

The
Kentucky Press

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

March, 1940

Volume Eleven Number Five

Time Is Ripe To Raise Your Advertising-Subscription Rates

Publishers who have realized their advertising rates and their subscription and printing prices have been too low to permit profitable operation, but have been afraid to increase prices when the average wholesale trend has been stationary or declining, should take advantage of public psychology and adjust their rate structures now.

The second European war has educated the public to accept gracefully any price increase. Since the law of economics has never exempted printers and publishers, there is every valid reason why prices should be revised upward in conformity with rising price trends. Since a publisher cannot readjust his selling price constantly in sympathy with prevailing price movements, the publishing industry finds itself with a stationary selling price on one hand and rising costs that squeeze the profit margin into one of loss.

Newspapers whose present prices do not compensate for the increasing cost of taxes and materials should make their price adjustments as soon as possible.

Several years ago the National Editorial Association compiled a minimum rate table based on actual cost of operation. Since new expenses have entered into the picture, such as social security, unemployment compensation, old age benefits, higher income and higher local taxes, the rates quoted should be considered as the absolute minimum. In fact, there is a question whether they do not now represent an actual loss figure.

NEWSPAPER ADVERTISING RATES

Circulation	Net Local
500 or less	25 Cents
600 or less	26 Cents
700 or less	27 Cents
800 or less	28 Cents
900 or less	29 Cents
1000 or less	30 Cents
1100 or less	31 Cents
1200 or less	32 Cents
1300 or less	33 Cents
1400 or less	34 Cents
1500 or less	35 Cents
2000 or less	40 Cents
2500 or less	45 Cents
3000 or less	48 Cents
3500 or less	51 Cents

Be that as it may, how does your rate structure compare? If it is any less, you are losing money now.

This problem of increasing the rate structure is one that will have to be answered according to special conditions existing with each newspaper. Competing papers ought to get together and make the increase simultaneously. County associations should do the same; for, as the banks did recently—with united action, on the part of every bank and explanatory ads on the cost of doing business—they put over the fee system that every publisher and business man accepts.

Newspapers can do the same providing they have sense enough to work together.

The writer has increased his rate structure on two different occasions without saying anything about it. His bills had always been billed, "One Time Ad," "Big Bargains, \$4.50"; and since his advertisers were not rate conscious, there was no protest whatsoever. In recent years he has been billing with an itemized statement, making his advertisers more rate minded than before.

His itemized billing presents a problem he hopes to solve by explaining that the increased cost of doing business makes it necessary to advance his prices the same as any other business would. A rate card, however, is being worked out on a bulk and frequency rate basis that will take the edge off the increase, yet bring a higher net advertising income. Each publisher will have to settle for himself the problem whether rates should be increased "during the middle of the night"—as any other business marks up its prices—or whether editorial or personal explanation should be used. If a publisher is without immediate competition and his advertisers are not rate minded, we suggest doing as any other business does—up the rate a nick and say nothing about it.

Subscription prices should be raised. The absolute minimum for a six-column, eight-page weekly with four pages of ready-print should be \$1.50; the same size paper, all home-print, \$2 to \$2.50. Daily papers of average size should be not less than \$5 upwards, depending on size, features, coverage, and competition.

Subscription prices are best raised under the cloak of a campaign. Any one of several types of campaigns can be used, giving new subscribers a chance

to get the paper for one year at the old price, old subscribers being permitted to pay a year ahead at the old rate. Whatever type of campaign is used, it should be sponsored and controlled by the newspaper.

While it is true that a newspaper subscription campaign throws the actual raise in price a year or so later, the paper benefits from immediate cash payments from new and old subscribers, and what is more important, finally gets around to increasing the subscription price.

Publishers contemplating rate increases should use the opportunity to develop a frequency rate schedule in addition to the customary open space rates. The lowest net price possible to earn on either an open space contract rate, or on a frequency time contract basis, should be the NEA figures. All other quotations for linage should graduate upward from those base figures.

As long as management intends to raise prices, printing quotations should be included. One of the best pricing methods we have seen used was nothing more than a printed price list of the commonly used business forms in the commonly used amounts.

