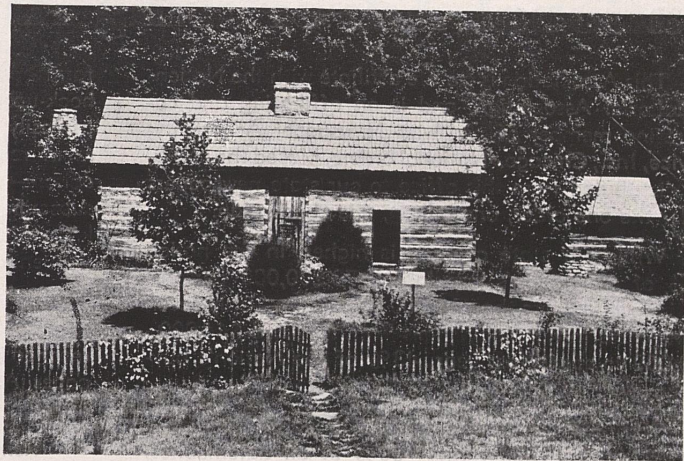


The Kentucky Press

May, 1947

Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers



Pioneer Log Home Museum, Levi
Jackson State Park, London

●
VOLUME EIGHTEEN
NUMBER SEVEN
●

Publication Office:
Room 64, McVey Hall
University of Kentucky
Lexington

Official Publication Kentucky Press Association

The Kentucky Press Association

is an organization representing 160 weekly and semi-weekly community newspapers, 22 small dailies, and 7 major dailies, whose publishers desire to provide for advertisers the greatest possible coverage and render

the placing of advertising in their papers more easy and satisfactory. The Association maintains a Central Office in McVey Hall, University of Kentucky, Lexington, which provides for the all-inclusive plan of

One Order - One Billing - One Check

without additional cost to agency or advertiser. This office through a complete file of its newspapers attends to proof of publication through tear sheets and cares for the many details of placing advertising. Given a list of newspapers to be covered with mats or plates necessary, the office will place the orders, check the publication, provide tear sheets, and render one bill for the entire account. This eliminates a considerable expense to the agency or advertiser.

You can place space in any number of Kentucky weeklies, semi-weeklies, or dailies with a single order. Send us only a blanket insertion order, together with mats, stereotypes, or copy sufficient to cover. Individual

insertion orders will be issued the same day from the association office. No charge is made to the advertiser or agency for this service.

This office will service advertising accounts covering all or any part of this entire list. The cost of covering the community newspaper field, exclusive of the small and major dailies, is approximately \$64.00 a column inch for a circulation of 385,000 readers, almost all on a cash-in-advance basis. Seventeen weeklies are members of the Audit Bureau of Circulation; twelve dailies are members. More than 40 applications for membership are now on file.

National Advertising Affiliating Service

This Association is a state affiliate with the National Editorial Association, and is an affiliating and co-operating member of and with Newspaper Advertising Service, Inc., Chicago. National orders, placed thru NAS, are distributed from this office to our state newspapers under the one order, one billing, one check plan.

While our state average is higher, in the nation 52% of the nation's population, 70,200,000 persons, live in towns of less than 10,000 population—only seven larger cities in Kentucky. This "Mr. 52" had \$44,000,000,000 to spend last year, 43% of the Nation's buying power.

"Mr. 52" represents 6,000,000 farm families—2,000,000 electrified farms—60% of all automobiles, trucks and tractors—50% of all furniture—46% of clothing—and the Nation's highest percentage of Home ownership—IN FACT, the greatest potential market for far-seeing manufacturers.

"Mr. 52" in the past has been difficult to reach, living in 15,000 different small towns and on 6,000,000

farms—no national publications, no national radio hook-ups can reach him as Economically, as Thoroughly, as Easily, as HIS HOMETOWN NEWSPAPER with maximum readership—because "Mr. 52" knows the local editor—knows all the merchants—knows all the other subscribers—knows his Senator and Representative—knows that his Hometown newspaper is a Warm, Living, Influential part of his life—and directly influences it.

"Mr. 52" Hometown newspaper offers MORE local coverage than all other media combined—he can be reached by One Package and One Check through Newspaper Advertising Service, Inc., 188 West Randolph Chicago, and through the Kentucky Press Association.

Remember "Mr. 52" and make him a customer by selling him today through his own HOMETOWN NEWSPAPER.

For information, call or Write Victor R. Portman, Secretary-Manager, McVey Hall, University of Kentucky, Lexington 29, Kentucky.

Financial Publication Law Under Fire

The historical New England Town Meeting provided a means for all citizens to come together and discuss town government, town management, and to receive reports from the town officials. Financial matters, concerning the various governmental units, were presented and discussed. Thus every citizen knew everything that was being done by the officials, especially those matters relating to taxes and all financial matters.

As states, counties, and towns were rapidly established as the United States spread westward to the Pacific ocean, the populations of the various governmental units grew to such a large extent that the town meeting was no longer feasible or practical. But, the citizens have always retained their interest in government; they were, and are, still interested in the financial management of governmental units.

Legislatures of the growing states, realizing and recognizing this always-present interest in financial matters, wisely enacted statutes regulating all financial matters. Bearing in mind that it was impossible and impractical for all the citizens to gather for the purpose of hearing verbal reports of responsible financial trustees, statutes were enacted that required the publication of financial reports of those officials entrusted with the receipt and expenditure of public monies. The legislatures of Kentucky enacted similar laws.

In 1860, the General Assembly enacted the following statute:

Be it enacted by the General Assembly of the Commonwealth of Kentucky, That it shall hereafter be the duty of the clerks of the county courts in this state immediately after the court of claims in their respective counties, to make out in tabular form a statement of the debts of their counties incurred by their counties the preceding year, the allowances made by the court, and to whom, and the purpose for which said allowance was made; also, the amount of money received by their counties from all sources; which statement shall be published in some newspaper printed in their counties, then said court shall order a sufficient number of said statements to be printed in handbill form; and it shall be the duty of said clerks to distribute said statement among the various justices of the peace in their respective counties, and they shall distribute them among the citizens of their respective districts.

