

THE KENTUCKY PRESS

Of, By, And For The Kentucky Newspapers

VOL. 1. NO. 1

FEBRUARY, 1929

Section One

J. M. ALLEN HEADS PRESS ASSOCIATION

J. Herndon Evans Elected Vice
President And Joe Lovett
Executive Chairman

James M. ("Jim") Allen, publisher for 37 years, was unanimously elected president of the KPA at the mid-winter meeting and will guide the destinies of the Kentucky press for the ensuing year. He succeeded Ben N. Cozine, of the Shelby News.

Mr. Allen served as vice president the past year and was elevated to the presidency in the regular line of succession. J. Herndon Evans, genial publisher of the Pineville Sun, was elected to succeed him as vice president, and Joe T. Lovett, Ledger and Times, Murray, was elected to serve as chairman of the executive committee.

J. Curtis Alcock, Danville Messenger, was re-elected to the office of secretary-treasurer, a post of duty that he has ably filled for nearly 18 years. He was first elected in 1911. With these splendid and progressive newspaper men in charge, the KPA will continue to go forward in the spirit of progressiveness and helpfulness, and will grow in ideals and membership.

Joined in 1892

The new president has been editor of the Cynthiana Democrat since July 1, 1892. He joined the KPA that same year and has been closely connected with its problems and tribulations ever since. He has served as chairman of the executive committee and as vice president. Before assuming his present editorship, he was editor of the Port Gibson, Miss., Reveille for two years.

Mr. Allen was born in Paris, Ky., (he wouldn't tell when). He was graduated from the Washington and Lee University, and then taught for five years as a member of the faculty of the Chamberlain-Hunt Academy, Port Gibson, Miss.

According to his memoirs, Mr. Allen became acquainted with the smell of printer's ink as a boy. He said, "When a small boy at Paris I had an amateur printing office at my home and issued a small monthly known as the Paris Times. Then got printer's ink 'on my fingers' through Green R. Keller who had a job office in Paris. Afterwards he was representative at Frankfort,

What's In A Name?

Shakespeare, an old-time court reporter, once said, "What's in a name? That which we call a rose, by any other name would smell as sweet," which leads us to remark that any newspaper could be called a newspaper no matter what name appeared on its masthead, and to the query "What is the favorite name among Kentucky newspapers as well as the other chosen titles?"

As Abou Ben Adam's name led all the rest, so the "News" leads all the rest in the state, being found in a total of 32 nameplates. Three other favorites follow running neck and neck with a total of 14 each—Democrat, Times and Herald, with "Journal" running a close fifth with 12.

Other titles appear in the following order with the total count: Enterprise 8, Courier 7, Messenger 7, Sun 7, Leader 6, Republican 5, Advocate 5, Citizen 4, Independent 4, Tribune 4, Record 4, Gazette 4, Sentinel 3, Advertiser 3, Outlook 3, New Era 3, Post 3, Advance 2, Recorder 2, Standard 2, Echo 2, American 2, and Inquirer 2.

Titles that appear only once are Pinnacle, Review, Reformer, Mercury, Argus, Star, Progress, Flag, Wireless, Clarion, Falcon, Hustler, Yeoman, Eagle, Telegram, Magnet, Commonwealth, Banner, Press, Register, Guard-

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Clerk of the House, etc., then located at Carlisle and issued the Mercury until his death 12 or 15 years ago."

Makes Appointments

The first official act of the new president was in appointing the executive committee: Miss Dorothy Lee Harris, of Henderson; Miss Mildred Babbage, of Cloverport; Will Marriott, of Elizabethtown; Brainard Platt, of Louisville; Keith Hood, of Bedford; A. S. Thompson, of Paris; R. L. Elkin, of Lancaster; Charles H. Kirk, of Paintsville, and George Jolpin Jr., of Somerset.

He also appointed the newspaper prize contest committee who will have charge of the prize contest for the summer meeting. These members are Keen Johnson, Richmond Register, D. M. Hutton, Harrodsburg Herald, and Prof. Victor R. Portmann, University, chairman.

HARRY A. SOMMERS GIVES KPA HISTORY

Dean Of Journalists Writes Of
Early Struggles Of The
State Association

By HARRY A. SOMMERS

All newspaper men who had any connection with the early days of the Kentucky Press Association have long since passed away, and, as there were no printed minutes of these meetings, it is difficult to write about their proceedings save to state that George D. Prentice and Walter N. Halderman were the two first presidents in the order named.

My first connection with the Kentucky Press Association began at the Bowling Green meeting in the summer of 1879. Col. J. S. Johnson, a distinguished citizen of Frankfort, and the editor of the Frankfort Yeoman, was president of the association at that time. Among other distinguished editors who attended that meeting were Hon. Henry Watterson, the greatest editor in the South of his day; Col. E. Polk Johnson, for many years afterward managing editor of the Courier-Journal and editor of the Frankfort Capitol; Henry Stanton, of the Frankfort Yeoman, and poet laureate of the Kentucky Press Association who wrote among other things "The Moneyless Man;" Emmet Logan, afterwards editor of the Louisville Times and the most brilliant paragrapher in the state; Sam Gaines, gifted editor of the Hopkinsville New Era, and Dr. John D. Woods, the gifted editor of the Glasgow Times.

Bowling Green Entertains

There were about one hundred newspaper men present at this meeting and about two hundred outsiders who sold something to newspapers. The entire three hundred were quartered in the private homes of the people of Bowling Green where they were entertained free of cost. It was hardly a meeting of any value to the members of the association, but was more in the nature of a social outing and a big spree.

The same performance was repeated the subsequent year at Ashland, Ky., with the same amount of hangers-on who got free passes and free entertain-

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JUN 20 1930
Gift

THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

VICTOR R. PORTMANN, Editor-in-Chief

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PRESS ASSOCIATION OFFICERS

- J. M. Allen, Cynthiana Democrat, President
- J. Herndon Evans, Pineville Sun, Vice-President
- Joe T. Lovett, Murray Ledger-Times, Chm. Ex. Committee
- J. Curtis Alcock, Danyille-Messenger, Secretary-Treasurer

THE KENTUCKY PRESS

With this issue is launched the good ship, Kentucky Press. Long may it float and bring wisdom and good fortune to its sponsors, the Kentucky Press Association. It has one purpose only—to serve the members of the association and the Kentucky press by the interchange of opinions and ideas so that all may prosper through the good counsel of one, and, paradoxically, through the mistakes of one another.

It must, and shall, serve as medium whereby the newspapermen of the state can meet on a common ground to discuss business methods and ideas pertinent to the craft without the necessity of waiting for the mid-winter and summer meetings of the association. The time is limited at these meetings and there are many problems that must be discussed and threshed out that be done through these columns.

This is YOUR PAPER—its success depends upon your cooperation. The words, "Of, by, and for the Kentucky press," are not mere pieces of arranged type, but carry a meaning that measures the ultimate success of this publication. Send in your problems. Your fellow editor has the same problems and has been able to meet them by certain procedures. He will be glad to discuss his solutions for you through these columns.

Dumas, his "Three Muskateers," penned these words, "All for one, and one for all." Let's make the Press one for all and all for one to the advancement of the association and the press of the state. Your cooperation is needed and requested.

JOIN THE ASSOCIATION!

Back in Colonial times one colony adopted the slogan, "In Union There Is Strength," and has since placed it on their state seal. There is a self-evident truth in this slogan because there is not a trade or calling that can live without a thorough organization.

Every trade or calling in this union of ours has secured strength and expansion through whole-hearted cooperation between the individual members. Not only have they benefitted individually through this association, but by concentrated action through a designated group of members, or executive committee, have secured passage of favorable laws, or rulings, that have benefitted the whole body.

The newspaper profession, as the medical and other professions, will show progress only as the individual newspapers join with an organized group to secure such benefits that the individual, itself, could hardly hope to secure. However, many newspapers in the past have subscribed to the old saying of "Let George Do It," and have neglected to join with their fellow editors in an association that shows results. On the other hand these same editors do not fail to take advantage of the benefits secured to them by their organized brothers.

Every newspaper in Kentucky needs the association just as the association needs their moral and financial support to carry on a worthwhile expansion program. Brother Editor, don't procrastinate any longer, but join with the KPA today. Read the messages that the officers of the KPA have for you in other columns. In union their IS serength.

YOUR NEWS ITEM

As the success of a community paper is measured by the personal news items carried in its columns each week, so will the success of the Press be measured by the personal items pertinent to the newspapers and newspapermen and women of the state. If you have installed a new press, a paper cutter, or any material; if you are the proud father of a future assistant editor, or any other item of interest to your fellow members of the Fourth Estate, send it in. We want to make this a

community paper for the newspaper fraternity of the state—we can do this with your personal cooperation. Pen your news item, or items, on a government postal card and send it in.

THANKS, BEN

To the retiring president, Ben G. Cozine, we can only voice our thanks and appreciation for the work he has done for the association and the newspapers of the state. We appreciate his untiring efforts, his time and money, that he gave, willingly and ungrudgingly, to the affairs of the KPA, and can only show this appreciation by a pledge for a renewed interest in building up the KPA and the extension of its policies and ideals to every newspaper in the state. We DO thank you, Ben!

DIVISION OF LABOR NEEDED

Efficient arrangement of plant machinery and equipment has been receiving needed attention from progressive publishers. Another subject needing attention and analysis is that of efficient staff organization. The operation of an average country newspaper business requires expenditure of time and labor on about 80 different kinds of work. There are three to ten persons available to perform these tasks. What division of labor will be most efficient?