The price list was posted in the office, and when a customer inquired for a price, it was quoted from the printed list. No time was consumed in "figuring." The customer accepted the posted price as being fair and one that all others paid. There was not present any of the doubt that appears when one figures the cost before the buyer.—*New York Press.*

Printing Stamp—Place in trade news goes to the stamp issued September 25 to commemorate the 300th anniversary of printing in Colonial America. It is hoped that printers will use the stamp as a spring board for publicity campaigns calling attention to the importance of the printed word in today's selling. The printing industry needs a boost, and this stamp opens the way for a concerted printing publicity campaign. Too many of us are inclined to look down on our own industry. Yet we all know the nation's goods are moved from factory to consumer with the aid of broadsides, booklets, brochures, catalogs, etc., that are perhaps too commonplace among printers to be properly evaluated. In other words, it appears that printers themselves need to be sold on the effectiveness of their own medium.

Paducah Host To Summer Meeting

Meeting at the Brown hotel, Louisville, April 29, the executive committee accepted the invitation of Paducah for the summer meeting of the KPA and set the dates as June 6, 7, and 8 in hopes of escaping the hot days that have been the history of previous Paducah meetings. Joe La Gore and Ed Paxton Jr., Paducah Sun-Democrat, Roy C. Evens, Mayfield, President Pedley and Secretary Alcock were appointed as the program committee.

The committee was instructed to investigate plans for a visit to the Gilbertsville dam. The trip will in all probability be made by a special train on the I. C.

A resolution condemning certain administrative orders that have been made by state agencies recently that are discriminatory and evidence class legislation was discussed and passed. This resolution is printed in another column. A resolution against the Patman bill, passed by the association two years ago was changed to some detail and reiterated.

President Pedley and Secretary Alcock were selected as official delegates to the National Editorial Association meeting in New York in June.

A committee to discuss matters relative to the sesqui-centennial celebration of Kentucky's statehood was selected to wait on Governor Johnson for further information. This committee is composed of Fred Wachs, Lexington Herald-Leader, chairman, Thomas R. Underwood, Lexington Herald, Barry Bingham, publisher, Louisville Courier-Journal, President Pedley, Vice-president Dyche, and Secretary Alcock.

An extended report of the activities of the legislative committee during the legislative session of 1940 was made by Chairman Harry Waterfield. W. Judd Wyatt, information editor, Farm Credit Administration, Louisville, was elected to associate membership in the association.

It was decided that all questions from state editors relating to legal procedure on matters pertaining to the state laws and interpretive rulings should be referred to the legislative committee for answer and action. Accordingly, such notice is duly given that such questions for information a legal matters should be sent directly to Chairman Harry L.

Waterfield, Clinton Gazette, Clinton, Ky.

Committee members present were Chairman Waterfield, President Pedley, Vice-president Dyche, Secretary Alcock, Joe Richardson, Thomas T. Wilson, Chauncey Forgey, Edward Hamlett, Robert Elkins, Vernon Richardson, Frank Bell, Tyler Munford, Walker Robinson, Vance Armentrout, Fred Wachs, and Victor R. Portmann. Visitors present included Past Presidents Col. Forgey, LaMarr Bradley, George Joplin, and Joe Lovett.

Resolutions Adopted By The KPA Executive Committee

The Kentucky State Press Association, by official expression herein set forth, goes on record in opposition to a recent regulation of the State Department of Health limiting and defining the advertising that may be done by an optician, optometrist or other eye doctor.

We recognize, of course, that it is the right of the state to erect safeguards against betrayal of the public trust and injury to the public interest, but surely it is not within the proper province of any department, or of the General Assembly itself, to tell a business or professional man how much he may advertise, and how he may advertise, on the arbitrary assumption that advertising, in the absence of these restrictions, will work against the general welfare.

The limitation, in the opinion of the Press Association, is simply a manifestation of an increasing tendency on the part of government to attempt reform by bureaucratic and legislative fiat. As such, it is unwise, presumptuous and futile.

In the course of years, we would point out, the standard of advertising has improved greatly. That improvement has come about through the voluntary action of business and professional men and the newspapers themselves, which annually reject a great deal of copy that would have been accepted in other years.