As newspapers were established and became the popular medium for dissemination of public information, this statute was re-enacted in 1873 in the following words:

At the time when the county court imposes the levy, the claims against, and the expenses legally incurred by, said county, and chargeable upon the county levy to whom and for what due, shall be stated on the order-book of said court; also, the amount of all moneys or credits on hand, or due or owing the county, applicable to the payment of demands against the county,

shall be ascertained and stated on the record, from which there shall, immediately after the adjournment of court, be made by the clerk a statement, in tabular form, showing the debts and assets of the county, the allowances by the court, to whom, and for what purpose made. This statement the clerk shall cause to be inserted in some newspaper published in the county, or, if there be none, then to be printed in handbill form and distributed among the citizens of the county.

This Act was continued in force until the enactment of Chapter 52, entitled "Fiscal Courts," by the General Assembly in 1892. Section 1846 as enacted in 1892 was the same as it is today except that it contained no penalty for failure to comply with its terms. In 1906 this Act was amended so as to provide a penalty for failure to make the publication required therein. It will be seen that Section 61.290, printed later in this article, contains practically the same provisions as the above two Statutes from 1860 to the present time.

In an opinion on file in the Fayette Circuit Court, Judge Chester D. Adams, in 1942, included the following words:

In further consideration of whether it is necessary for the Fiscal Court (and other responsible financial officials of governmental units) to make the reports provided for in Section 1846 it will be seen by reviewing all of the Acts of the respective Legislatures from 1860 to 1938, that laws have been enacted requiring the fiscal courts and fiscal officers yearly in a newspaper of the county, to publish the amount of public funds received, the sources from which received, the dates, purposes and persons to whom disbursed. The Legislature evidently intended for these publications to be made, otherwise there would not have been so much legislation on the subject.

The Statute requiring the fiscal body of the county to make publication, was as we have seen by the Act of 1860 applicable to the court of claims under the former constitution; it was re-enacted as part of the General Statutes in 1873, and after the present Constitution was adopted in 1892, it was incorporated in Chapter 52 of the Statute which contained the general provisions in regard to fiscal courts, and in 1906 the Legislature added a penalty for its violation.

Evidently the Legislators thought well of this Statute regarding publication of reports by the fiscal courts, for in 1926 and 1928 they enacted Section 3747a-1, which required various public officials, except in counties containing a city of the first class, or a county or city which by law is required to

make quarterly publication of its financial affairs, to make an annual publication of all receipts and disbursements.

In 1938 the General Assembly re-enacted this Act and described more particularly the paper in which the said report was to be published, requiring publication in a newspaper having the largest bona fide circulation, and defining bona fide circulation. The Acts of 1926 and 1928 required publication in the newspaper in the county having the largest circulation.

The 1942 General Assembly added an amendment to this Act requiring all public officers who are required to publish a financial statement to file a copy of the newspaper containing the statement with the auditor of public accounts. (Acts 1942, Chapter 139, page 612.) It seems to be the Legislative intent, expressed by successive acts of Legislature, that fiscal counties, and fiscal officers of counties, schools and cities who receive funds for the county, school or city, shall publish a statement showing what funds have been received by them and how they have been disbursed.

In his decision Judge Adams concurred partially to an opinion which was given by Judge J. W. Cammack when he was attorney-general of the state of Kentucky on the Financial Publication Statute. He concurred with Judge Cammack on the form of the items included in the statement. This concurrence is too long to be stated here. One item in question, that of stated salaries on annual basis, was added as an amendment to the Statute by the 1944 Legislature.

Judge Adams further stated, in substance, that the law may require strange things but never something useless or ridiculous. The official, entrusted with public monies, is merely a ministerial officer; he is the technical custodian of public funds; and as such, he should make a true and sworn statement of his receipts and expenditures under his care.

It is a matter of regret that many of our governmental officials, who swear to uphold the law, resort to subterfuges to evade, or misconstrue, the provisions of the financial publication law. In many counties, this has been repeatedly done under the guise of "saving taxpayers money." The intent of the legislatures, since 1860, is emphatically enacted so that every citizen should have the right to read how his money is being spent. Another implied phase of the Statute is to prevent trickery or dishonesty in the handling of public monies. We are not implying in the least that governmental of-

PROGRAM
78th. Annual Mid-Summer Meeting
Kentucky Press Association
Cumberland Falls State Park
June 5 - 6 - 7, 1947

THURSDAY, JUNE 5

7:00 p.m. Registration at Du Pont Lodge

FRIDAY, JUNE 6

- 10:00 a.m. Business Session called to order on Terrace of Du Pont Lodge by President Tyler Munford, The Advocate, Morganfield
Invocation by Rev. John S. Chambers, First Christian Church, Corbin
Address of Welcome by Russell Dyche, Director of State Parks, London
Response by Joe LaGore, chairman Executive Committee, Sun-Democrat, Paducah
- 10:30 a.m. Report of NEA Convention, by James M. Willis, Vice President, Messenger, Brandenburg
- 10:45 a.m. Business of the Kentucky Press Association, unfinished and new, including the secretary-manager's report, by President Munford.
- 11:30 a.m. Discussion on Legal Advertising, by Virgil P. Sanders, News-Democrat, Carrollton
- 11:45 a.m. Awarding of Prizes in newspaper contests, by Prof. Neil Plummer, head of the Department of Journalism, University of Kentucky, Lexington
- 12:30 p.m. Picnic luncheon on trail in Cumberland Falls State Park by the Division of Parks
- 2:00 p.m. Nature Stroll for Ladies, conducted by members of Corbin Garden Club
Fishing, swimming or hiking to suit taste of the individual
Meeting of Kentucky members of the Associated Press, presided over by Chauncey Forgey, Chairman, Independent, Ashland, Ky.
- 4:00 p.m. Tea on Terrace at Du Pont Lodge for members of Press and Corbin Garden Club.
- 7:00 p.m. Banquet at Du Pont Lodge, followed by entertainment program including old fashioned square dance.