MID-WINTER MEETING

With this issue the Press in sending out the printed minutes of the mid-winter meeting at Louisville, January 18-19, to the members of the association. Keep these minutes and file them as they are valuable. Accordingly, we are not printing an account of this meeting in the news columns.

WELCOME

We join with the members of the KPA in welcoming our new officers and bespeak our co-operation and hearty good will to them in conducting the affairs of the association for the coming year. Command us, as you will!

A GOOD RESOLUTION

It is not too late for every member of the KPA to make a New Year resolution especially at the beginning of a new year for the KPA. Let's all hereby pledge ourselves "to secure a new member for the KPA this year."

THANKS

Our thanks are extended to the Whitaker Paper Co., Cincinnati, for the paper used in this issue.

A good news story for the weekly is the coming week weather forecast.

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**HARRY A. SOMMERS GIVES
HISTORY OF ASSOCIATION**

(Continued From Page One)

ment. This broke up the Kentucky Press Association for several years. It was, however, reorganized in Louisville in 1887 at the court house where James W. Hopper, an old editorial writer on the Courier-Journal was elected president. At the meeting a committee was appointed to draft the constitution and by laws to be reported and adopted the following summer when the association was to hold its meeting in Danville.

New Constitution Drafted

The writer of this article was the chairman of the committee to draft the constitution and by laws and it was at Danville where the membership was limited to bona fide editors and publishers of newspapers. The people of Danville were also given to understand that no longer were editors expected to be entertained by them free like preachers at their conferences and associations, but that they were to go to the hotels and pay for their own expenses. Col. E. Polk Johnson was elected president and was the last president to serve more than one year. From this time on the association adhered strictly to its constitution in regard to the election of members and only met in such cities and places where hotel accommodations were ample for the membership.

Following the meeting at Paducah in 1891, when R. E. Mornigstar was the secretary of the association, there began a period when the summer meeting consisted of an excursion into various parts of the country with free transportation wherever it went. These excursions embraced the lake resorts of Michigan, Salt Lake City, a trip down the St. Lawrence to Quebec, Portland, Me., the Atlantic and Asheville expeditions, and several others which we do not recall. Following this period of the associations history the summer meetings were mostly held at summer resorts like Olympia Springs, Estill Springs, Crab Orchard, Grayson Springs, Dawson and Serulean Springs. At these meetings there was plenty of time for business as well as pleasure and the association began to take on form of an organization to promote the interests of newspapers.

Newspapers Prosper

The old hand press had disappeared by 1890 and country newspapers were neat and attractive publications on cylinder presses, and the circulation of the papers in the better towns and counties had increased from a few hundred to a few thousand. John G. Craddock, of the Paris True Kentuckian, was no longer the only Kentucky

editor who made more than a bare living out of his newspaper, but there were some twenty or thirty successful publications in country towns. Drunkenness was practically prohibited in the association and at the meeting at Middlesboro a member was suspended for being drunk.

I am not certain as to the exact time when the association began to hold in addition to its summer session a mid-winter meeting, doing something practical for the advancement and progress of country publications. Better advertising rates and a standard of price for job printing was adopted, and finally, through the power and influence of the press such legislation was secured as to require most things of a public nature in which the taxpayers were interested to be published in newspapers. Most of these mid-winter meetings have been held either in Louisville or Lexington. They have been well attended and they have had a tremendous influence, not only in helping the editors in a financial way, but in raising the standard of the publications and in improving the ethics of the profession.

Controversies Disappear

Thirty or forty years ago there were very bitter personal controversies between editors in which the public was really not interested and which invariably caused a great deal of bad feeling. These have almost entirely disappeared due to the personal understanding and the personal acquaintance between the editors and a proper appreciation of their relations one toward another.

There has been a wonderful increase in the circulation of most of the country newspapers and a still greater increase in the amount of advertising handled by them so that there are very few newspapers in the state, if in the hands of good newspaper men, that are not financially successful. In some instances country editors who have given their entire time and thought to their business have been quiet as successful financially as other professional men or merchants.

There has been only one change in the constitution since it was adopted at Danville in 1889. This change provided that the chairman of the executive committee, instead of being appointed by the president, should be elected by the association. This grew out of the fact that a new president was elected every year, and that he was the vice president the year preceding his election and that the chairman of the executive committee was in line for promotion following the vice president. The change was made to prevent the president from naming his own successor by giving to the association the authority and power to

elect the chairman of the executive committee.

Early Papers Political Organs

In the early days many newspaper men had some other business in which they made a living and merely ran a newspaper for political purposes. This has entirely passed away at it became evident that a newspaper could be conducted with a profit without any other sources of revenue upon the part of the editor.

It begins to look as if the summer meeting were falling short in attendance on account of the fact that most of the business of the association is attended to at the mid-winter meetings. It is exceedingly probable that unless some especial thing other than the social intercourse is provided for the summer meetings that they will finally be discontinued altogether, as the Kentucky Press Association is a strictly business body and most editors have little time for summer outings which are almost entirely social in their functions.

I have endeavored to cover in this article the important facts connected with the Kentucky Press Association since I have been associated with it in 1879. There are many details which were necessarily omitted as they would have made contribution entirely too lengthy for the purpose for which it is intended.

The school of journalism, is starting this publication to be known as the Kentucky Press, is doing a splendid thing to promote journalism in Kentucky, and to bring about a closer and better relationship between the editors of the state.

A 77-millimeter German gun, half of Idaho's allotted share of government war trophies, will be presented to the University of Idaho.

* * * * *
* **CLASSIFIED** *

* * * * *
This column is open to members of the association who may run two classified notices each year free of cost. To others: Charge 5 cents per line per issue, payable in advance. Count six words to the line.

8 pt. Century Linotype matrixes, No. 8-122, for sale. Complete font of 1,500. First check for \$25 takes them. Kernel, University of Kentucky, Lexington. 1tp.

24 pt. Chelt. Oldstyle Linotype matrixes, No. 24-55, capitals, complete headletter font for sale. Make The Kernel, Lexington, an offer. 1tp.

Lee two-revolution, two-page, seven-column press for sale. In first class condition, guaranteed good as new. Will make an ideal pony press. \$1,500. Substantial discount for cash. Kernel, Lexington. 1tp.

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* **PERSONAL** *
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Prof. Enoch Grehan, head of the journalism department, University, and life member of the KPA, left the first of the month for a well-earned vacation in California. We join in wishing him, and Mrs. Grehan, "God-speed" and concur with the following editorial reprinted from the versatile pen of J. Curtis Alcock

"Prof. Enoch Grehan, head of the department of journalism, University of Kentucky, has been granted a semester's vacation and will leave soon with Mrs. Grehan on an extended trip through the West, ending in San Diego, Calif., where he will work on a text on etymology he has been preparing. They will drive through Florida and take the Old Spanish Trail from Jacksonville to the West coast.

"Professor Grehan has done splendid work as head of the Kentucky department of journalism and also as a contributor of "Paragraphs" on the editorial page of the Lexington Herald. The young men and women, who have had the benefit of his training for the profession of journalism, have made good after engaging in their work. Several of the outstanding young newspaper men of the Kentucky Press Association are products of Professor Grehan's classes in journalism and they are showing that they have been well trained by publishing some of Kentucky's best weekly newspapers.

"Professor Grehan started the movement in the Kentucky Press Association to give prizes for the best weekly newspapers, which has been instrumental in raising the standard of journalism in Kentucky. He has been elected a life member of the KPA and is beloved by every member of the association, all of whom wish him an enjoyable vacation in the Sunny South and Golden West."

SPECIAL NPJ OFFER

The publishers of the National Printer Journalist, "Monthly Round-Table for Newspapermen and Printers," published at Milwaukee, make a special offer to send that magazine for two years at a special rate of \$3.00. One-half of the amount, (\$1.50) will be retained by your Press Association. The other half goes to the NPJ and you get the magazine for two years.

Every issue of the NPJ is filled with tried-out ideas, methods and counsel actually used by fellow publishers. Many of these ideas and methods can be adopted or adapted in your business at a profit. Take advantage of the special offer by sending your check for \$3.00 to the secretary of the Kentucky Press Association, J. Curtis Alcock, Danville, Ky.

THE KENTUCKY PRESS

WHAT'S IN A NAME?

(Continued From Page One)

ian, Bullentin, Public Ledger, Clipper, Bulletin, Public Ledger, Clipper, Scorcher, Signal, Ledger, Local, Labor, Pioneer, and Chronicle.

Many Unusual Titles

Unusual titles, pertinent to Kentucky itself, are found in the Log Cabin, Favorite, Baptist Flag, Gleaner, Oldham Era, Thousandsticks, Jeffersonian, Central Record, Kernel, Three States, Pantagraph, Interior Journal, Light House, and three with the euphonious and lengthy names of Blue Grass Clipper, Our County's Advertiser, and Beacon Light of Knott County.

Four are published with the pre-name of Mountain, the Messenger, Advocate, Scorcher, and Eagle.

Hyphenated titles, due in almost every case to consolidation (may there be many more for the benefit of all concerned), appear under the following totals: Democrat 8, News 5, Times 5, Tribune 3, Journal 3, Herald 3, Sentinel 2 and one each Messenger, Echo, Courier, Post, Citizen, Pioneer, and Star.

Many combination titles formed with designation name taken from locality, river, founder, or other sources are Bracken Chronicle-Independent, Trimble Democrat, Licking Valley Journal, Ozark City News, Cumberland News, Pendleton Reformer, Breckinridge News, Fleming Gazette, State Journal, Hancock Clarion, Big Sandy Advertiser and Estill Tribune.