By any standard, that voluntary correction is much to be preferred to bureaucratic or legislative ultimatum.

It is the considered opinion of the Kentucky Press Association that the regulation of the State Department of Revenue prohibiting price quotations in liquor advertising is a dangerous invasion of individual rights.

In opposing that regulation, the association wants to set forth first of all, since it may be accused of a purely

selfish and mercenary motive, that the loss of advertising occasioned by the prohibition has been so small as to be negligible. Not out of that small and personal consideration does this protest arise, but out of a genuine and impersonal regard for the public welfare as conditioned by private rights.

If the state, on whatever behest, may prohibit price advertising by retailers of liquor, why may it not promulgate similar regulations with respect to the retailers of tobacco, cigarettes, clothing, and groceries? Certain it is that there exists among a class of retailers who find opposition too keen and too efficient for them, a sentiment in favor of general restrictions by which the public would be kept from learning where it might get the best bargains.

Who would suffer from such regulations? Newspapers, of course, since price is a major element in advertising. But, more important, the public at large, which would be shut off from its main source of information about places to patronize and things to buy.

The Kentucky Press Association, whose papers are read by a great majority of Kentuckians, look with distrust on any effort to benefit a comparative few at the expense of the many. It is in that category of special and discriminatory regulations that the ban on liquor-price advertising falls. Unjust, undemocratic and unwise in the particular instance that prohibition sets a precedent that might very well lead to legislative and administrative regulations affecting all types of newspaper advertising, publicity, news, sports, and editorial comment.

Finally, since the passage of House Bill 276 (the liquor fair trades practice act), the regulation obviously has lost the only reason ever advanced in its support, namely, that price advertising should be prohibited in the interests of fair prices. With minimum mark-ups fixed by law, there can be no reason for a departmental regulation aimed at the same result.

For these reasons, we respectfully request that the regulation be rescinded. And for these reasons we hope that the state henceforth will avoid all attempts to regulate any type of content of newspapers or other publications, as the press is free only when absolutely spared from any form of coercion or control.

There is a whale of a lot of difference between the buying mood of people today as compared with a year ago.

The Kentucky Press

Official Publication of the Kentucky
Press Association

Victor R. Portmann, Editor-Publisher

Printed On The Kernel Press, Lexington

Press Association Officers

Gracean M. Pedley, President, Eddyville Herald;
Russell Dyche, Vice-Pres., London Sentinel-Echo.
J. Curtis Alcock, Sec.-Tres., Messenger, Danville

Executive Committee

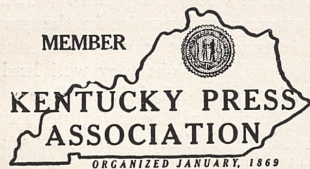
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Tyler Munford, Morganfield Advocate;
Vance Armentrout, Louisville Courier-Journal;
Joe Richardson, Glasgow Times; Edward Ham-
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Frank Bell, Bedford Democrat; Walker Robin-
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Harry Lee Waterfield, Clinton Gazette; Thomas
R. Underwood, Lexington Herald; Harry Ward,
Paducah Sun-Democrat; George R. Joplin Jr.,
Somerset Commonwealth; Cecil Williams, Som-
erset Journal.

Newspaper Exhibit Committee

Victor R. Portmann, Kentucky Press, chairman;
Vaughn Spencer, Kentucky Farm Journal, Louis-
ville; Robert Simpson, Frankfort Journal; Mrs.
Harold Browning, Williamsburg Republican;
Miss Jane Hutton, Harrodsburg Herald.



The Printing Dollar

Who gets the dollar that is spent for printing? Analysis of disposition of the dollar spent for printing shows that more than 70 per cent of it is paid for labor and remains at home to benefit the butcher, the baker, the clothier and every line of retail trade.

The dollar expended with the local printer is of greater value to the community than the dollar spent for merchandise.

The local merchant who buys printing outside of his own community is robbing his own cash register. A good many retail merchants need education along this line. The only source from which they will get this education is the local newspaper.

It has taken years for people to come

to some understanding of the fact that the tourist dollar, for instance, is of direct benefit to the entire community.