SATURDAY, JUNE 7

- 7:00 a.m. Breakfast for members of the Executive Committee of the Kentucky Press Association, presided over by Joe LaGore, chairman.
- 9:00 a.m. Short automobile tour to Natural Arch, and from there to Stearns, for visit to typical Kentucky coal and lumber operation, Swimming and golf available.
- 12:00 Noon Luncheon, compliments Stearns Coal and Lumber Company and Harlan County Coal Operators Association.
Report of Committee on Resolutions.
Adjournment.

officials are dishonest, but we sincerely believe that any official should recognize his opportunity to prove to his citizenry that all his acts do have the faint trace of trickery or dishonesty.

The Statute in question in the Kentucky Revised Statutes of 1946 reads:

61.290 (3747a-1; 3747a-2) Local officers to make annual statement of collections and disbursements; publication; penalty for failure; publication of list of delinquent taxpayers; when legal publication to be in newspaper with largest bona fide circulation. (1) Except in counties containing a city of the first class audit of their financial affairs, of the kind and cities required by law to publish an annual character contemplated by this section, every public officer of any county, graded school district, city, or subdivision or district less than a county, whose duty it is to collect, receive, have the custody, control or disbursement of public funds, shall at the expiration of each fiscal year prepare an itemized, sworn statement of the funds collected, received, held or disbursed by him during the fiscal year just closed. The statement shall show the amount of public funds collected and received, from what sources received, the amount disbursed, the date of each disbursement, for what purpose expended, and to whom paid; provided, however, that only the total of the amounts paid as salary during the fiscal year to each official or employe of the governmental unit shall be shown in the statement. The officer shall

procure and include in or attach to the report as a part thereof a certificate from the cashier or other proper officer of the banks in which the past year, showing the balance, if any, of the funds are or have been deposited during public funds to the credit of the officer making the statement. The officer shall, within sixty days after the close of the fiscal year, cause the statement or the complete audit report, which shall include all the information required for the statement herein provided for, to be published in full in the newspaper published in the county that has the largest bona fide circulation in the governmental unit or district for which the statement is published, and shall file a written or printed copy of the statement or audit report and a copy of the published statement or audit report, subscribed and sworn to, in the office of the county clerk of the county in which the officer holds office.

(2) The fiscal court of each county not containing a city of the first class shall cause to be published annually in the newspaper published in the county that has the largest bona fide circulation there in a statement showing the names of all persons returned by the sheriff on his return of tax warrants, and the amount due from each for the preceding year, with such other information as the fiscal court deems proper to be published, within thirty days after the return has been filed.

(3) All newspaper publications or advertisements required by this section and all newspaper publications or advertisements required by other laws shall be published in the newspaper published in the county which has the largest bona fide circulation in the governmental unit or

district for which the publication or advertisement is required. The publications or advertisements shall be made in the size of type provided by law and at the rate provided by law and paid for out of the funds in the hands of the officer making the publication or advertisement. If no newspaper is published in the county, the officer charged with having the publication or advertisement made shall determine how same shall be made.

(4) Any public officer who fails, refuses or neglects to comply with the provisions of this section shall be fined not less than fifty nor more than five hundred dollars. The fine shall be paid into the treasury of the county, city or other governmental unit in which the convicted officer holds office. (1944, c. 153 1)

Because of the seemingly lack of interest by responsible officials, or downright evasion of the Statute in some counties, the 1946 Legislature added Statute 61.295 for the purpose of making the State Auditor responsible for the publication of financial statements of the many governmental units in Kentucky. This Statute reads:

61.295: Copy of Published annual statements to be filed with Auditor. (1) It shall be the duty of all public officers who are required to publish the financial statements as provided by under KRS 61.290, 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.

(2) Any officer who shall fail to file said copy of the newspaper containing said financial statement which such officer is required to make, 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. (1946, c. 89-1, 2)

By resolution of KPA members at the January mid-winter meeting at Louisville the Executive Committee was directed to take immediate steps to procure enforcement of the financial publication law. The Executive Committee decided that the most feasible method that could be used would be the employment of an attorney on a retainer basis, preferably a Frankfort attorney who would be on the ground. Attorney Louis Cox has been retained. His office is in the McClure Building.

Mr. McClure will inform the state auditor that the Kentucky Press Association expects him to live up to the exact letter of the law as contained in Statute 61.295; that the auditor must inform responsible officials that their annual report MUST be accompanied by the required printed financial statements as outlined in that Statute before clearance is given. Further, the Association will take such necessary steps in law to require the auditor to uphold the Statute in its entirety.

KPA newspaper publishers sincerely believe that they are doing their expressive duty to their readers in demanding that their readers should be able, at all times, to know how public monies are being received and

Please Turn To Page 1

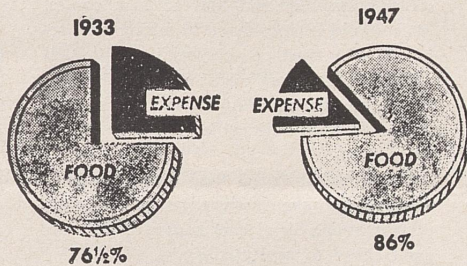
We Wish We Could Raise Our Customers' Wages



A&P has a fixed policy of keeping the average wage level of its employees a step ahead of the rising cost of living.