Livingston Enterprise, Spencer Magnet, Woodford Sun, Licking Valley Courier, Ballard Yeoman, Whitley Republican, Oldham Era, Anderson News, Marion Falcon, Big Sandy News, Crittenden Press, Green River Republican, Calloway Times, Rolling Fork Echo, Jessamine Journal, Bourbon News, Cumberland Courier, Shelby News, and Shelby Sentinel.

State Name Used

Eight papers carry the state name, "Kentucky," as the Standard, Post, Times-Star, Advocate, (East) Journal, New Era, Kernel, and Citizen. One claims the single name Kentuckian, while another uses it in the combination of Kentuckian-Citizen.

Thirty-two papers from thirty-one different counties carry their county name in combination. These counties are Carlisle, Owsley, Meade, Bracken, Boone, McLean, Hickman, Adair, Lyon, Todd, Carter, Green, Letcher, Grant, Marshall, Hart, Russell, Casey, Laurel, Lawrence, Wayne, Rowan, Union, Henry, Owen, Bath, Pike, McCreary, and Lewis.

Whatever the name, the newspapers are stressing community spirit and progressiveness, and if one name could be given to each and every one that

**State Newspapermen Should
Join With the Association**

(By J. Curtis Alcock)

If you are in the newspaper business in Kentucky you should be identified with your own organization and attend the annual meetings, as only in this way can you keep posted on what is going on in your own profession. Newspapers, and not individuals, compose the membership of the Kentucky Press Association, an organization that has been in existence nearly sixty years and has done much to raise the standard of journalism in Kentucky. The K. P. A. is the only organization in Kentucky that is working for the best interests of the publishers of newspapers in the state.

Probably the greatest advantage of members of the P. K. A. have over non-members is in meeting together at the two annual meetings, when the editors get together and talk over business problems and hear successful publishers and others speak on newspapers topics. There is also the social feature, which every editor needs and which helps to give him encouragement and inspiration to do the best and make the most out of his profession.

Membership Pays Big

On several occasions officers, or committees, of the K.P.A. have secured advertising and job printing business for members of the association, and there is much to be done in this regard in the future. The greatest work done, however, has been by the legislative committee, headed by Editor B. B. Cozine, of the Shelbyville News, who not only keeps in touch with bills introduced in the State Legislature that would injure the newspaper and printing business, but has been successful in having enacted a law that will bring in enough revenue to country publishers to pay their dues in the K. P. A. for a life time. Mr. Cozine is also working on a book of Kentucky advertising laws. All of the state laws pertaining to newspapers will be compiled and printed in book form and given free to members of the K. P. A.

If your paper is not a member of the K.P.A., you should lose no time in making application for membership. Send copy of your newspaper and check for \$10 to the secretary-treasurer, J. Curtis Alcock, Danville, Ky. Five dollars of the ten to be sent is for membership fee and five dollars for annual dues.

Newspapers can reprint any material appearing in these columns providing proper credit is given.

name would be "LEADER" because our papers and their editors all are leaders May they long prosper!

Our Prisons and State Hospitals

AN ADDRESS

Delivered Before the Kentucky Press Association on January 19, 1929.

By CURRAN POPE, M. D.

INTRODUCTORY

- (a) Express appreciation of the privilege of having been selected to address the Kentucky Press Association.
- (b) **THE POWER OF THE PRESS:** Can make and unmake almost anything if backed by truth, honesty of purpose and clean, open fighting. It can build up or destroy a state. It can elevate or degrade a city or community. Must it print what the people want? Why not teach them to want better things? Perhaps I am an idealist, but into such a power I today consigned myself trusting that you will temper the wind to the shorn or to be shorn lamb.
- (c) **A GREAT PROBLEM:** I trust you will pardon me if in bringing the problems of this board, which is the problems of your state, to your consideration. I hope you will not think me egotistic when I state that in my humble judgment it is one, if not the greatest problem, confronting the people of this state.
- (d) **FORBEARANCE:** I shall ask you to bear with me patiently in the presentation of this huge subject which I am sorry to say will be marked by both the sins of omission and commission because of its very hugeness.

1.

The State Board of Charities and Corrections of Kentucky is composed of six men and two women, appointed by the Governor of Kentucky. It is now composed of Mrs. Shirley Burns, Wellman, of Louisa; Miss Nancy A. Day, Clinton; Milton Board, M. D., Louisville; Charles D. Cole, Harlan; John P. Haswell, Louisville; Curran Pope, M. D., Louisville; Arthur B. Rouse, Erlanger, and Ben Williamson, Ashland.

Judge John P. Haswell is Chairman of the Board, Honorable J. P. Byrd is Commissioner of Public Institutions and B. T. Brewer is Secretary of the Board. This constitutes the active personnel. It has under its care and charge, the Eastern, Central and Western State Hospitals for the Insane; the Feeble Minded Institute at Frankfort; the Male and Female Houses of Reform at Greendale; the State Reformatory at Frankfort and the State Penitentiary at Eddyville.

2.

It is the most responsible Board of the State. Most responsible because every inmate under the Board has been deprived of his or her personal liberty. Liberty is the most precious

of all man's possessions. It is true that all the inmates under the care of the Board have been deprived of this precious boon by due process of law. This does not relieve but increases the responsibilities of the Board which are very great. The ultimate good of the inmate must at all times be the sole object of the Board. The Board is bi-partisan and is composed of four Republicans, and four Democrats. It is supposed and should be non-political, non-partisan and non-sectarian. With such requirements and the further fact that members of the Board receive no compensation for their services, the members should be of the highest type and a governor, in his selection of members has a heavy responsibility resting on his shoulders. In my judgment and opinion, the law constituting the Board should be amended so as to require at all times two physicians upon the Board. Speaking broadly and widely, all of the inmates are medical subjects, for we find among them the sick, deformed and the unbalanced mentally and physically.

3.

POPULATION

The total number of inmates for whom the Board is responsible is 9,014. The population is distributed as follows:

(Of date, November 30th, 1928, from tabulated reports.)

Eastern State Hospital, (Insane) Lexington	1,466
Central State Hospital, (Insane) Lakeland	1,930
Western State Hospital (Insane), Hopkinsville	1,689
Feeble Minded Institute, Frankfort	519
School of Reform for Boys, Greendale	495
School of Reform for Girls, Greendale	101
State Reformatory (Penal) Frankfort	1,969
State Penitentiary (Penal) Eddyville	845

This population would be enough for an active moderate sized town. It must be always remembered that these people must be cared for, housed, fed, clothed, nursed, treated and guarded. This is an enormous responsibility imposed upon the Board.

I again call attention to the moral, communal, ethical, physical, educational, occupational, and humanitarian demands constantly made on the hearts and minds of this Board to say nothing of tis work in the construction, care and repair of the buildings, the cultivation and use of the land and the thousand and one propositions that confront them where these two great problems fuse one with the other.

And it also devolves upon the Board to see that all these dependents

shall be taken care of by proper and trained people. Furthermore, that they shall have the benefit of religious instruction and consolation in the hour of need. We must make preparation for and utilize the power of religion without regard to sect. Human suffering, human misery and human misfortune know no religion nor political party affiliation. These people and these institutions cry out to the citizenry of the state of Kentucky to not carelessly and thoughtlessly pass by their need of help, especially that financial aid that is so absolutely essential to the proper conduct of the Board's work.

4.

Treatment.

The public demands modern and humane treatment of its wards. The day of inhumanity has long since passed, nor or any of these people treated improperly, but is it humane to crowd patients in hospitals, prisoners in reformatories, until these institutions are so overloaded that the work that should be beneficial and carried on for the benefit of the inmate is interfered with and the staffs, nurses, attendants, and other workers are constantly overworked? Walk with me thru a cell house one hundred and ten years old, as clean as human beings can keep it, but dark, antiquated, with single locks on each door, a veritable firehouse and death trap. Might we not describe this as a modernized, semi-sanitary, non-death dealing hole of Calcutta? Walk with me through the crowded quarters of the women prisoners of the Reformatory and you would soon be satisfied that these women are entitled to a more segregated department and to better quarters. Even before exacting the final and terrific sentence of death, man should be humane enough to provide proper and ample cells for these unfortunate awaiting the lethal current. Cells should be prepared so that there could be no chance of escape and prisoners be confined in their cells continually. The majesty and certainty of the death punishment must not be mitigated but quarters at Eddyville should be improved.

5.

Maintenance

The Board has to struggle to make ends meet. With the properties and institutions under its care and with the funds at its disposal, it can not do what is best, but must do what is best under the circumstances and in many instances, these circumstances are to say the least, pitiful. The Board should be given an increase in the budget appropriation for the maintenance and operation of the institution to enable it to care for the increasing population. The population of the institutions is growing rapidly, while the general maintenance appropriation has not been increased proportionately, in fact, it is not as large as it was prior to the fiscal year, ending June 30th, 1925. For the year ending June 30th, 1921, the Board had the sum \$2,114,171.18, for which to care for a population of 6,762 inmates, while for the year just closed (the fiscal year ending June 30th, 1928) it

(Continued on Next Page)

PRISONS AND STATE HOSPITALS

(Continued From Page Five)

had \$1,914,833.16 for 8,351 inmates. One result of this has been that we have not been able to keep up the institution plants as they should be and expensive repairs are becoming necessary. We may expect the population to continue to increase and with the construction of additional facilities at the Feeble Minded Institute will mean a marked addition to the steady increase from year to year. This would seem to be penny wise and pound foolish for sooner or later the buildings will so deteriorate as to require large sums to repair, reconstruct or replace these buildings.