The dollar spent for printing is the most loyal dollar in your community. Don't let your local merchants forget that fact.

Which Direction Is Your Business Headed?

The United States Chamber of Commerce has asked the following list of questions recently of business men generally:

1. Do you keep a "purchase account" that shows a total of all goods bought?
2. Do you know what you save by discounting bills?
3. Do you know what it costs to buy goods?
4. Do you know what you owe?
5. How often do you take stock?
6. Do you figure stock at cost of selling price?
7. Do you make allowances for depreciation and dead stock?
8. Do you know what is due you?
9. Do you make depreciation of fixtures and delivery equipment?
10. Can you furnish your bank a financial statement at once?
11. Are collections made as rapidly as accounts increase?
12. Do you know what it is costing you for allowances for customers?
13. How often do you make up a "profit and loss" account?
14. Into how many separate accounts are your expenses divided?
15. Do you own the business in which you do business?
16. Do you charge rent therefor?
17. Do you charge your own salary as an expense?
18. Do you charge interest on money invested?
19. Do you know the percentage of expenses to sales?
20. If a fire took place, could you from your books, give a complete statement of all accounts?

A few of these questions might not apply generally to newspaper publishers, but most of them will. The publisher who knows all of these things in relation to his business, whether it be the publication of a weekly in a town of five hundred or the operation of a metropolitan daily or print shop, knows in which direction he is traveling. The publisher who cannot answer these ques-

tions concerning his business is traveling in the dark.

Check up on these things. A knowledge concerning them may change the direction in which you are traveling—possibly from a considerable loss to a neat profit—because you may be able to remedy some conditions which you did not know existed before taking this inventory.

Seventeen Suggestions For Getting Business

Seventeen suggestions for country publishers to help themselves and the national advertiser have been summarized by M. P. Linn, general manager of the S. C. Beckwith Special Agency, as follows:

1. Constantly sell newspaper advertising.
2. Promptly answer letters.
3. Render all bills correctly and promptly.
4. Send checking copies.
5. Be careful in "make-up."
7. Don't knock your competitor.
8. Eliminate free advertising publicity.
9. Get correct viewpoint on national business.
10. Adhere to your rate card.
11. Get local merchants to recommend your paper.
12. Combat substitution.
13. Get "tie-up" advertising.
14. Cultivate closely the local merchant, jobber and distributor.
15. Take advantage of advertised brands in local advertisements by bringing them to the attention of advertiser and agent.
16. Supply information about paper, territory and markets.
17. Don't sell goods—sell your paper.

Elkin Appointed On Fair Board

Robert L. "Bob" Elkin, Lancaster, former publisher of the Record and an honorary member of the KPA executive committee, is receiving congratulations of his many friends on his appointment on the newly created state fair board by Governor Johnson.

Recent Linotype installations include two Blue Streak model eights in the Owensboro Messenger and Inquirer, and a Blue Streak model fourteen in the Floyd County Times, Prestonsburg.

Get After The High School Printing Business Today

The approach of the high school commencement season prompts us to remark that too often the school printing goes out of town along with the order for senior class jewelry.

The local jeweler is entitled to first consideration for the senior class jewelry order, because he has been paying local taxes for many years, thus contributing to the upkeep of the schools. He probably has contributed time and again to buy the high school team football uniforms or to pay the expenses of the school glee club to attend the high school day competitions at the state university.

The local newspaper publisher has done all these things as a patriotic duty, too, and, in addition, he has printed columns upon columns of news of school activities, school publicity, week in and week out. Perhaps he has given hours of time to service on the school board.

He and the local jeweler have a right to expect some consideration when orders are placed for printing and jewelry.

Other School Printing

There are a number of ways a local newspaper and printing plant may profit by school business. There's the printing of a school yearbook, or annual, in the larger high schools, the printing of a weekly school newspaper, the senior class announcements, the senior class day programs, tickets and the advertisement of the seat sale. During the year athletic games, especially football, call for printed tickets, handbills, window cards, and newspaper advertisements. School dramatics call for printing and publicity of like nature.