Of course, we can't raise the wages of our customers, but we can give their wages more buying power. We can give them more quality food for their money.

Supply and demand control the prices we pay for food, but as soon as the food gets into our hands we start trying to save our customers' money by more efficient methods of handling and selling.



In 1933, when a customer spent \$1 in an A&P store, she got 76 1/2c worth of food with 23 1/2c of expense.

Today when she spends \$1 in an A&P store, she gets 86c worth of food with only 14c worth of expense and profit.

We sincerely believe this is the most efficient job of distribution of any retail business in the world.

Our cost of distribution is much lower than that of mail order houses or department stores.

It is less than 1/3 the distribution cost of things like washing machines, refrigerators, toasters, electric irons and vacuum cleaners.

And all the time we were bringing these expenses down, we were raising the wages of our employees.

We can't raise our customers' wages but we do make their wages buy more.

A & P FOOD STORES

The Kentucky Press

Official Publication of the Kentucky
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Volume Eighteen, Number Seven

Kentucky Press Association Officers

Tyler Munford, *President*
Union County Advocate, Morganfield

Fred B. Wachs, *First Vice President*
Herald-Leader, Lexington

James M. Willis, *Second Vice President*
Messenger, Brandenburg

Victor R. Portmann, *Secretary-Manager*
University of Kentucky, Lexington

District Executive Committeemen

Chairman, Joe La Gore, *Sun-Democrat*, Paducah, (First); *Second*, John B. Gaines, *Park City News*, Bowling Green; *Third*, J. M. Wynn, *Courier-Journal*, Louisville; *Fourth*, Albert S. Wathen Sr., *Kentucky Standard*, Bardstovon; *Fifth*, Virgil P. Sanders, *Sun-Democrat*, Carrollton; *Sixth*, Enos Swain, *Advocate-Messenger*, Danville; *Seventh*, Norman Allen, *Floyd County Times*, Prestonsburg; *Eighth*, J. W. Heddon, *Advocate*, Mt. Sterling; *Ninth*, H. R. Chandler, *Mountain Advocate*, Barbourville; *State-at-Large*, Seymour B. Goodman, *Enterprise*, Elizabethtown; *Immediate Past President*, Harold A. Browning, *Whitley Republican*, Williamsburg.

**NATIONAL EDITORIAL
ASSOCIATION**
1947 *Active Member*

KPA will take action for publication of financial statements and looks for success. Read and study carefully the story in this issue of the Press. Perhaps you, to help the work along (especially in non-publication counties) would find it to your benefit if you would reprint this article, in whole or part. At least you will find excellent material for editorial treatment. We need concerted action; you, and your newspaper columns, can help. Be sure to send marked copies of your paper to the Secretary-Manager.

An editorial in the Texas Press Messenger calls attention to the costly fire in the plant of the San Marcos Record with a chill reminder of one phase of newspaper business that is inadequate in many offices. This is the matter of insurance.

Remember that the cost of replacements has risen sharply in recent years but in many

The Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth in the Canons of Journalism. It advocates strict ethical standards in its advertising column. It opposes the publication of propaganda under the guise of news. It affirms the obligation of a newspaper to frank, honest and fearless editorial expressions. It respects equality of opinion and the right of every individual to participation in the Constitutional guarantee of Freedom of the Press. It believes in the newspaper as a vital medium for civic, economic, social, and cultural community development and progress.

cases the fire insurance policies of newspapers have not been adjusted to cover the rise in value or the new equipment that may have been added.

There are many papers who do not have a proper inventory of their stock and equipment—one copy of the inventory should be kept in a fire-proof place (other than your plant) preferably in your bank. There are also some things that are irreplaceable—subscription lists and files of back copies. This should be considered in taking fire precautions. A copy of your mailing list filed with your inventory might save you a world of trouble if your originals and books were destroyed. Such a list could be changed every few months.

Publishers who place the University library on their exchange list can insure the safety of at least one file of back copies. You simply can't afford to neglect this!

In another column, information is given concerning H. R. 3202, a bill to stop government printing of envelopes, a practice which newspaper publishers have been endeavoring to stop for many years. This practice has always been a cut-rate invasion into private enterprise and has been doing a great injustice and harm to printing offices. The most glaring injustice of the small price charged for the envelopes has been that it leads consumers to believe that ALL prices charged by printers other than for envelopes are too high and should be comparable to envelope prices.

The Press hopes and requests that KPA members will write their opinion on this bill to Rep. Edward H. Rees, chairman of the House Postoffice and Civil Service Committee, and urge its passage.

World renowned designer of more than 100 printing-type faces, Frederic Goudy, 82, died May 11 at his New York state home.

Regarded as one of the greatest typographic artisans of all time, Goudy remained

at work until his death, which was caused by a heart attack.

He was born in Bloomington, Ill., and at 30 was a bookkeeper without a thought of the career which subsequently brought him great fame.

Shortly before his 80th birthday, Goudy told an interviewer:

"I just draw in between lazy spells. My next hundred (type) faces will come easier."

Goudy's first adult job was as a real-estate office accountant in the newly opened territory of Hyde County, South Dakota where his father, who had been a schoolmaster at Shelbyville, Ill., was appointed a probate judge.

In 1895, Goudy established his first shop, the Camelot Press, in Chicago with Laura C. Hooper, an English instructor. Two years later he returned to his ledgers, after the sheriff sold the shop then married Bertha M. Sprinks of Berwyn, Ill. In 1898 he resumed designing. His wife died in 1935.

On January 26, 1939, occurred what Goudy often termed the ultimate tragedy of his career.

His foundry and print shop here burned and in the fire were lost 75 original designs and matrices of 107 type faces.

But Goudy, then nearly 74, remarked: "It's not really all gone in smoke. The effect of my work, its influence on printing and typography cannot be destroyed."