6

Up to the past year, the State of Kentucky, a Commonwealth of which we are proud, made absolutely no provision for its colored feeble minded. This blot has been removed from our escutcheon, as a building for this purpose is now nearing completion. Do you know that the Feeble Minded over 21 are crowded into the Mental Hospitals because there are no facilities at the proper institution to take care of them? Perhaps these may be cared for in the near future.

7

Building and Housing Facilities.

Walk with me through the wards of your State Hospitals for the mentally afflicted. Here are hundreds and thousands of helpless creatures that are being kept in ancient buildings that are not only not fire proof but are not even provided with modern fire prevention, save in one instance. How would you like to remain in confinement, helpless, running the risk of a holocaust of being burned, or maimed? Should patients be required to remain where ordinary sanitation is most difficult? Your Eastern and Western State Hospitals and the new building at the Feeble Minded Institute should be equipped with automatic sprinkling systems for the protection of the lives of the inmates and of the property. The Central State Hospital, the most hazardous section of the main building at the Feeble Minded Institution and the shops at both the Reformatory and Penitentiary are provided with automatic sprinklers. What if a fire should break out in these hospitals? You know what it means? Necessity, knowing no law compels that the windows must be barred, that the doors must be of steel, so that no one can get out. How would you like to be in such a fire trap? Hundreds and thousands in such a fire might lose their lives in such a furnace, and Kentucky would have a dark blot that many noble deeds and philanthropies could not wipe out. How would you like to live in a house in which the plumbing is so old and unsanitary that it is not fit to use? Would you be willing to invite any of your friends, neighbors or visitors to your home and allow them to use such plumbing without the blush of shame coming to your face? How would you like to work day in and day out with the insane, and then have to sleep on the wards with them at night? This is the position of two of your State

Hospitals It is indeed a reflection upon the State. Your Board is trying to correct this at the Central State Hospital by erecting a nurses dormitory and rooms with modern bathing facilities above a congregate dining room. This, however, will only take care of about 40 per cent of the nurses. Can you realize that at none of the State Hospitals is there a hospital building? Any patient taken seriously sick must be treated on the wards and under ordinary conditions. This is bad, both for the ward and for the patient.

8

Criminal Insane.

Up to the present time the citizens of this commonwealth have entered constant complaint and judges and juries have been blamed because the criminal insane escaped the judicial punishment that should be meted out to these unfortunate offenders. It was not an infrequent thing for judges to rap physicians because of their testimony that pointed out that the individual was a criminally insane person. Up to the present the state of Kentucky had no institution for its criminal insane. At least this stigma has been removed from the state. I have for nearly two decades made a study of this question of the housing and restraint of the criminal insane. As chairman of the building committee, I visited Eastern and Northern hospitals and came to the conclusion that a plan must be formulated that would cover a period of many years. My idea was not to build a building but to construct a unit, mapped out upon a definite final plan. This has been carried out and one unit of the final building has been constructed. It is with pardonable pride that I state that I believe it is a model building of its kind. If the plan, as shown, is followed out, Kentucky can build this institution so that it should be able to take care of this type of inmate for the next one hundred years without changing the present plan. This one unit however is not enough even for the present. This unit was built from the proceeds of a special appropriation of the 1926 legislature and accommodates sixty-six inmates. There are probably more than double this number in the institution that should be confined in a criminal insane building. This is something that should have the attention of the proper authorities as soon as possible.

9.

Epileptics.

The epileptic insane are comparatively few. Because Kentucky does not have an epileptic colony, these cases are sent to the mental hospital. This is not as it should be.

10.

What Do We Need?

Money, money and still more money! I shall only mention a few imperative needs. We should have farm land for our penal institution. Neither of them owns any farm land. If large farms could be purchased, for both institutions, the operating costs could be reduced, work would be available for a large number of prisoners, who have little work to do and by the erection of barracks for the farm laborers, crowding in the

institutions proper would be reduced to an extent. If this were done, and entirely new and modern reformatory could be ultimately erected, chiefly by prison labor and at a minimum cost to the state. There are probably few penal institutions in the country in the present day which do not operate farms. North Carolina has a farm of 7,000 acres, and Mississippi one of 15,000 acres. The lack of land is felt at each one of the state hospitals for the insane. This is especially noticeable at Lexington which has less than 200 acres under cultivation. With the large amount of inmate labor available the overhead cost of the three hospitals could be reduced by the operation of larger farms. If a larger acreage were purchased, every institution could then have larger dairy herds. The greater acreage is needed to grow the feed required and graze the cattle as well as for cultivation. It may be stated that upon these farms many a young offender could be segregated, taught agriculture, work in the dirt of the earth, in God's sunshine, be re-educated and return to the body politic a more useful citizen and not one holding a grudge against the social community. This is the cure for prison pallor. Dining rooms are badly needed. Under a special appropriation we are building a congregate dining room at the Central Hospital that will seat 1,879. This will relieve the individual dining rooms and increase the number of patients or population between 175 and 200 besides giving them better food, warmer food, without waste. We estimate that 20 per cent on food costs will be saved by this dining room and as the food costs between \$110,000.00 to \$120,000.00 per annum the building costing \$75,000.00 will be paid for out of the saving in the next four or five years. At the same time the population will be increased slightly above 11 per cent.

INFIRMARIES AND DIAGNOSTIC CLINICS should be erected at each of the three hospitals for mental cases. The hospital or infirmary is needed for those cases that are bed ridden and need special care and nursing. The hospital would afford an opportunity for surgical work that can not with safety be done at the present time. It would also serve as a central point for the special training of the nursing staff and would allow the staff of these institutions to place each new case under hospital condition until special examinations and laboratory tests could be made to determine what should be done. If a patient becomes acutely ill there is at present no place to which the patient can be taken. There should be occupational therapy building which could at the same time be used for amusements, for music by band, by radio, by victrola; for moving picture shows and for lantern exhibits which would not only amuse but instruct. Occupational therapy is a valuable method. (Elaborate by case of man or woman tearing paper or clothes is put to work tearing strips and finally to weaving a rag carpet.)

(Continued on Next Page)

PRISONS AND STATE HOSPITALS

(Continued From Page Six)

12.

Treatment.

Patients are given proper medicinal care or medicine in these hospitals. They are given work and occupation as a cure as far as possible but what they need more than any thing else is a completely equipped hydrotherapy treatment. There should be one at each of the hospitals. Contrary to what most people believe the greater majority of mental cases can be re-habilitated. That is to say, they can be discharged cured, improved, or able to be cared for at home. This is especially true where they have had sufficient experience to follow certain occupations. I still dream of the day when Kentucky will appropriate enough money to establish a centralized hospital with a complete diagnostic clinic, with surgery, with internal medical care, with modern psychiatric (mental) treatment, psychological oversight, and physical therapy that would embrace hydrotherapy, electrotherapy, mechanotherapy, light therapy, vibration, massage, etc., which would indeed be an ideal hospital for the prevention of the constant growth of the insane population. Kentucky has deferred this matter of properly caring for her unfortunates in these institutions as long as possible. In 1924, 1926 and 1928, sessions of the legislature have been importuned for larger appropriations. In reply each time we have been told that there must be increased revenues to enlarge the appropriations. This would mean a slight increase in the tax rate, and all efforts to do this have failed. The budget commission is swamped with requisitions amounting to almost twice the amount of revenue at their disposal. Therefore we get no increase. The board needed \$400,000.00 additional annual appropriation for maintenance and repairs in 1928, and received \$17,500.00. As gentlemen of the press, we appeal to you to aid us in an education of the people of Kentucky to what is in our eyes the greatest, the most crying need of this state.

Membership in Association Has Many Advantages

By PRES. J. M. ALLEN

If a doctor sometimes should take his own medicine, it seems to me newspapers should take their own advice. For many years, so many, in fact, that the memory of those newspapermen who are old enough in the business to remember anything about it runneth not to the contrary, Kentucky newspapers, country papers especially, have been advising farmers to organize for better marketing, better protection and better contacts of a desirable kind.

Now, if organization and co-operation benefit farmers, it stands to reason organization and co-operation would benefit newspapers, as, undoubtedly, they benefit practically all other lines of business. That is one reason,

and a good big one, why every newspaper in Kentucky should belong to the K. P. A. The reason all are not members, I am inclined to believe, is because they do not realize the advantages of such an organization.

Newspapers Benefited

A single advantage of membership in this co-operative organization was shown in the recent successful drive to acquaint the public with the exact status of every official in the state handling public funds—receiving and disbursing money paid by the people as taxes. This furnishes a check on reckless, careless—or worse—dealing with the people's money, and at the same time furnishes the newspapers remunerative advertising.

Without a large membership the Kentucky Press Association could not have brought to bear the necessary pressure on those public officials who always seem disinclined to take the public into their confidence. If every newspaper had been a member of the K. P. A. the pressure would have been stronger and results would have followed more speedily. One could elaborate on the "in union there is strength" idea did space permit. Newspapers not members of the association profit by these publications. Does not a sense of gratitude, if nothing else, prompt uniting with their fellow publishers?

Good Fellowship Prevails

The reasons why every newspaper should be a member of the association are so numerous that to enumerate them in the small space allotted me is not possible. But, for one, may I not mention the matter of "rubbing elbows," good-fellowship, intimacy? No one attending returns to his work without a freshening, an invigoration, an inspiration. The exchange of experiences; the meeting of common problems; new ways of doing old things; cost finding; advertising; subscriptions; job printing—what publisher knows so much about these that he needs no contact with his fellows?

Addresses by men of national prominence in the publication field; problems and policies of our state government and institutions presented by men who deal directly with them—is there nothing to be learned from these?