The way to get this business, however, is not to sit back and growl about how it was taken out of town or to the cut-rate job shop up the street. The youngsters and the school authorities do these things which offend thoughtlessly rather than with malice. This business should be sought aggressively from the time school begins in the fall until the seniors sign off in May.

Contact School Authorities

Everything is in the newspaperman's favor if he puts his case squarely before the school authorities. They can be made to see the advantage of keeping on good terms with the local newspaper from which many favors are sought thruout the year — even at prices above

those charged by the cut-rate job shop or the out-of-town printer.

If the local newspaper doesn't get the business, it comes pretty near being due to the lethargy or inertia of the local publisher.

And this school business is worth cultivating. The local schools are as good a source of revenue for the town's newspaper and its printing plant as any other firm or institution in the town. But the business has to be solicited just as effectively as that of any local business institution.

Commencement Edition

During May some newspapers find it profitable to publish a senior class or commencement edition, using a few high school boys and girls either in the gathering of advertising for the edition, or both. They may be paid a commission or otherwise rewarded for services actually rendered, especially if they bring in the ads. The edition becomes a souvenir for members of the senior class, taking the place of a yearbook in the smaller towns.

In case the newspaper has been printing a school paper, a larger edition, meaning a larger printing job, is in order for the wind-up of the school year.

This is business that can be promoted by an aggressive policy on the part of the local publisher. Funds are forthcoming from a variety of sources: school boards, parent-teacher associations, athletic exhibitions, dramatic productions, senior class contributions and advertisers who do anything reasonable to help along the cause of education or the student activities in connection therewith.

The town's newspaper, properly managed, is a service institution ranking along with the school system and the church. The community benefits most in which these three fundamental institutions work in harmony. If the newspaper, without compensation, allows itself to carry more than its share of the burden, that's the newspaper's fault.

No matter how small a trading center a place may be, it is served by newspapers who carry the trade messages of alert advertisers. Every time their advertisements go to the readers they make new friends and emphasize the worth of repetition. Let a merchant repeat his name enough, through advertising, and the public will repeat it and buy from him.

The Independent Newspaper

A good newspaper serves all its readers, not just a few. If some of its readers disagree, the newspaper is sorry, but it cannot be bribed to betray the best interests of its community in order to hold one subscriber. It may disagree with a man today and agree with him tomorrow. This must be so because a newspaper is a public trust. Its decisions must always be based on what will aid the development of the community and bring prosperity to its residents.

Those who disagree with the newspaper must remember that if they could control it easily, that others could, also. The newspaper is always open to news and comments on different topics and is glad to get them to enlarge its own fund of information, but it must always be free to decide what will be best for the community it serves. Any other course would be a betrayal of public trust of which no true newspaper would be guilty.

It is to the interest of every subscriber to insist that his paper stay independent no matter whether he agrees with it or not for it is the one weapon which can be used insantly to fight corruption and graft without fear or favor.

Anent Free Publicity

A waste paper basket mounded high with "junk" from the morning mail convinces us once again that no one receives the amount of propaganda, canned material, free readers and plain efforts to graft space, that a newspaper editor does. No one would think of asking a clothing merchant for a \$20 purchase gratis; or a grocer for \$5 worth of produce; or a garage for \$4 in free service. Yet individuals, corporations, causes, churches, societies, manufacturers, inventors and just plain nuts write in daily to ask for more space as "free matter" than the average newspaper is able to sell at advertising rates. If one out of every thousand gained one one-thousandth of what they ask, every newspaper in the country would be in the hands of a receiver before the six-month had ended.

"And if all of the effort and expense represented in this never-ceasing effort to graft free space was devoted to the purchase of legitimate advertising, the message that these varied agencies have, or think they have, might be conveyed to the public in a fair and businesslike manner.

Good Casts From Curled Mats

Here is a stereo-room labor-saver and no second cast. Some large mats received are a little bent. In putting them in a casting box, the center often bows up, leaving a big hole in the face of the cut on the finished cast.

By setting one or more linotype slugs upright, it will be found they will hold the mat down firmly. When the cast is finished, the face of the cut never shows that the slugs were used.