Our cover picture is the Pioneer Log home which has become the museum in the Levi Jackson Wilderness Road State Park near London. The kut was loaned us by Publisher Russell Dyche, who extends an invitation to publishers to visit the park en route to or from the mid-summer meeting. The Press wants to use kuts of Kentucky scenery on its front cover and invites editors to loan us these kuts. Our only requirement is that the kut should not be over two columns by five inches in size. Help us publicize your scenic beauty spots.

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Government Envelope Printing Under Fire

Aggressive merchandising methods of many local postmasters in selling printing on stamped envelopes in competition with local printers has reached a point where Congress is taking a hand to stop this unfair practice. Combination newspaper-job shops will find that much of the damaging effects of Uncle Sam's direct solicitation of the printing customers in the community will be materially reduced if H. R. 3202, a bill introduced by Rep. Edward T. Rees of Kansas is favorably reported from the House Committee on Post Office and Civil Service of which Mr. Rees is chairman. The Committee is expected to define its policy on this legislation within a short time. H. R. 3202 is designed to prohibit the printing, lithographing or engraving of advertisements or requests the return of the letter to the sender on all government stamped envelopes. The objective of this legislation has been approved by publisher-printers generally for many years.

The expansion of government seling in competition with the combination newspaper-job shops and other printers creates sales obstacles for other printing products of private firms. The greatest injustice of this cut rate invasion into private enterprise, which is doing untold harm to publishers and printers, is the comparison it involves between the prices publishers must charge in order to live and the prices for which the Government does the work. Testimony before the House Appropriation Committee of the 1947 Post Office Department bill shows that Departmental officials admitted that they receive "about \$3 per 1,000, for the stamped envelopes about \$3 over the postage price." This is much less than the price which a printer pays for the envelopes in many cases.

Here is a case of a glaring example of discriminatory competition by the Government. Salaries of postmasters are based upon their office receipts, consequently every postmaster and his assistants endeavor to sell printed envelopes extensively. These stamped envelopes are produced for the consumption of the public and are not used by the Federal Government. The envelopes that government departments and Congress use are purchased from private contractors and printed at the Government Printing Office, and are exclusively for the government's use.

A majority of the government customers

Continued From Page Two

expended. This is the right of the citizenry as upheld, time and again, by Legislatures in meeting assembled.

for printing buy them solely upon the basis of price. Surveys show that the principal users of government printing would continue to use corner cards printed by local printing shops, because the same motive that prompted them to utilize the corner cards, regardless of who supplied them, to insure the return of undelivered letter would continue even at higher prices.

It is logical that with the skeleton card on all stamped envelopes, the indicated place for the name and street number would be filled in by the casual letter writer. This type of envelope affords the necessary public convenience which is emphasized so frequently by the Post Office Department. The present prices charged by private printers for printing is probably higher than would prevail if the competition in this business relinquished by the government was distributed among local printers. **Under present conditions where the government is the competitor price differentials mislead the consuming public to believe that all prices for printing other than envelopes should be comparable to the government's prices of envelope printing.**

In addition to H.R. 3202, there is a similar bill H.R. 2644 pending before the House Committee and S. 744 by Senator Eastland of (Miss.) is before the Senate Civil Service Committee. A study shows that H.R. 3202 is preferable and for that reason the NEA Legislative Committee is supporting it.

What Is a Subscriber?

A subscriber is the most important person ever in this office, in person or by mail.

A subscriber is not dependent upon us. We are dependent upon him.

A subscriber is not an interruption of our work. He is the purpose of it. We are not doing him a favor by delivering our news paper to him. He is doing us a favor by subscribing to it.

A subscriber is not an outsider to our business. He is part of it.

A subscriber is not a cold circulation unit. He is a flesh-and-blood human being with feelings and emotions like our own, and with biases and prejudices like our own.

A subscriber is not someone to argue or match wits with. Nobody ever won an argument with a subscriber.

A subscriber is a person who opens his home to our newspaper. It is our job to publish the kind of newspaper that he wants in that home.—Ex.

A newspaper with lots of farm ads looks as though it were at home in the country—and enjoying it.

Paul Bushart Sells Fulton County News

The Fulton County News, Fulton, published for fifteen years by J. Paul Bushart, has been sold to Mr. and Mrs. R. Paul Westpheling, Jr., of Clarksdale, Miss., and Washington, D. C.

Mr. and Mrs. Westpheling have assumed operation of the weekly newspaper and printing shop.

Bushart, who is retiring because of his health and because he has other interests, will remain in Fulton.

Westpheling, son of Mr. and Mrs. Paul Westpheling, St. Joseph, Mo., is a graduate of the University of Missouri School of Journalism in 1936. He worked on several newspapers and then with Mrs. Westpheling and J. B. "Billy" Snider, former lieutenant governor, organized The Clarksdale Daily Press in 1941. He joined the advertising staff of The Washington Post last May after returning from overseas.

Mrs. Westpheling, a native of Clarksdale, Miss., also has had extensive newspaper and public-relations background, including a year with the wartime O.W.I. in Washington. She was also engaged in similar work with the Washington public-relations staff of the Veterans Administration.

According to William H. Conrad, publisher of the Taylor County Star News of Medford Wisconsin, a successful classified ad section is the beginning of an upward spiral.

Joseph H. Towles, 79 years old, prominent Anderson County farmer, died May 22 at his home. Surviving him are his wife, three sons, and a daughter. The sons are J. Sterling Towles, editor of the Kentucky Gazette, Shively, Harry Towles, editor of the Happy Hunting Ground Magazine, Frankfort, and Buel, living at home. The Kentucky Press Association extends sympathy to the surviving family.

Lexington Student Given High Honor

W. C. Wachs, who registered from Princeton University, today was announced by the Beaux Arts Institute of Design as one of six persons to win first-place mention in an intermediate class in an architecture competition on design of an indoor-tennis court. Wachs is a son of Fred Wachs, general manager of The Herald-Leader, Lexington.