Then, there is much in knowing one's neighbor, becoming personally acquainted with those whose newspapers one reads week after week. There is much in sizing up those with whom one agrees, or disagrees. Personal contact often removes erroneous impressions. Many a fellow has been found not nearly so bad as one thought him to be. That is worth knowing.

Unity of purpose, strong organization, loyal support, go far; and if the newspapers of Kentucky only knew it they have a peculiar, a superior op-

Advertising Questionnaire Will Be Mailed Out Soon

The Community Journalism class of the University are sending out a questionnaire on advertising to every newspaper of the state in the near future. It is hoped that every editor will answer the questions fully and freely and expedite their return to the class.

The survey will show the rates charged by the various newspapers of the state, the relation to circulation, and will be used as a basis to show the need for more equitable adjudication of advertising in the state as was evidenced by the discussion on advertising rates at the mid-winter meeting.

It is requested that the editors of the state co-operate with the students in this survey and not delay their answers. The information received will be kept confidential, and names will not be mentioned in the final compilation of the answers.

THE CONSTANT REPORTER

A New York Herald-Tribune reporter was assigned recently to attend a meeting of the simplified spelling board. He was so enthusiastic about what he discovered that he turned in the following story:

"The value of the alfabet if yu apply it to spel words simply instead of using the favorit method, which yu see is not followed here, was discussed at the twenty-first annual meeting of the simplified spelling board, held in the trustees' room of Columbia University.

"Tho the bord is not in det, it was decided that the public should be askt to giv its support by sending bills and cheks to its treasurer, Henry Gallup Paine of New York, so that the bord might print and distribute a handbook of simplified spelling in which 30,000 simplified words ar listed (and so that scolars might receive these.

"The way the bord spels words is illustrated scientifically in a pamflet prepared by filologists of the bord, which points out that fish used to be spelt 'fysche' and dog used to be spelt 'dogge' until etimologists grew histil to this practis."

Are you using the standard invoice that is sold and recommended by the National Editorial Association? Save time and worry by using this labor-saving bill head. Send to the N. E. A. for rates on stereotype or mat forms for this invoice.

portunity to do wonderful things for their state and for themselves if they would take advantage of it.

May we not hope for a greatly enlarged membership this year?

This issue, with the exception of 4 heads,
has been composed on
the

Mergenthaler Linotype

You, Too, Can Set the Whole Job
on the
LINOTYPE

Not only the body matter but the headings
and advertising display as well.

No more running out of sorts.

No more slow hand work!

No distribution.

No battered type.

The whole paper quickly set from a single
keyboard. All new, clean, sparkling type
and plenty of it for any need.

Ask this agency to suggest some Model 14
combination equipments suitable for both news-
paper and job composition. You will be amazed
to see what you can do on one machine.

Mergenthaler Linotype Company

WILLIAM S. HEFFERNAN, Kentucky Representative
3102 Dumesnil Street, Louisville.

THE KENTUCKY PRESS

Of, by, and for the Kentucky Newspapers

Vol. 1, No. 1.

FEBRUARY, 1929

Section 2.

MINUTES MID-WINTER MEETING KENTUCKY PRESS ASSOCIATION

January 18 and 19, 1929, at Louisville, Ky.

The annual mid-winter meeting of the Kentucky Press Association was held in the Kentucky Hotel at Louisville, Ky., Friday and Saturday, January 18 and 19, 1929, and was attended by a large number of editors from various parts of the state.

The first business session was called to order by President B. B. Cozine, of the Shelby News, Shelbyville, Ky., at 1:30 P. M. Friday, January 18, and Dr. Homer W. Carpenter, pastor of the First Christian church, Louisville, offered the invocation.

Secretary-Treasurer J. Curtis Alcock, of the Daily Messenger, Danville, Ky., then read his annual financial report, which was approved by a vote of the members present.

C. Frank Dunn, executive secretary of the Kentucky Progress Association, Frankfort, Ky., delivered an address on the subject, "Another K. P. A." in which he told of the work of the Progress Association. Mr. Dunn said the commission, appointed by the Governor, is doing some splendid work, but is handicapped for lack of funds. The Kentucky Progress Magazine, he said, is meeting with favor and helping to advertise the state all over the country.

President B. B. Cozine, who is chairman of the legislative committee, made a report of the work done during the past year. He explained the provisions in the new "Report and Publicity" law and expressed his thanks to those who helped him to get the law enacted and also to prevent unfavorable legislation during the last session of the legislature. His report is published in full in the minutes.

J. M. Allen, of the Cynthiana Democrat, led a round-table discussion on the subject: "Are Improvements Needed in Our Newspapers from the Reader's Standpoint?" and "Free

Publicity in connection with Advertising—How to Meet It?"

Mr. Allen made a very interesting talk on the subjects and then a general discussion took place among those making talks being the following: W. P. Hogard, Crittenden Press, Marion; Malcolm Bayley, Louisville Times; H. A. Sommers, Elizabethtown News; L. C. Littrell, Owenton Democrat; D. M. Hutton, Harrodsburg Herald; Victor R. Portmann, of the Department of Journalism, University of Kentucky, and others who talked upon the first topic. The second topic of the round-table was discussed by Thomas H. Stark, of the Stark Advertising Agency, Louisville; Malcolm Bayley, B. B. Cozine, R. L. Elkin, Lancaster Central Record; D. M. Hutton, Harrodsburg Herald, Chas. Webber, Georgetown News, S. M. Saufley, Richmond Register, and state insurance commissioner, and others.

There was a wide difference of opinion among the editors relative to free publicity, some of them believing it should be given with paid advertising, while others were of the opinion that all free publicity should be relegated to the waste-basket.

Louis Herrington, president of the Kentucky Utilities Company, was present and called upon by President Cozine to make a short talk, which he did, speaking of the great development of electricity during the past few years and the great benefits it had brought to the people. He said his company believes in advertising and has set aside \$56,000 to spend in newspaper advertising in Kentucky this year.

President B. B. Cozine announced that he had received a letter from the State Woman's Christian Temperance Union and asked Russell Dyche, of the London Sentinel-Echo, to read it. The letter was quite a lengthy one, and dealt with the work of the W. C.

T. U. No action was taken on it.

President Cozine then appointed Joe T. Lovett, Keen Johnson and Chas. Webber on the resolutions committee.

J. T. Norris, of the Ashland Independent, read a resolution, providing for an amendment to the constitution, which was passed at the last annual summer meeting and which, under the law of the association must be passed at two regular meetings, and after some discussion it was ruled by the president that it is necessary for the resolution to be printed in the minutes and held over for one year before final action could be taken. It was therefore, ordered that the resolution be printed in the minutes of this meeting and held over to the next summer meeting.

Following is the resolution as offered:

"RESOLVED, That Article II of the constitution be amended by adding the following section:

"Section 4—Associate memberships: There shall be eligible to associate membership in the Association individuals who are connected with the newspaper business in the state in the capacity of instructors in journalism, salesmen for newspaper and job supply houses, advertising representatives, or other related capacities. They shall be elected to membership in the same manner as is provided above for newspaper members and shall be entitled to all of the privileges of the Association, except the voting privilege. The dues shall be the same as those for active members."

Adjournment for the day followed.

Saturday Morning, Jan. 19.

The business session Saturday morning, Jan. 19, was called to order in the Kentucky Hotel at 10 o'clock.

John H. Hoagland, of the Christian Science Monitor, made a short talk, in which he offered his paper to the Kentucky editors in exchange for advertising space in their papers, and several of the publishers accepted his proposition.

Dr. Curran Pope, Louisville, member of the State Board of Charities and Corrections, delivered a very interesting address on the conditions of

the Kentucky prisons and state hospitals, in which he said they were badly in need of improvement.

Representatives of the State Y. M. C. A. and Y. W. C. A. made brief talks on the work they are doing in Kentucky and asked for the co-operation of the Kentucky editors.

Victor R. Portmann, of the Department of Journalism, University of Kentucky, Lexington, made a proposition to publish a monthly paper, or magazine, to be known as "The Kentucky Press," as the official organ of the Kentucky Press Association. He said the paper would be printed in the printing shop of the University of Kentucky, Department of Journalism, and would be self-supporting, after the first issue or two.

A motion was made and carried unanimously that the publication be endorsed and that mailing charges for the first two issues be paid for by the Press Association.

Mr. Portmann invited the Kentucky Press Association to hold its mid-summer meeting of 1930 at Lexington, Ky., as guests of the Department of Journalism.

J. T. Norris, Ashland Daily Independent, led a round table discussion on "Shop Talk," first making a talk on the subject and then calling upon various publishers present to discuss the various print shop problems.

Editors B. B. Cozine and D. O'Sullivan, of Shelbyville, competitors in business, said they work together in maintaining job prices and advertising charges and co-operate in many ways to promote their business. A general discussion followed, among those taking part being J. M. Allen, of the Cynthiana Democrat; A. S. Thompson, Paris Kentuckian Citizen; Josh Catlett, Princeton Leader; W. P. Hogard, Marion Crittenden Press; Russell Dyché, London Sentinel Echo, and others.

Adjournment followed, and the editors went to the new Pendennis Club building, where they were guests of Judge Robt. W. Bingham, publisher of the Courier-Journal and Louisville Times, at a most delightful luncheon.

Saturday Afternoon, Jan. 19.

The luncheon was held at 12:30 p. m. Saturday, and was followed by the closing business session of the meeting.

President Cozine presided at the meeting and Judge Bingham, in a few well chosen words, heartily welcomed the editors, expressing his pleasure in having the editors as his guests. Judge Bingham introduced Harrison Robinson, whose fiftieth anniversary

with the Courier-Journal had been celebrated this week, and who was an honor guest at the luncheon, along with Col. Urey Woodson, of Owensboro, and Col. H. A. Sommers, of Elizabethtown.