Fine results from bent or curled mats, which the bars on the casting box cannot hold down, are obtained by this method, which works equally well on small, stiff mats which bow up in the center. It can only be used on casts which are being made type high.

Advertising Club Finds What Customers Want

Some interesting ideas as to what the consumer wants in ads were discovered by the Los Angeles Advertising Club and published in a recent Oklahoma Publisher.

A tabulation of several hundred blanks which were answered by delegates and members of the co-operating groups, reveals some consumer likes and dislikes that contain information which can be of value in planning, perfecting and selling advertising to merchants.

78% said that their faith in an article is not increased by published testimonials.

82% have an unfavorable attitude when offered a substitute for an advertised article.

76% are not favorably impressed by advertising which claims that the product is "better than all others."

Truth, Price and Quality—in the order named—are listed as the information desired in an advertisement.

93% believe that advertising has an educational value.

71% find that salespeople generally are informed concerning the advertising their firm is running and 29% find salespeople are not so informed.

67% said that advertisements must state the price of an article in order to interest them.

91% prefer newspaper advertisements which have an illustration.

38% of the men and 65% of the women object to suggestive pictures of scantily-clad women in advertising.

57% of the men and 86% of the wo-

men watch for advertisements of special sales.

58% generally read advertising received in the mail; 35% read such advertising "delivered at the door," and 23% read advertising thrown in the yard.

63% have an unfavorable attitude toward installment buying.

73% are not attracted by "comic" advertising.

Hot Weather Sale

A Keep Kool sale sounds interesting with the thermometer hovering around 90 degrees. Not only does summer apparel have especial appeal at this time, but porch and lawn furniture, awnings and screens are timely. It is cooler driving too—so don't forget the motorist.

Brick Inks—In an address on future developments before the Technical Publicity Association, Carl Foss, of International Printing Ink research laboratories, predicted delivery of printing ink in brick form at some time into the future. Blocked inks would be fed into special fountains, which would melt them for use in liquid form.

Don't Bid Blindly—The editor of *The Lenox (Iowa) Time-Table* suggests that when a person comes to your job department for a bid on printing, it's only good business to see if there is not some way of changing or improving the job, before submitting a bid. Changing the specifications reduces competition from previous bids and is apt to mean a better satisfied customer.

Wage-Hour Increases—Beginning October 24, under the Wage-Hour Act, there was an automatic increase in the maximum hours of work and in the minimum rate of wage. Maximum hours that may be worked without requiring overtime are forty-two instead of forty, while the minimum hourly rate of pay is thirty cents instead of twenty-five.—*Typothetae Bulletin*.

Classified Promotion—When a small concern insists it can't afford to advertise, there still is a possibility of selling a series of classified ads. *The Farmington (Minn.) Press* recently sold a local shoe repair man who "couldn't afford to advertise" a series of fifty-two classified ads at fifty cents each. The paper's advertising man prepared the ads, showed them to the shoe repair man, and he signed up for the entire series.

The superior "pulling" power of newspaper advertising over that of posters, the screen, the billboard, and a dozen other methods of reaching the public, lies in one simple fact: the newspaper goes to the individual, and is welcomed in his hands. In the other forms, only a few of them mentioned above, the individual must go to the advertisement, which is usually more of a nuisance to him than anything else.



DRESS UP FOR SPRING!

●Knot yourself a new cravat! Sport a snappy suit for Spring!

●But don't forget your newspaper. How many Springs have come and gone since it has had a change of dress?

●Picture those pages set in a Linotype Legibility Face. So sharp! So clear! So clean! Truly refreshing to your readers' eyes.

●Legibility Faces were scientifically designed to go through the technical handicaps of newspaper printing and still give maximum readability. There are five of these faces, and one is sure to suit your needs.

●Don't wait any longer. Dress up your paper *this* Spring. It will make old readers happy . . . and attract new ones, too.

LINOTYPE

Erbar Bold Cond. and Ionic No. 5

Renewal Recipe—The Publisher of *The Wayne County (Tenn.) News* increases the results of regular renewal notices by printing a weekly honor roll of names of those who renew within one month after expiration, new subscribers, and those who renew before expiration.