The institute said there were 196 drawings submitted by 17 different sources, including 12 schools. Judging was at the department of architecture at Catholic University, Washington D. C.

D. B. Spragens Retires From Lebanon Falcon

Denny B. Spragens, for 28 years editor and publisher of The Marion Falcon, Lebanon weekly, sold the newspaper on May 8 to H. H. McElroy, Lebanon, formerly of Wadsworth, Ohio, and Leon Keeling, Springfield.

Spragens, who is a graduate of Georgetown College and served in the Navy during the First World War, had operated the newspaper since 1919 on his return from service. For several years he was assisted by his wife in news and editorial writing.

McElroy is a native of Campbellsville and has worked on the Falcon for a year. A skilled printer, he had previously worked as a pressman in the printing departments of the Firestone Rubber Co. and Ohio Match Co.

Keeling, who studied journalism at the University of Kentucky, was for many years

publisher of the Lynn Magazine at Springfield and for the past six months worked on the Harrodsburg Herald. He served in the Army during the Second World War.

The new owners have added to their staff John A. Violette, who contributed a column to the paper for some months. He studied journalism at the University of Kentucky for two years. He worked in Louisville for the Jefferson County Post before his return to Lebanon.

In a statement printed in the first issue of the Falcon published under their ownership, McElroy and Keeling said that they will have as their goal the continuance of the "Falcon's friendly service" to the community.

The Spragens will take a brief vacation after which they will return to Lebanon.

The Christmas card made its first appearance in 1846.

Tell Your Readers About Your Business


Here is a factual article concerning your business. We believe that it should be reprinted in your editorial column with your added comment. Use it as you wish.

Do you know these important facts about the weekly newspaper industry?

1. There are an estimated 9,500 weekly, semi-weekly, and tri-weekly newspapers in the United States reaching over 15,000 small town, suburban and rural communities.
2. Total weekly newspaper circulation in the United States is nearly 18,000,000 copies.
3. People who read weekly newspapers regularly in the United States total an estimated 70,000,000—or one-half of the entire United States population.
4. Readers spend approximately \$32,000,000 annually to buy weekly newspapers.
5. Weekly newspapers in the United States do a total gross business of more than \$200,000,000 every year.
6. Payrolls for weekly newspaper plants (not including salaries of publishers or owners) total an estimated \$1,532,200 each week.
7. Annual wages paid to employees in weekly newspaper plants (not including salaries of publishers or owners) total an estimated \$79,674,400.
8. Publishers' or owners' salaries in the weekly newspaper publishing industry total an estimated \$32,000,000 annually.
9. Total wages and salaries paid to more than 40,000 owners and employees in the weekly newspaper industry amount to an estimated \$111,674,400 yearly.
10. Total property value (real estate, equipment, supplies, etc.) plus business value of the entire weekly newspaper publishing industry of the United States is estimated at more than \$400,000,000.

McKee Barclay, 77 years old, former newspaper cartoonist and political writer for the Baltimore Sun, died May 15. Years ago he worked on several Kentucky newspapers in western part of the state and then on the Courier-Journal, Louisville, until he went to Baltimore.

Jimmy Collins, 44, Broadway gambler, and Irving "Lzy the Eel" Cohen, 46, a clothing manufacturer, were convicted of first degree grand larceny early today in the \$780,000 Mergenthaler Linotype Co. swindle. William Nickel, a \$64-a-week clerk for the Mergenthaler Company, the inside man in the swindle plot, is awaiting sentence on his guilty plea. The whole case reads like a best-seller thriller.



FACTS


Are Stubborn Things

Astute business managers not only know that depreciation is a part of costs, but they actually replace that which has been taken away. In typesetting machinery, usually this means replacing old and worn equipment with the newest of Blue Streak Linotypes.

Your Linotype Production Engineer is constantly waging war against the effects of the depreciation of composing-room machinery. He has both experience and a willingness to share his knowledge with printers and publishers. Talk it over with him.

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Kash New Editor Of Carlisle Mercury

Appointment of Sageser Kash of Lexington and Carlisle as editor of the Carlisle Mercury, effective June 1, was announced early this month by Warren Rogers Fisher Jr., publisher of the weekly newspaper.

Kash is now assistant sports editor of the Lexington Leader, a position he has held since his resignation several months ago as editor of the Central Record, weekly newspaper at Lancaster.

Kash is a native of Carlisle, son of Mrs. Clarence W. Kash of Elm street and the late Dr. Kash. He is a graduate of the Carlisle High school and of the University of Kentucky journalism school.

Mr. Fisher will take over the business managership of the Mercury after June 1, and the newspaper plant will move to 232 North Locust street into a building now being remodeled for that purpose, the publisher said.

KPA Scholarship Award Announced

Charles Whaley of Williamstown, sophomore in the College of Arts and Sciences at the University of Kentucky, received the Kentucky Press Association Award of \$100 to the outstanding sophomore student in journalism.

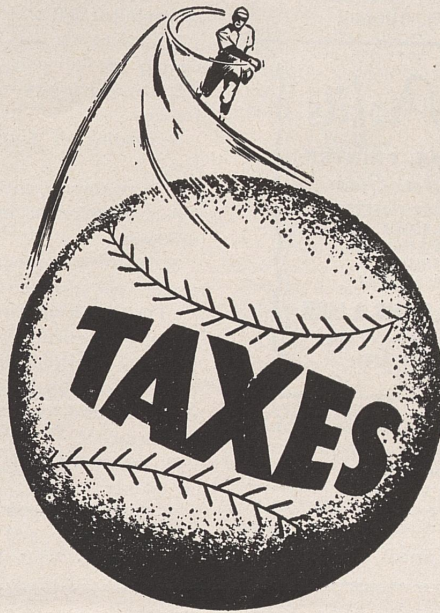
Whaley, who maintains a scholastic standing of 2.8, also is president of Phi Eta Sigma, freshman men's honorary; treasurer of Keys, sophomore men's leadership society; vice president of the Constitutionalist party; editor of his fraternity newspaper, and a member of Omicron Delta Kappa, men's leadership society, SuKy, Phalanx fraternity, Lances, men's leadership society, and the Kernel staff. Recently he was appointed managing editor of the 1948 Kentuckian, University yearbook. He is a member of the Student Government Association and the Student Union Board.