Col. Sommers responded to the welcome extended by Judge Bingham, speaking of the highest terms of the remarkable career of Mr. Robinson on the Courier-Journal, saying Mr. Robinson has really been editor of the Courier-Journal since the death of Henry Watterson, but had not been known as editor until his name was placed at the head of the editorial column a few days ago as editor. Col. Sommers also spoke of Col. Woodson, saying he was the best newspaper man in Kentucky and he regretted to see him retire from the business. (Col. Woodson recently sold his paper, the Owensboro Messenger, announcing his retirement). Col. Sommers expressed the thanks of the Press Association to Judge Bingham for his hospitality in entertaining the state editors.

Mr. Robinson was then called upon for a talk and responded in a very interesting manner, saying he has always stuck close to his desk, never having the pleasure of attending the press meetings and becoming acquainted with the editors of the state in person, although he knew them by reading their papers. He spoke of his long association with the Courier-Journal and with men such as Col. Sommers, Col. Woodson, John Barry, of New Haven, John Babbage, of Cloverport, and Chas. Meacham, of Hopkinsville.

Col. Urey Woodson was then called upon and responded with a delightful talk, in which he spoke of the old days of the K. P. A., saying the Association did not do much at first, but is now a real live organization, due largely to President B. B. Cozine. Col. Woodson spoke of the great improvement in the Courier-Journal since Judge Robt. W. Bingham has been the publisher. He complimented very highly Mr. Robinson, saying he is one of the great editorial writers of the state, but had not been as well known as some of the others.

Tom Wallace, chief of the editorial staff of the Louisville Times, delivered a very interesting address of "The American Society of Newspaper Editors." Mr. Wallace first expressed his appreciation to the state editors for co-operation in making the campaign for Mammoth Cave as a national park a success, and then told of the high standards of the Ameri-

can Society of Newspaper Editors, which he said advocates the highest ideals and ethics of the profession, encourages truthfulness in editorials and is an association of editors of the larger newspapers who promote improvement of the business practices.

Mr. Wallace spoke of the importance of the editorial column and said when you think of the Kentucky Press you think of certain newspapers with editors who express themselves in the editorial columns.

H. L. Williamson, secretary of the Illinois Press Association, Springfield, Ill., was on the program to speak on "Advantages of An A. B. C. Report for Weekly Newspapers," but could not be present on account of illness. He sent a copy of his address, which was ordered printed in the minutes of the Association.

A telegram from Lew B. Brown, of St. Petersburg, Fla., former president of the K. P. A. was read.

Election of Officers.

The annual election of officers took place and the following were elected by acclamation:

J. M. Allen, Cynthiana Democrat, President.

Herndon Evans, Pineville Sun, Vice President.

J. Curtis Alcock, Danville Daily Messenger, Secretary-Treasurer.

Joe T. Lovett, Murray Ledger & Times, chairman of the executive committee.

Following the reading and adoption of the resolutions, expressing the thanks of the Association to those who entertained and helped to make the meeting a success, the new president, J. M. Allen announced the following appointments:

Members Executive Committee—Miss Dorothy Leigh Harris, the Journal, Henderson; Miss Mildred Babbage, the News, Cloverport; Wm. Marriott, the News, Elizabethtown; Brainard Platt, Courier-Journal, Louisville; Keith Hood, the Democrat, Bedford; A. S. Thompson, Kentuckian-Citizen, Paris; R. L. Elkin, Central Record, Lancaster; J. T. Norris, Daily Independent, Ashland; Chas. A. Kirk, the Herald, Paintsville, and Geo. A. Joplin, Jr., The Commonwealth, Somerset.

Newspaper Exhibit—Victor R. Portmann, Department of Journalism, University of Kentucky, Lexington; D. M. Hutton, The Herald, Harrodsburg, and Keen Johnson, Daily Register, Richmond.

Legislative—B. B. Cozine, Shelby News, Shelbyville, who will name others on the committee.

RESOLUTIONS

We, your committee on Resolutions, beg to report as follows:

The Kentucky Press Association desires to express grateful appreciation to those not members of the organization for their splendid contributions to its program at this session; to Dr. Homer W. Carpenter, pastor of the First Christian church, Louisville, for his gracious invocation; to Frank Dunn, secretary of the Kentucky Progress Commission, for his graphic description of the work being done by this constructive body; to Dr. Curran Pope, of Louisville, for his valued and informative report on our state's penal and charitable institutions; to L. B. Herrington, president of the Kentucky Utilities Company, for his talk on the policies of his organization and to H. L. Williamson, secretary of the Illinois Press Association for his fine paper on the A. B. C. for weekly newspapers, which he was unable to deliver in person but which is published in these minutes.

We also wish to commend our members, Mr. Allen, Mr. Norris and Mr. Wallace, and others who took part in the discussions, for their share in our program, which showed ability and preparation and have been invaluable to us in the solution of our common problems.

Especially do we wish to record our most sincere and grateful appreciation to our affable, capable and vigorous president, B. B. Cozine, for the extremely valuable service he has rendered this body during his term of office and particularly for his many constructive and beneficial accomplishments, done at great personal sacrifice of time and money, in the matter of newspaper legislation.

We wish again to voice appreciation to our genial and efficient secretary, J. Curtis Alcock, for his long and faithful service to the association in this capacity.

The association welcomes James M. Allen to the office of president and pledges him its warm and earnest cooperation toward a greater and more constructive Kentucky Press Association.

Again it is the K. P. A.'s pleasure to express its deep indebtedness to its perennial hosts in Louisville, the Courier-Journal and Times, their publisher, Judge Bingham and members of the staffs, not only for their hospitality and cordiality at these gen-

erous luncheons but also for their many courtesies throughout our annual meetings here.

We wish to express our appreciation to the Kentucky Hotel, "where Kentucky hospitality has greeted us" and for their many courtesies during the meeting, both to the association and its individual members.

The association desires to extend most sincere and hearty congratulations to Mr. Harrison Robertson, who is celebrating his 50th anniversary as a wheel-horse of the Courier-Journal and wishes for him many more years of the able, conscientious and constructive journalism for which he has earned a deserved distinction.

While the attendance is representative, be it resolved that each member urge his neighboring publishers to attend each subsequent meeting for the mutual benefit of himself and the association.

Respectfully submitted,
(Signed)

JOE T. LOVETT,
CHARLES WEBBER,
KEEN JOHNSON.

THOSE PRESENT

Those in attendance and registering at the mid-winter meeting of the Kentucky Press Association held January 18 and 19, 1929, at The Kentucky Hotel in Louisville, were the following:

C. J. Richardson and Samuel H. Hubley, Hardin County Enterprise, Elizabethtown.

L. G. Barrett, Ohio County News, Hartford.

B. B. Cozine and Mrs. Cozine, Shelby News, Shelbyville.

J. W. Willis, The Herald, Irvington.

D. A. Murphy, International News Service.

D. B. Spragens, Marion County Falcon, Lebanon.

H. A. Sommers, The News, Elizabethtown.

Victor R. Portmann, University of Kentucky, Lexington.

W. Chas. Webber, The News, Georgetown.

A. S. Thompson and G. C. Thompson, Kentuckian-Citizen, Paris.

Dorothy Leigh Harris, The Journal, Henderson.

Woodson Browning, The Messenger, Madisonville.

W. P. Hogard and Mrs. Hogard, The Press, Marion.

Russell Dyche, Sentinel-Democrat, London.

R. L. Elkin, Central Record, Lancaster.

G. B. Senff, Sentinel-Democrat, Mt. Sterling.

Jas. T. Norris, Independent, Ashland.

A. Robbins, Courier, Hickman.

J. R. (Josh) Catlett, Twice-a-Week Leader, Princeton.

O. E. Taylor, Record-Herald, Greensburg.

Fred T. Ballard, Herald-Post, Louisville.

Keen Johnson, Register, Richmond. J. Curtis Alcock and Mrs. Alcock, Daily Messenger, Danville.

J. M. Allen and Joe Costello, The Democrat, Cynthiana.

Jos. T. Lovett, Ledger & Times, Murray.

J. L. Crawford, Times-Tribune, Corbin.

J. Boyce Smith, Lyon County Herald, Eddyville.

L. C. Littrell, The Democrat, Owenton.

Herndon Evans, The Sun, Pineville. Chas. A. Kirk, The Herald, Paintsville.

Geo. A. Joplin, Jr., The Commonwealth, Somerset.

Keith H. Hood and C. A. Bell, Trimble Democrat, Bedford.

D. M. Hutton, Mrs. Hutton and Mary Elizabeth and Jane Bird Hutton and Miss Birdie Linney, The Herald, Harrodsburg.

Cecil Williams, The Journal, Somerset.

J. W. Hedden, Jr., The Advocate, Mt. Sterling.

Kenneth B. Small, Henry County Local, New Castle.

Mildred D. Babbage, The Breckinridge News, Cloverport.

A. S. Wathen and Wallace Brown, Kentucky Standard, Bardstown.

Chas. A. Blanchard and Wm. S. Heffernan, Mergenthaler Linotype Co., Louisville.

W. L. Dawson, Oldham Era, LaGrange.

Lloyd P. Robertson, News-Democrat, Paducah.

Elliott C. Mitchell, Evening Sun, Paducah.

M. O'Sullivan and Dan O'Sullivan, Shelby Sentinel, Shelbyville.

E. A. Jonas, Louisville Herald-Post.

Malcolm Bayley, Louisville Times; Brainard Platt, of the Courier-Journal, and others who failed to register.