Subscription Help—When you use a subscription solicitor, require him to turn in at least three news items a day. He will find an interesting item in almost every home he visits. Giving him a quota gets action. The idea helps the man get more subscriptions, in addition to increasing reader interest.

Ticket Bait—*The Flint (Mich.) Journal* gives free theater tickets for the most unusual ads appearing in its classified columns every day. Chiefly intended as a reader-interest feature, the awards have also brought in some extra business and the makings of interesting promotion ads for classified.

With all their knowledge, the experts never seem able to tell us what we're up against until we're up against it.

Incidentally, a good casting box and an adequate advertising mat service are the enterprising editor's best assets.

Postal Rates Reduced — Downward revision of fourth-class postal rates on catalogs, just okayed by the United States post office and Interstate Commerce Commission, will have no effect on rates for other printed matter. To qualify for the lower rates, catalogs must contain at least twenty-four pages, weigh eight ounces or more, and describe articles or services offered for sale.

Outsmarting Idea—More and more local printers are adopting the slogan: "If you can't make it, farm it." By giving their customers a complete printing service, they are able to outsmart the peddlers and increase their earnings.



An Invitation To You

Join Your Fellow Editors
In Making The

K. P. A.

100 Per Cent Membership

Most of the air mail is sent by lovers and business men who take themselves equally seriously.

A man does not realize how much credit he has until his children grow up and start charging things to him.

BUSINESS DIRECTORY

ELECTION SUPPLIES

For Special Elections - All The Time
For Primary Elections - In August
For Regular Elections - In November

"Superior Election Supplies for
Fellow Kentucky Printers"

RUSSEL DYCHE
LONDON, KY.

Louisville Paper Company

"A PAPER FOR EVERY NEED"

Permanized Bond Papers — Howard Bond —
Maxwell Bond—Cherokee News (Blue-White)

Southeastern Paper Co.

Hammermill Products In Fine Papers

Guy B. Roush, Representative

125 Hillcrest, Louisville

Imperial Type Metal

H. L. Felix, 1648 Sutton Ave., Mt. Wash-
ington, Cincinnati Ohio

Immediate Shipments From

THE DICKSON COMPANY

234 W. Main St. Louisville

CINCINNATI MERCHANDISE W'HOUSE
7 W. Front St. Cincinnati, O.

Bush Krebs Co.

INCORPORATED

LOUISVILLE, KY.

Everything for PRINTERS
except paper

ELECTROTYPES . . .

. . . ENGRAVINGS

SUPPLIES . . .

. . . MACHINERY

ED WEEKS

*Who will
perform
these
miracles
to come?*



OUR WORK HAS JUST BEGUN

YOU think electric service is a wonderful thing—and it is. It lights our homes. It makes our streets safe at night. Turns wheels in factories. Lifts the burden of housework. Helps make the good things of life cost less.

There doesn't seem much left for electricity to do, does there? Yet we employes of your electric company believe that everything electricity now stands for—every service and comfort it now gives you—is but a beginning of what's to come.

Why, today we don't even know what electricity is. We simply know and enjoy some of the things it is capable of doing every moment of the day and night. But we also know that there are still many undiscovered tasks for electricity.

Who will perform these miracles-to-come?

The men who serve you now—the same great army of skilled technicians, capable managers and loyal employes whose tireless efforts in your behalf have already vastly improved the service your electric company gives you, already drastically reduced its cost.

No, it isn't an accident that electricity has reached its greatest present development in the United States. The reason is that these thousands of men and women in the electrical industry have the American spirit of initiative—the good old-fashioned kind.

Their work, and theirs alone, makes your electric service the best in the world. It's an amazing service. It gets better and better, costs less and less.

Your electric company doesn't often think about the work it has done because it is too busy planning the work that lies ahead,

MORE FOR YOUR MONEY

In the last 10 to 15 years, the engineering improvements and operating economies of your electric company have made it possible to cut the average price of household electricity just about in half. Many customers now using more household appliances, lots of light, a radio, and refrigerator pay very little more to operate all of these than they used to pay for light alone.

REDDY KILOWATT,
your electrical servant



KENTUCKY UTILITIES COMPANY

INCORPORATED

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