The Kentucky Press, always published in the interest of state newspapers, wants your news items concerning your plant or your family. When you have an anniversary, install new equipment, or strictly personal items concerning your family or your plant employees, we would appreciate the news for our columns. Please send them in. We will also be happy to use longer articles on your pet subject, improvement of the plant, or new ideas in efficient operation of your various phases of community newspaper production.

Tompkinsville News Sold To Martin

Sale of the Tompkinsville News was announced by Publisher Lawrence Hopper to Clarence Martin, owner of the Monroe

County Press, on May 17, the new owner taking over the subscription list, files, and good will. The sale was made through the McClure agency.



KEEP YOUR EYE ON THE BALL!

Prohibitionists talk a fast game—but let's keep our eyes on the ball!

When the legal Alcoholic Beverage Industry goes out, so do such important items as tax revenues for state and counties.

If we want adequate old age pensions, school revenues and other benefits, these tax payments have to be made . . . if not by the Industry, perhaps by you.

Licensed Sale is a tax-paying system. Prohibition is a tax-dodging system.

Licensed Sale is good sense and good business. Let's keep Licensed Sale!

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KPA 1947 dues are due.

Code Of Ethics For Classified Advertising

Association of Newspaper Classified Advertising Managers has a lengthy code of ethics, including:

"There is a constant menace to the best interests of classified advertising as a result of fraudulent and misleading advertisements

1. Causing the loss of money to readers directly or indirectly.
2. Causing injury to health or morals of readers.
3. Evading or fostering the evasion of law.
4. Attacking or criticising race, creed, religion, organization, institution, business, or profession.
5. Destroying confidence of either or both readers and advertisers.

"The following types have been found through experience to be detrimental and therefore objectionable. Advertisements that

1. Are or may be construed to be indecent, immoral, obscene, vulgar, suggestive, or offensive.
2. Induce or tend to induce bankruptcy or divorce.
3. Offer correspondence courses, unless from competent and established schools.
4. Offer pay while learning.
5. Make matrimonial or offers of similar nature.
6. Offer for sale intoxicating beverages, drugs, narcotics, or other stimulants, or formulas for making the same.
7. Claim to cure or offer medicine, appliances, or treatment making direct or indirect claims not justified by common experience.
8. Offering work or employment on a wage or salary basis when remuneration actually is on a commission basis.
9. Call for an expenditure of money with or without promise of future remuneration (except normal deposit on sample outfit or demonstrator).

Advertise — and again — your commercial printing service.

Towles To Edit State Magazine

Harry Towles, 39 years old, Lawrenceburg, former managing editor of The Park City Daily News at Bowling Green, has been appointed editor of Happy Hunting Ground, official magazine of the Kentucky Game and Fish Division, it was announced May 6.

He succeeds W. S. "Dub" Johnson, who left the division May 15 to become postmaster at Lawrenceburg.

Towles attended the University of Kentucky and worked as a reporter for The Lexington Herald before going to Bowling Green in 1937. He left The Park City Daily News last month.

Again we suggest that you keep a permanent record of contracts that you make with agencies and advertisers. It might protect you against perpetuating an unnecessarily low rate.

HOW ARE YOUR NEWS STAND SALES?

★ Is your circulation by subscription alone, or have you tried supplementing it with highly profitable single-copy sales at local newspaper and magazine news stands?

★ Publishers who count heavily on news stand sales have found that eye appeal on the front page can easily double their "take." That's why more and more successful papers are dramatizing their front pages with news pictures and cartoons.

★ If you're interested, turn to WNU Features for illustrations that make front pages sing!

WNU FEATURES "FOR BETTER NEWSPAPERS"

'GET THE LATEST'

When Ordering a Printing Guide

You will find the printing values in the Franklin Printing Catalog reflect present conditions. New revisions are forwarded constantly to every subscriber. Test this service in your own office—

SEND TODAY FOR FREE TRIAL OFFER

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Today we boast of 100% membership, one application pending for election.

Weeklies

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 Bardwell, Carlisle County News
 Beattyville, Enterprise
 Beaver Dam, Ohio County Messenger
 Bedford, Trimble Democrat
 Benton, The Marshall Courier
 Benton, Tribune-Democrat
 Berea, The Citizen
 Brandenburg, Meade County Messenger
 Brooksville, Bracken County News
 Brownsville, Edmonson County News
 Burkesville, Cumberland County News
 Burlington, Boone County Recorder
 Cadiz, The Cadiz Record
 Calhoun, MeLean County News
 Campbellsville, The News-Journal
 Campbellsville, Taylor County Star
 Campton, Wolfe County News
 Carlisle, Carlisle Mercury
 Carrollton, The News-Democrat
 Cave City, Cave City Progress
 Central City, The Messenger
 Central City, Times-Argus
 Clay, Tribune
 Clay City, Clay City Times
 Clinton, The Hickman County Gazette
 Cloverport, The Breckinridge News
 Cloverport, Breckinridge Messenger
 Columbia, Adair County News
 Corbin, Tri-County News
 Cumberland, Tri-City News
 Cynthiana, The Cynthiana Democrat
 Cynthiana, The Log Cabin
 Danville, Boyle Independent
 Dawson Springs, Progress
 Earlington, News
 Eddyville, Lyon County Herald
 Edmonton, Edmonton Herald-News
 Elizabethtown, Hardin County Enterprise
 Elizabethtown, News
 Elkton, Todd County Standard
 Falmouth, The Falmouth Outlook
 Flemingsburg, The Fleming Gazette
 Flemingsburg, Flemingsburg Times-Democrat
 Franklin, The Franklin Favorite
 Fulton, Fulton County News
 Georgetown, Georgetown News
 Georgetown, Georgetown Times
 Glasgow, Glasgow Republican
 Glasgow, Glasgow Times
 Grayson, Journal-Enquirer
 Greensburg, Record Herald
 Greenup, News
 Greenville, Leader
 Hardinsburg, Breckinridge Banner
 Harrodsburg, Harrodsburg Herald
 Hartford, Ohio County News
 Hawesville, Hancock Clarion
 Hazard, Plaindealer
 Hazard, Union Messenger and News
 Hickman, Hickman Courier
 Hindman, Hindman News
 Hodgenville, Herald News
 Horse Cave, Hart County Herald
 Hyden Thousandsticks