PRESIDENT'S ANNUAL REPORT

By B. B. COZINE,
Shelby News, Shelbyville, Ky.

Jan. 18, 1929.

Instead of the self-laudatory address that the average retiring President gets out of his system at the Mid-winter meeting of this Association, I want to frankly confess my bitter disappointment over the lack of material accomplishments during the past year.

While I openly warned you before you elevated me to the position that whatever time I could spare to the duties of President of the Kentucky Press Association would be devoted to an attempt to secure for you some additional Legal Advertising Laws at the 1928 session of the General Assembly, I secretly anticipated putting over such a comprehensive program that the income of your papers would have been so materially increased that in the pleasure of watching a steadily-growing bank balance you would have overlooked my other shortcomings.

While circumstances beyond my control prevented me from realizing my secret ambition, I was able, with the loyal aid of several co-workers, to not only hold what advertising laws we had, but to materially improve and strengthen one of our most important statutes.

Before the Legislature convened I planned to have six bills affecting the newspapers of Kentucky introduced:

First—The re-enactment of our Report and Publicity measure passed at the 1926 session, so as to require completely itemized reports from public officials instead of condensed reports. And further, to straighten out the wording in exempting counties containing cities of the first-class, which our attorney feared if unchanged might affect its constitutionality.

Second—To provide a penalty for State Banks failing to publish a list of deposits that have remained unclaimed for five years.

Third—To require all executors or administrators of estates of \$1,000 value and over to publish a notice of their appointment and a call for claims to be filed in four issues of a paper.

Fourth—To require all applications for parole or pardon of persons convicted of a felony to be published two times in a paper in the county where the crime was committed.

Fifth—To require Boards of Council and City Commissions of all class cities not now required by law to do so, to publish the proceedings of all official meetings.

Sixth—To require all Fiscal Courts or County Commissions to publish the proceedings of all official meetings.

All of you doubtless recognize the need of these laws, each of which would bring information and protection to the citizens and taxpayers of our Commonwealth. Most of them are already in force in a majority of the States of the Union.

But when the General Assembly actually got under way and bills seeking to either repeal or emasculate the few advertising laws already on the statute books began to drop into the hopper from all sides I was quickly forced to the conclusion that it was no time to sponsor so much new legislation and that we would be doing exceeding well if we could re-pass our Publicity Act and prevent the amendment or repeal of the other advertising laws.

To start the ball rolling the Representative from Calloway county introduced two bills, one seeking to amend the law fixing the legal rate on all official advertising so that it would be thrown open to competitive bidding, and the other to provide for the publication of all reports in papers of general circulation rather than in the largest circulation.

The Representative from Shelby county, the home of your President, quickly followed with another bill seeking to repeal in toto the 1926 Report and Publicity Act and enact in its stead a law providing that School Superintendents be required to make itemized reports annually to the Fiscal Court and authorizing that body to have a condensed summary published in a newspaper of general circulation.

With the intelligent and loyal cooperation of newspaper men in the home counties of Representatives on the committees to whom these unfriendly bills were referred, we were finally able to "kill" all of them in committee. In other words, we asked for and secured public hearings before the various committees in charge of the bills and were able in each case to convince a majority of the com-

ANNUAL FINANCIAL REPORT

J. CURTIS ALCOCK, Treasurer, K. P. A.
January 17, 1929.

RECEIPTS

Balance on hand Jan. 13, 1928	\$476.03
Prof. Enoch Grehan, Newspaper Prizes	50.00
Courier-Journal and Louisville Times, Newspaper Prizes	100.00
Lexington Herald, Newspaper Prizes	50.00
Lexington Leader, Newspaper Prizes	50.00
Fees and dues for year	\$485.50

Total Receipts \$1211.53

DISBURSEMENTS

Secretary's salary for year	\$100.00
Printing	132.75
Telegraph and Telephone messages	50.60
Stamps	11.08
Badges (two meetings)	21.94
Expense Executive Committee	8.00
Stenographer	12.50
Flowers	4.30
Newspaper Prizes (Cash and Loving Cups)	155.00
Expense of Contest Judge	38.00
Silver Loving Cup to H. A. Sommers	47.85

Total Disbursements \$ 582.02

Balance on hand Jan. 17, 1929 \$ 629.51

Respectfully submitted:

J. CURTIS ALCOCK, Sec'y-Treas. K. P. A.

mittee to return unfavorable reports, thereby effectually disposing of the measures without having to make a fight against them on the floor of the House. Naturally the missionary work done by newspaper men with their Representatives before the hearings were held played an important part in our success.

With these unfriendly bills out of the way, we turned our new Publicity Act over to our genial secretary, Hon. J. C. Alcock, whose home people had wisely sent to Frankfort to represent them, and he introduced it in the House. The bill went to the Hon. Mac Swinford's Judiciary Committee and he lost no time reporting it favorably. Mr. Swinford, by the way, happened to be Vice-President Jim Allen's Representative.

Brought out by the Rules Committee the first day it took charge, the bill came to a vote at rather an unfavorable time late in the afternoon when the representatives were worn out after a hard day's grind.

The Representative from Shelby, doubtless smarting under the killing of his publicity bill in committee, sought to load our bill down with four amendments, any one of which would have destroyed its effectiveness. He succeeded in having his first amendment, which was to also require School Superintendents to make and publish an annual report, adopted amid considerable confusion that was due principally to Representatives friendly to our measure thinking the amendment would only give the newspapers another report to publish. While the second amendment was under consideration the House suddenly recessed for the day.

Not expecting the bill to come to a vote until the following day, we were not present when it came up. Hurrying to Frankfort that night we found the outlook for our bill almost hopeless. But refusing to give up the fight, we called Milt Conley, Curtis Alcock and a few others into a council of war, laid plans for the morrow with splendid results, for when the House reconvened next morning we had Representative Lester Jeter, an experienced and skillful parliamentarian in charge of our bill. So skillfully did Mr. Jeter lead our fight that he not only succeeded in having the remaining three amendments voted down, but he accomplished what many thought was impossible, and that was to persuade the members of the House to first reconsider and then de-

feat the amendment that had been adopted the previous afternoon. On the final showdown the House passed our bill exactly as it was first drawn without a dissenting vote, even the Shelby Representative voting for it.

When our bill went over to the Senate we found that one of the members of this association had persuaded Senator Oldham to offer a publicity bill identical with ours save that it provided for the reports to be published in papers of general circulation rather than in papers of the largest circulation. While confident we could defeat this bill and finally pass ours, the time was so limited we deemed it better judgment not to take the risk, so we affected an agreement between the publisher back of the bill and his competitor with the result that the bill was dropped.

Senator W. Vernon Richardson took charge of our bill in the Senate, and although it was delayed in reaching a vote until the afternoon of the last day of the session, it passed with only seven adverse votes. This opposition was largely due to active lobbying done for the general circulation bill before it was dropped.

The bill had already been submitted to the Governor by a special committee and he signed it as soon as it reached his desk. It became a law on June 13, 1928.

After the rather strenuous time we had encountered in piloting our bill over the rocky legislative shoals we naturally were a little puffed up over our victory and you can imagine our chagrin late in July when we were confronted with an opinion of the Attorney General of Kentucky given to the State Superintendent to the effect that in reports of schools the treasurer could combine all payments made during the year to teachers in one item and that all payments made to a person or firm during the year could be reported in a single line.

As we had this legislation repassed mainly to overcome this very practice on the part of many officials, and had taken the precaution to employ former Attorney General Chas. H. Morris, of Frankfort, to redraw our bill so as to compel complete itemization, we anticipated but little difficulty in having this matter straightened out. But in this we were mistaken, for we found that legal mills grind very slowly, and a job that we thought could be completed in a week's time, eventually consumed more than six months before we finally brought it

to a successful conclusion.

First taking the matter up with General Morris, who readily agreed that the opinion was unsound and would have to be recalled, we had him go over the matter with General Cammack. The Attorney General admitted to our attorney that the opinion to the State Superintendent would have to be modified, but requested that a conference first be held between representatives of the Kentucky Press Association and the Attorney General's office to see if a uniform application of the law could be agreed on.

At this time I was compelled to leave for Northern Michigan on my vacation, so I turned the arrangement for the conference over to former President Cecil Williams, of Somerset, who was familiar with the history of the legislation, and asked him to represent us, together with our attorney. Despite repeated attempts by Mr. Williams to arrange a date for the conference, he was never successful and upon my return to Kentucky the middle of October I found matters stood exactly as I had left them the first of August.

After several unsuccessful attempts to arrange a date for the conference, I finally took the bull by the horns and called the members of the Executive Committee to meet in Frankfort on November 23, and notified the Attorney General we would be at his office that day at 2 p. m.

Accompanied by our attorney and Mr. Conley, seven members of our Executive Committee who had responded to the call, met General Cammack and went over the situation thoroughly, with the result that the Attorney General agreed with us on every point in contention and promised to render a new opinion, recalling the construction given the State Superintendent last July, and setting forth in unmistakable language the intent of the statute as he saw it. He was to issue the opinion in reply to a formal application from me as president of this Association. Despite the fact that I forwarded the letter asking for the opinion the very next day, General Cammack brought up new contentions that resulted in the opinion being further delayed. Finally becoming desperate I wrote him late in December asking him to pass on the questions agreed on at the conference and that I would waive the request for an opinion on the matter that we were not agreed upon. This he agreed to do, but no

opinion forthcoming, last Saturday I made a final effort with the result that it reached me at noon yesterday. Here it is in full and I have prepared certified copies for you to take home with you to present to your officials:

Under this opinion there can no longer be any question of itemization. Every warrant issued must be reported and published showing the date, to whom issued, for what purpose issued and the amount. It also covers the legal rate to both weeklies and dailies, there being considerable controversy over the daily rate in several sections. I certainly hope and trust it will at last enable you to secure and publish the reports as the statute intended they should be published.

