management of one kind of business sooner or later means political management of other kinds. It is un-American in principle. It spells the end of free enterprise.

BUY WAR SAVINGS BONDS AND STAMPS TODAY!

Do You Want the Politicians To Take Over YOUR BUSINESS?

KENTUCKY UTILITIES COMPANY
INCORPORATED