Irvine, Estill Herald
 Irvine, Irvine Times
 Irvington, Herald
 Jackson, Jackson Times
 Jamestown, Russell County News
 Jeffersonton, Jeffersonian
 La Center, Weekly Advance
 La Grange, Oldham Era
 La Grange, La Grange Times
 Lancaster, Central Record
 Lawrenceburg, Anderson News
 Lebanon, Lebanon Enterprise
 Lebanon, Marion Falcon
 Leitchfield, Gezette
 Leitchfield, Grayson County News
 Liberty, News
 London, Sentinel-Echo
 Louisa, Big Sandy News
 McKee, Jackson County Sun
 Manchester, Manchester Enterprise
 Marion, Crittenden Press
 Middlesboro, Three States
 Monticello, Wayne County Outlook
 Morehead, Rowan County News
 Morganfield, Union County Advocate
 Morgantown, Butler County News
 Morgantown, Republican
 Mt. Olivet, Tribune-Democrat
 Mt. Sterling, Advocate
 Mt. Sterling, Sentinel-Democrat
 Mt. Vernon, Signal
 Munfordville, Hart County News
 Murray, Ledger & Times
 Murray, Murray Democrat
 Neon, News
 New Castle, Henry County Local
 Nicholasville, Jessamine Journal
 Nicholasville, Nicholasville News
 Olive Hill, Carter County Herald
 Owenton, News-Herald
 Owingsville, Bath County Outlook
 Paducah, Paducah Press
 Paintsville, Paintsville Herald
 Paris, Kentuckian Herald
 Pikeville, Pike County News
 Pineville, Pineville Sun
 Prestonsburg, Floyd County Times
 Princeton, Princeton Leader
 Princeton, Caldwell County Times
 Providence, Journal-Enterprise
 Richmond, Madison County Post
 Russell, Russell Times
 Russellville, News-Democrat
 St. Matthews, Sun
 Salyersville, Salyersville Independent
 Sandy Hook, Elliott County News
 Scottsville, Allen County News
 Scottsville, Citizen Times
 Sebree, Sebree Banner
 Shelbyville, Shelby News
 Shelbyville, Shelby Sentinel
 Shepherdsville, Pioneer News
 Shively, Kentucky Gazette
 Smithland, Livingston Leader
 Somerset, Commonwealth
 Somerset, Somerset Journal
 Springfield, Springfield Sun
 Stanford, Interior Journal
 Stearns, McCreary County Record
 Sturgis, Sturgis News
 Taylorsville, Spencer Magnet

Tompkinsville, Tompkinsville News
 Vanceburg, Lewis County Herald
 Versailles, Woodford Sun
 Walton, Walton Advertiser
 Warsaw, Gallatin County News
 West Liberty, Licking Valley Courier
 Whitesburg, Mountain Eagle
 Wickliffe, Ballard Yeoman
 Williamsburg, Whitley Republican
 Williamstown, Grant County News

Dailies

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

College Papers

Kentucky Kernel, University of Kentucky, Lexington
 College Heights Herald, Western Teachers College, Bowling Green
 College News, Murray State College, Murray.
 Trail Blazer, Morehead State Teachers College, Morehead
 Alumni News, University of Kentucky, Lexington

Farm Papers

Kentucky Farmers Home Journal, Louisville
 Farm Bureau News, St. Matthews

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The Kentucky Farmer Moves Ahead Under His Own Power

There are those in our state who would have you believe that government power in Kentucky would provide the cure-all for farm economy problems.

Our sister state of Tennessee is largely a public power state. For 14 years government power, through TVA, has been available to its citizens.

Let us note two significant results in Tennessee after 14 years of TVA, and compare them with Kentucky after the same 14 years of our well-proved American system.

Has the TVA enabled Tennessee to outstrip Kentucky in Farm Electrification?

Percentage of electrified farms in:

	1930 ¹	1946 ²
KENTUCKY	4.3%	32.1%
Tennessee	4.1%	30.3%

How has the average individual farmer fared in the two states?

Net annual income per farm (government payments not included):

	1929 ²	1945 ²	per cent of increase
KENTUCKY . . .	\$699	\$1,551	122%
Tennessee	\$622	\$1,212	95%

And now for those who for years have pointed to "cheap power" as an incentive to industrialization, let's quote the government's own U. S. Commissioner of Reclamation, Michael W. Strauss:

"I think it is time for us here and now to dispose of this bugaboo that the availability of reasonably priced power will, in some way not explained, result in the migration of industry"

1. Bureau of Census, Sept. 30, 1941, Release No. 21365.
2. **Blue Book of Southern Progress**, 1947 edition, published annually by Manufacturers Record, Baltimore, Md.

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