In this connection there is a matter that I desire to call your attention to and that is the failure of many reports to be properly attested to before an officer authorized to administer oaths. The law calls for sworn reports and a report that is not sworn to is not legal. Another omission in many reports is the failure to include and publish the certificate of the bank or banker of the balance claimed to be on hand. This is vital as it is a direct check on the officer making the report and must be included for the report to comply with the law.

Your President is alarmed at the increasing tendency on the part of newspaper men seeking to have advertising laws amended to suit their individual cases rather than for the good of the association as a whole. Sniping by your own members during the 1928 session of the Legislature prevented the introduction and probable passage of new legislation that has long been sorely needed. If this practice continues what few publicity statutes Kentucky now has will either be repealed entirely or so amended as to render them valueless either to the tax-payers or the press.

To overcome and prevent this threatened calamity, your President strongly urges the practice of the Golden Rule by newspaper in counties where there are more than one publication. Where there are two papers of practically the same circulation in a county we believe it will be of mutual advantage for them to agree on a division of the legal advertising required to be published in the paper of the largest circulation rather than continue to fight each other over who gets the business.

In the event there is such a wide

ADVANTAGES OF AN AUDIT REPORT FOR WEEKLY NEWSPAPERS

By H. L. WILLIAMSON

Secretary Illinois Press Association, Springfield, Illinois.

When Shakespeare said, "Be not the first by whom the new is tried, nor yet the last to lay the old aside," he did not go into details as to how new things were ever to get started if all followed this rule. He must have written that to favor the man who says, "'Twas good enough for father, and it's good enough for me." He surely did not have in mind such men as Ole Buck, Field Secretary of the Nebraska Press Association, for even though Ole has fairly kept the heads of the newspaper publishers whirling ever since he accepted that position with the many new things he has started, he has been decidedly popular with us all because he has always been practical in his ideas and has invariably "put them across" in a way beneficial to his own associa-

difference in circulations as to make a rotation arrangement unfair to the taxpayers, who are entitled to first consideration, the stronger paper in consideration of receiving these reports should show the weaker paper the courtesy of a clear field when legal publications to be made in a paper of general circulation are awarded.

In this way both papers will share in the legal advertising, friction and ill-feeling will be avoided, and we believe, pressure from individual publishers on Legislators to amend existing advertising statutes will cease.

In concluding this report on legal advertising your President desires to emphasize, that according to his best judgment, the largest circulation clause in our principal statutes is the very foundation that holds up the entire legal advertising structure, including the legal rate. If it is ever changed to permit the important reports to be published in a paper of general circulation disaster is certain to follow to all legal advertising. Not only will it defeat the prime object of these statutes, which is the widest publicity of the expenditures of the money paid in taxes that the citizens receive thereunder, but it will open wide the door to cut-throat bidding between papers and eventually destroy the legal advertising rate.

tion and in many cases to those of other states because of the excellent example set for them to follow. Again he comes, with another wide awake field secretary, Jay W. Shaw, of the New York Press Association, and proves the commonly accepted idea that country publishers cannot have an audit of their circulation to be false.

Both of these men have given us to quite an extent the details of the methods they are using in their states for auditing the subscription lists of those editors who request them to do so. They seem very practical, but small town publishers throughout the nation are asking, "What is the cost?" Guesses as to the expense of bringing an auditor into a country newspaper

(Continued on Page 7)

It will also encourage the starting of spite and political sheets for the sole purpose of securing the reports. It will enable selfish officials awarding the publications to use them for personal political advantage, and, in extreme cases, open the way for petty graft by compelling publishers to divide the proceeds with dishonest officials in order to secure the order.

There are many matters that I would have liked to bring to your attention, such as more uniformity of advertising rates, the universal adoption of higher rates for transient advertising, and the like, but the length of this report forbids. In conclusion, I wish to express my hearty thanks to every member of this association for the loyal co-operation that enabled me for the second term in succession to bring about the enactment of legislation of State-wide scope, while literally hundreds and hundreds of other meritorious bills failed of passage. It plainly shows the far-reaching influence of the Kentucky Press when systematically directed. May it ever be used for the advancement and betterment of our Commonwealth. Without your aid and the untiring assistance and counsel of Milton Conley, Cecil Williams and Curtis Alcock, who were right on the ground, we could never have succeeded.

ADVANTAGES OF AUDIT
(Continued From Page 7)

office and having him stay long enough to get a thorough check up on circulation, with definite proofs in regard to it, have ranged all the way from ten to one hundred dollars. It is certain that, if payment is made according to time spent at each office visited, there will be a vast difference in cost, for systems of bookkeeping in connection with subscription lists and matters incidental thereto which must necessarily be referred to by an auditor are many and varied, some extremely simple (perhaps too much so) and some decidedly complicated. Naturally any figures that may be given from New York or Nebraska on the first year's operation of an auditing system are not likely to be low, for even with the A. B. C. audit, offices visited for the first time by an auditor do not have records kept in a manner that is as easy to check as is the case after the bookkeepers have learned what is expected of them by the auditor. But is there any reason, when a building and loan association in a small town can be checked up by an examiner in one day's time, that a newspaper subscription list should require any more time? It seems even possible that, with all information needed by the auditor ready in handy form before he arrives, he might make two nearby towns in a day. Added to the expense of each audit, in estimating, must be the transportation charge, which it can be readily seen will be high until the places visited are many and close together. Thickly populated states will always have an advantage. It is conceivable that time required of an auditor in the town visited might be curtailed if some method can be devised by which part of the information needed can be mailed to some central headquarters in advance, there to be checked by permanent office help secured at a less salary than that of the auditor, most auditors being high priced men, but this is not necessary as any good newspaper man can do the work.

There is a question, however, more important than the one of cost, though related to that question. In our business, our homes, everywhere, we are spending money in sums that would have startled our forefathers. Could the newspaperman of yesterday see the amount of capital tied up in the publication of even a weekly paper in a small country town today, he would consider financial ruin a

matter of only a few weeks. In the average office of this nature the cost of the typesetting machine alone is equal to the price of the building, lot and all equipment of the same office less than fifty years ago. The important question today, then is not, "How much does it cost?" Rather, after learning the cost, we need most to ask, "Is the expense justified?" And that is the basis on which the country newspaper audit must be considered.

Two features are given by advocates of the country newspaper audit as justifying the expense, the increased advertising patronage expected and the greater respect that the community will have for a newspaper which pays more attention to its subscription list. In connection with the last named feature, it is also claimed that the publisher himself will feel a greater respect for his calling if he is forced to keep his circulation up to a high standard.

The purchaser of any commodity today insists on knowing exactly what he is buying. The standards of measurement must be exact, in accordance with the law. The grade, size or quality must conform to certain rules, laid down by state law, city ordinances or universal practice. Many articles must be guaranteed. Buying "a pig in a poke" is no longer a popular pastime. In the days of our boyhood, when we swapped knives or some other knickknack "no sights and unseen" we always expected that what we had not seen previous to the trade was scarcely worth the seeing. And the shrewd business man of today believes that what he buys without actually seeing the goods or a sample, or knowing by some means of their real merits, is of very uncertain worth.

Such has been too often the attitude of the foreign advertiser in connection with purchase of space in the country weekly. He had no way of knowing the truth in regard to circulation claimed by the smaller papers and so preferred to patronize magazines or large city dailies with circulations guaranteed by an A. B. C. audit. The honest publisher has suffered because of this. One Illinois publisher, when asked in regard to his views on the audit matter, said:

"I think it would be a fine thing for the honest-to-goodness business man in the newspaper office. But the man who should have it worked against him most—the man who is now the parasite on the publishing

business by reason of padded circulation figures—would be against it, and wouldn't endorse it at all. I think we have at least a couple of papers in my town who would fight the idea. They get their statements published in the American Press rate book at a figure that no audit bureau could possibly substantiate, and cop off the foreign advertising.

"I have read of the country newspaper audit, but confess inability to see much to it beyond the big statement that the audit will help to establish the editor's prestige as a business man by helping him to clean up a very bad circulation list. As we have had a clean list for ten years—never a man gets the paper for over a year unless he pays, and ninety-five percent of these paying in advance, too—we do not see where it would help us with a prestige.

"With some independent agency coming into an office and ascertaining first hand, direct and accurate, the facts that make circulation valuable for the advertiser, there can be nothing but good come to the real editor who has always made honest statements about his circulation. And the other kind—well, it will just hasten him on to his ultimate goal, oblivion. I believe that some day, somehow, there will be some way to putting the unfair competitor and journalistic parasite out of the way and giving the real journalist, the ethical journalist, what he deserves, better treatment at the hands of the public he serves."

That editor has been in business nearly twenty years. Another Illinois publisher, who prints the kind of a paper that gets a real circulation list, said: "I think it ought to be considered a crime for a man to misrepresent his circulation, but I am not in favor of more regulatory laws."

A third said: "Giving their actual number of subscribers would not be a popular thing in the coal field sections of Illinois this year, for while practically every person in these towns is reading the local paper, a large portion of them are not subscribers but merely borrowers from those who are." That there are many publishers in Illinois who do not care to make their circulation public is evident when one glances through Ayer's Newspaper Directory, used by so many advertisers seeking information concerning newspapers throughout the United States. Looking through the 1928 directory, I find that two hundred forty-eight Illinois

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